

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 Converter's Co. Limited
Montreal

There
it goes
again.
Right
into the
mud!



How often you hear this exclamation! A cap not firm upon the head blows off easily.

You can be assured of fitting every head. Any one of these caps adjusts itself automatically to

Three distinct sizes

without any discomfort to the wearer.

Reduce your stock. Two-thirds of the space utilized at present for your cap stock can be turned over to other merchandise, or you can carry a much larger range without any more investment, thus satisfying your customers with a better choice of patterns and ensuring no lost sales. There you have it, a greater volume of trade on one-third the capital invested or a still greater turnover on the same investment. Is that not good business? You should see this range. Samples on request.

The Windless

3 IN 1

Cooper
Cap

fits the head in such a way that the highest of winds cannot blow it off.

The Cooper Cap Company

260 Spadina Avenue

Toronto

MEN'S WEAR REVIEW.



MAY : : 1914

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

IT WILL PAY YOU
TO SELL
AND RECOMMEND

FLEET FOOT

SHOES

for every sport and
recreation

Canadian Consolidated Rubber Co.

Limited

Montreal, P. Q.

28 Branches throughout Canada



The Best Line of Hosiery

Mr. Live Dealer:—

Do you believe it pays to give your customers the best goods? Do you believe it means that they'll come back again and again—and that they'll tell others where to go to get the best? Of course there's only one answer to that question—yes! Then decidedly—the best line of Hosiery for you to handle is

Penmans Hosiery

for men, women and children. The dependable quality of **Penmans** gets you "in right" with your customers at the start, and keeps them coming.

Made of the best materials—seamless, snug-fitting and comfortable. You can offer your customers no such value in any other line.

Penmans Limited

Paris, Canada

Hosiery, Sweaters and Underwear



Penmans Hosiery



Some Reasons for the Demand for Imperial Men's Underwear



The soft, warm, "comfy" feeling that every man experiences and enjoys when he gets into his suit of Imperial Pure Wool Underwear is one of the many reasons why this underwear is the most popular on the market to-day, and why "once an Imperial wearer—always one."

Another — Imperial is made of only the best selected worsted yarns, knitted by experts with thirty-four years' experience. Complete satisfaction in comfort and durability is woven into every garment.

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

Ask your wholesaler for samples.



Kingston Hosiery Company, Ltd.

Established 1880

KINGSTON

ONTARIO

*Two dozen reasons why
you should handle
Deacon Shirts*

Third twelfth
of a dozen

*Factory
equipped
for shirt-
making only*



Not only does our immense and well-equipped factory facilitate the making of shirts, but back of all is a concentration which extends to the buying, the planning, the selling, all of which are most important factors in keeping Deacon shirts up to their high-set standard. See our big range of working and outing shirts for men and boys.

Let us submit latest samples.

The Deacon Shirt Co.
BELLEVILLE, ONT.

We do not sell the consumer

Hangh BRAND

White Duck Clothing

always comes to you wrapped in individual

Dust-Proof Packages

No loss, therefore, can occur through soiling. You can hand every Hangh Brand Garment across the counter in the original package it enters when fresh from our finishing rooms.

Duck Trousers.
\$9, 10.50, 12.00, 15.00.

As Illustrated.
\$9, 11.50, 14.75, 13.50.
With Frog Fasteners, \$1.50 extra.

Duck Vests
\$9.00, 11.25, 12.00,
\$12.75, 13.50.

Carpenters' Aprons.
\$2.25, 2.50.

Butchers' Aprons.
\$2.50, 2.75, 3.00, 3.50.



WRITE FOR CATALOG AND SAMPLES.

Defiance Mfg. Co., Ltd.

College and Bathurst Sts., Toronto

KANTKRACK Coated Linen Collars

—a business booster

KANTKRACK Coated Linen Collars are a trade magnet that will draw the best men's patronage of the town to your store. These stylish laundry-saving collars have the neat, dressy appearance of the ordinary linen collar—they are in reality linen collars coated with a waterproof preparation that both preserves and makes them easily cleaned. The flexible lip and long slit over the back button-hole are special features in **KANTKRACK** collars that stand for longer wear. Made in a size and style to suit any customer.

Made in Canada in "One grade only and that the best"

Sold direct to the trade by

The Parsons & Parsons Canadian Co.

HAMILTON, ONTARIO

"Craftana."

THE HALL-MARK OF Registered No. 262,005

**Maximum Comfort and Durability
at Minimum Cost.**

FIRST In the Field and **STILL LEADING.**

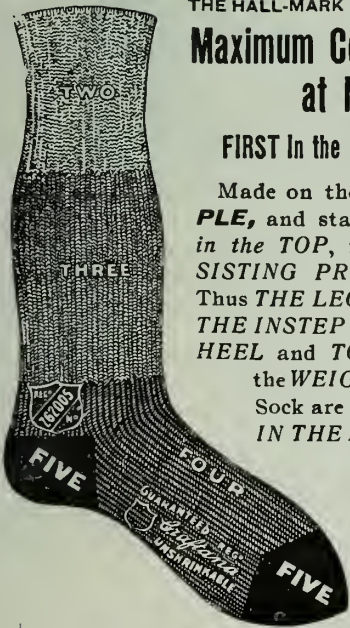
Made on the **GRADUATED PRINCIPLE**, and starting with **TWO THREADS** in the **TOP**, it increases in **WEAR-RESISTING PROPERTIES** as it descends. Thus **THE LEG HAS THREE THREADS**, **THE INSTEP AND FOOT FOUR**, and the **HEEL and TOE FIVE**. By this process the **WEIGHT and STRENGTH** of the Sock are where they are most needed **IN THE FEET**, making it essentially

**A HALF HOSE
FOR HARD WEAR**

**Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable**

**THE ACME OF PERFECTION IN
FOOTWEAR**

To be had from any of the Leading
Wholesale Dry Goods Houses



"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

Tight Money
Bad Debts
Mail Order Loss

*Business Boosters
Limited
to the rescue*

Tight money makes bad debts, bad debts bring loss, and often failure. This is impossible when our business-getting plan is put into action. We give people confidence in your store. Instead of running an account they deposit money with you for future purchases, and encourage neighbors and friends to do the same; thus giving you the cash before you have even purchased the goods. Besides turning your business into a cash store we collect your debts, clean up your old stock at regular prices.

We divert to your store those large orders often sent to mail order houses. Just think of this, with our system you can keep the bulk of the mail order business at home. The question is, do you want this assistance? If so, write to us at once for full details of our plan.

A few of the firms who have good reasons to be satisfied with the results we have attained for them. \$2,000 in cash was deposited with Allan & Cochrane to be traded out later. W. J. Hughes, our plan produced him the largest day's business in the history of his store.

A. Cyr had phenomenal increase, almost doubling business. Geo. West claims it to be the greatest trade-winner in existence and took in \$1,600 in his last day in a town of 800. J. T. Conway took in \$3,788.83 in one day. Humphries & Co writes: Contest has been a perfect success; did double my last year's business. H. R. Pollock increased his business 81%, notwithstanding it was the slowest time of a slow year.

**Business Boosters
Limited**
OTTAWA, CANADA

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



I always
look for
this trade
mark on
the back
of the
goods

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. I. STIFEL & SONS
INDIGO DYERS and PRINTERS

SALES OFFICES

NEW YORK 260-262 Church St.	ST. LOUIS 426 Victoria Bldg.	ST. JOSEPH 201 Saxton Bank Bldg
TORONTO 14 Manchester Bldg.	PHILADELPHIA 839 Market St.	KANSAS CITY 205 De Graw Bldg.
MONTREAL 100 Anderson St.	BOSTON 68 Chauncy St.	ST. PAUL 242 Endicott Bldg.
BALTIMORE 114 W. Fayette St.	CHICAGO 223 W. Jackson Blvd.	WINNIPEG 400-02 Hammond Bldg
	SAN FRANCISCO Postal Telegraph Bldg.	



Carhartt Overalls

are cut roomy to
stand the wear of
action

Action, action, everything is action with the man in the overall uniform. Whether he be in the ditch, braking a train, heaving coal, behind the plow, or repairing an auto he depends on his overalls to protect him from the dirt and grime; he is in constant action and requires a garment that will give him his freedom.

Carhartt Overalls being cut roomy, sewed with the best possible thread, reinforced at the points of extra strain and fitted with self-adjusting suspenders, give the overall man the greatest amount of genuine service and comfort.

*To Show them is to
Sell them.*

We have a proposition to offer whereby you may prove the real selling value of Carhartt overall uniforms and gloves for yourself without in any way obligating yourself. Here it is—we will send an assorted shipment on approval for sixty days. If they come up to your expectations keep them; if not, return any or all at our expense.

A card will bring it. Get the exclusive agency for your town.

**Hamilton Carhartt
Manufacturer, Ltd.**
Toronto Vancouver

MEN'S WEAR SECTION

How Edmonton Store Caters to Men and Boys

Clothing Store of Magnificent Proportions and Equipment—After Passing Entrance Customer Enters Space Faced by a Dozen Individual Displays—Nineteen Sections in 50-Foot Frontage—Wardrobes Built into Wall—Splendid Boys' Department.

By a Staff Correspondent

EDMONTON, May 19.—It is only within the past few years, since the 50,000 mark was attained, that Edmonton has been able to support clothing stores equal to those in New York. When the need of such establishments became felt, they flocked in freely, so that Edmonton to-day is probably better off for clothing stores than almost any other city of its size in Canada. Recently a skyscraper, called the Tegler Block, was erected in which provision was made for a clothing store of unusual magnificence and size. It was opened on Feb. 18, 1913, by Pennant Stores, Ltd., carrying exclusively men's and boys' wear. The display window (it would be more correct to say, nineteen display windows) is one of the most striking features of the store. When the building was designed, only 50 feet frontage was found to be available, but by exercising ingenuity, as much window glass has been used as is found in most stores with frontages three times as long.

Show Case Outside Store.

Two large windows face on First street, and a large showcase built completely of glass, rises to the height of the store front. There are entrances on each side of this showcase, after passing which, the observer finds himself in a large open space, with mosaic floor, and faced by a dozen individual displays. Reference to Fig. 1 will show how this has been achieved.

Where advisable, displays are isolated by means of dividers, or wooden barriers, about three feet high, six of which are shown in the illustration. Sometimes two displays have been arranged in one window, side by side, separated only by the direction in which they catch the eye. In the case of the display of Spring wear in the left hand window,

the same goods were placed back to back to attract the eye from two directions.

Of particular interest is the effort to draw the attention of young men descending the stairs leading to the pool room. Facing them as they take the first two steps are several youths' suits, artistically displayed with one or two furnishings, sufficient to set a boy longing. Ahead of him is a small case of hosiery.

The whole front is of solid plate glass, with the exception of a glazed tile at the foot. It is profusely lighted by means of electric lights hidden above, which flood every corner of the huge window.

Big Shoe Department.

A person entering does not find himself immediately encountered by a clerk leaning over a silent salesman. The distance between the entrance and the first case is about twenty feet and this large open space gives the customer a chance to recover from the "shock" of entering, and if he please, he may dis-

appear among the show cases and pillars, of which there are many.

On the right extending almost the full length of the building are three sets of shoe fixtures. One noticeable feature of the clothing trade in the West is that boots and shoes are receiving as much attention as other lines of men's wear. This is only one of many clothing stores in Edmonton that carry full lines of shoes.

Nearly 400 Hats in Cases.

On the left, running about three-quarters the length of the store, is the hat and cap department. There are six hat cases, with 64 hats in each, mainly hard and soft. A sample each of straws and Panamas is shown, the rest being kept in boxes. The cases are about eight feet high, and have glass doors, which slide upward. Caps are kept in drawers at the bottom of these cases.

The space behind, is utilized for stocking hats. It is reached by two doors separating the cases, which are mirrored, and serve a useful purpose.

Mirrors Around Each Pillar.

Running the length of the store are ten pillars, five on each side. These are obstructions, but have been made useful as mirrors for a height of eight feet, the glass measuring about three feet across. Few stores in Canada can boast of such a splendid mirror equipment.

In the centre of the floor is the men's furnishing department, consisting of two long lines of silent salesmen, enclosing two solid oak fixtures, five feet high. The fixtures contain shirts on one side, in dust- and damp-proof glass cases and on the other side, collars, hosiery, underwear and gloves. These goods are also displayed in the silent salesmen, which are lighted by electricity from

IN EDMONTON.

Large showcase, all of glass, rises in front.

Broad, open space inside entrance with mosaic floor.

Customer may "lose" himself among showcases.

Big shoe department.

Six hat cases with 400 hats.

Mirrors around each pillar.

Displays on tops of all fixtures.

Latest fashion ideas shown at store entrance.

"The Boys' Store" occupies second floor.



View of the exceptionally well-equipped and attractive boys' department on the second floor.

within, and are kept tastefully dressed by an expert window-trimmer.

Tops of All Fixtures Have Displays.

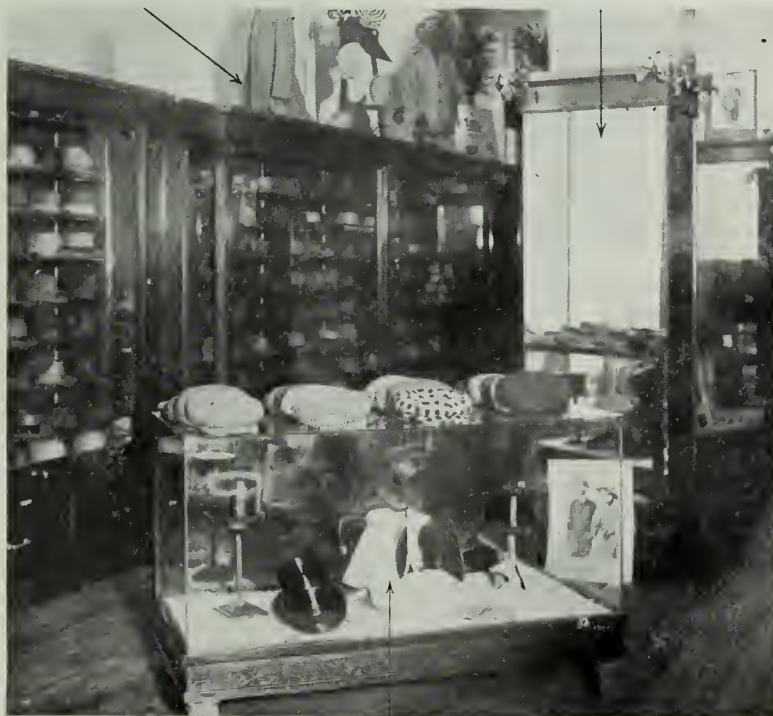
Much importance is attached to displays in this store, and every opportunity is taken to show goods. The tops of all fixtures carry displays, and at the store entrance are two solid oak tables, one on each side, displaying the newest fashion ideas as they arrive fresh from the manufacturers. Through-

out the store, running diagonally so as to meet the eyes, are six other silent salesmen. Pennants bearing the name of every university in Canada are distributed on the walls to emphasize the name of the store.

Wardrobes Built Into Wall.

At the rear, running perpendicular with the rest of the store, is an adjunct of considerable size, used as a clothing department. It is equipped with ward-

robes on both sides, built into the wall, containing about one thousand suits. In these recesses have been cut, and triple mirrors inserted, allowing a customer to see himself on three sides when selecting a suit. There are also several clothes racks on the floor, and shelving at the extreme right. Behind the shelving is a room used by customers as suit rooms for trying-on. The department is profusely decorated with artificial

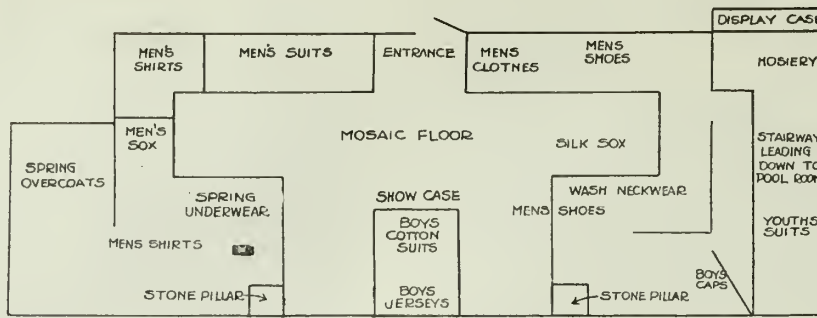


The arrows point to three distinct features of this handsome and well-equipped store that are carried out in every part of the ground floor.

One is the use of trims, above the fixtures; another the excellent use of silent salesmen for unit trims, and a third, the encasing of the pillars with mirrors.

SECTION OF THE HAT DEPARTMENT.

MEN'S WEAR REVIEW



UNUSUAL TYPE OF LOBBY IN FRONT OF ENTRANCE.

This plan shows the remarkable display facilities between the sidewalk and inner entrance to this store, looking almost like a myriad of display cases, including nearly every variety of article carried inside.

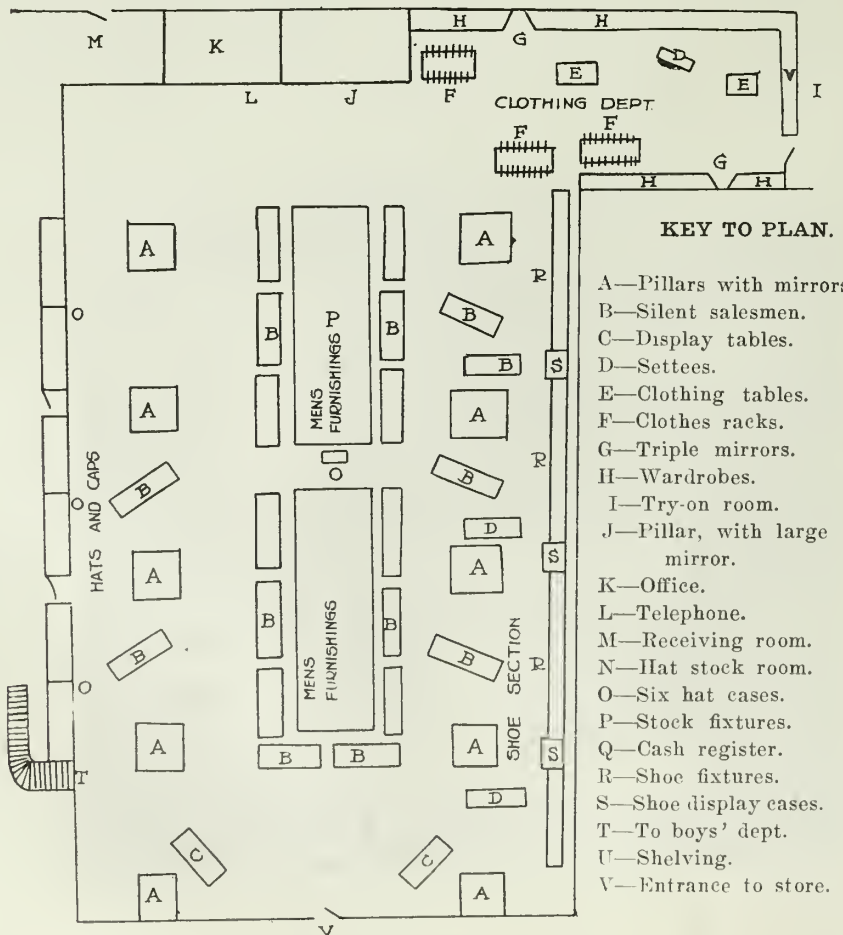
ferns and flowers. On the left, at the rear, are a receiving room for new stock, an office, and an immense mirror.

There is a boys' department upstairs, covering about the same floor space, devoted exclusively to boys' clothing and furnishings. It is referred to in Edmonton as "The Boys' Store." Salesmen in charge are chosen for their ability to please the younger generation. Souvenirs in the shape of knives, etc., are given away with clothing.

The rear is devoted to boys' shoes,

and here a well known line is carried. Big oak tables are scattered about the floor, displaying boys' hats and caps, jackets, etc. Suits are displayed at the front, and three silent salesmen are trimmed altogether with boys' furnishings. The tailoring and ad. writing departments are also located on this floor. It is quite a sight to see mothers and fathers bringing their boys here to choose their clothing. They are customers who require careful handling.

GROUND PLAN OF THE EDMONTON STORE.



Reaching Parents Through the Country Schools

Hunter Bros., of Barrie, Give Colored Circular in Letter to Each Pupil—Making Specialty of Odd Sizes, "Tall Slims," "Short Stouts," etc.—Taking Care of the Boys.

By a Staff Correspondent

Barrie, May 19.

EDUCATING the public has become almost a catch phrase, applicable all the way down—or up—from eugenics to "the smoke nuisance." It is being applied along fairly normal lines in the dry goods business and with results that are placing mercantile trading upon a fairer and surer basis in many directions. Education in a special sense is suggestive of children and schools, and it has remained for Mr. W. C. Hunter of Hunter Bros., clothiers, of this town to turn to the public schools in a plan for "educating" the parents of Simcoe County.

Barrie is not an industrial town. It has few industries and its chief support in a business sense rests upon the splendid farming community on its outskirts, as well, of course, as the steady connections due to its position as the capital of a populous county. Probably it is due to the more uniform financial conditions of farming districts that it has felt the present pinch so little.

Hence it becomes important for the merchant to devise some special means for reaching the farmers within an area of some twenty miles in every direction, for inside this distance the town has no rival in point of size and Orillia to the north is well outside the "zone" area. Various methods have been adopted for obtaining good mailing lists for circularizing the farmers, and Hunter Bros. have adopted a rather unusual one that has worked out successfully and could be adopted elsewhere—for a time at least. It would benefit the firm most that got in on the plan first: the entrance of a number probably would make it taboo by the school authorities.

Circular in Envelope for Each.

Briefly, then, Mr. Hunter gets his circulars printed full sheet size. He prefers colors, yellow or red or some other shade as more likely to attract the attention of the pupils. These are folded and inserted in an envelope, one in each, and a man drives out into the country with a load of these. He calls at the different schools and leaves one envelope for each child. In this way the interest of the children is aroused more than if

a dodger were handed out to each one from a big pile: the envelope and its contents assume the importance of a real letter and seldom fails to be delivered at the home.

In addition to this there is a house to house visitation in the main towns and villages, Cookstown, Elmvalle, etc. This is done also in the home town of Barrie, to supplement advertisements in the weekly papers, of which there are four here.

The color idea, be it blue, red, pink

sult, as Mr. Hunter expressed it is, "we never fail to get a crowd."

There are two big sales each year, one on Aug. 15, and the other on the first of February. They last from seven to thirteen days, and are closed down on the date announced. Sometimes, on these big occasions, the store is shut down for a couple of days while final preparations are made, and big placards are used outside to announce it. There is, of course, a difference of opinion among merchants as to the advisability of shutting a store down, even for a day, on the theory that it interrupts business, but Mr. Hunter is firmly convinced that it has helped him in the more general acceptance of a Big Sale idea among the public.

Railway Ticket Free for \$25 Sale.

A special feature of these sales is that the purchaser of \$25 or over receives a return railway ticket free of charge. Prevention of deception is secured by the simple method of having each person secure a receipt for his ticket from the agent in starting out. These sales, as the time suggests, are for clearing out left-overs from Fall and Winter, and Summer.

It has long been a theory with most of the wide-awake merchants that a store should specialize along some lines; be recognized for being different in one way or another; for carrying something that the other firms did not; for being, in other words, a necessity to the public in at least one respect. Hunter Bros. specialize in odd sizes in suits. They aim to fit any man who comes in; the short stouts, or the tall slim. They aim to sell him a ready-made suit that will make it unnecessary for him to send outside the town, or to go to a tailor for a measured suit. They do not despise the latter branch, but they believe in having a ready-to-wear department in which weak spots cannot be detected; they do not like turning a customer away because "We are sorry, but we have nothing anywhere near your size."

The "Tall Slims" and "Short Stouts."

So they have special cabinets for these odd sizes. For the man of six feet two,

Saturday, February 8th at 8 a.m. to Saturday, Feb. 22nd at 10 p.m. 13 Days Only

HUNTER BROS. LIMITED

—BARRIE, ONT.—

Great Annual February Sale

Saturday, February 8th at 8 a.m. to Saturday, Feb. 22nd at 10 p.m. 13 Days Only

Hurray Boys—Hurray Youths—Hurray Men—Rally all your forces and make a long desperate pull to attend this great annual event. February is the month of Greatest Bargains at this the People's Clothing and Men's Furnishing Store.

THIS WILL BE THE GREATEST SALE EVER

Yes, we mean just what we say, no stone will be left unturned to make this the most Gigantic Sale ever held in old Barrie in old Simcoe County. Our entire stock goes on Sale at 8 o'clock on the morning of Saturday, February 8th, and everything will be sold at Gigantic Slaughter Sale Prices until 10 o'clock on Saturday, February 22nd—13 days only—no days of grace will be allowed. This Sale will run on schedule time, opening and closing to the tick of the Watch precisely as announced.

Take warning: OUR STOCK MUST BE REDUCED. The Management says so—the Directorate say so—the Shareholders say so. Reduced it will be—yes, cut square in the center if possible.

MUSIC WILL BE PROVIDED; TRAIN FARES WILL BE PAID, as on previous occasions. Goods are to be sold for Cash. No Goods on approval. Money refunded on any goods not satisfactory. Special attention will be given to Mail Orders. **THESE PRICES CAN NOT BE EQUALLED IN THIS OR ANY OTHER COUNTY.**

Read every item carefully—keep this announcement for future reference.

Prices cut no figure at this Sale. Stock must be reduced and money realized. We carry over no winter goods. Live merchants have long ago realized it does not pay to do so. It's bad business anyway.

PEARRODY OVERALLS & COCKS

WEARING A PINE LOG

WEAR THEM WITH PRIDE

WEAR THEM WITH PRIDE

Men's Suits at less than the cost of the Raw Material



Men's Overcoats at About Half Price



Wanted for This Sale from 10 to 1 dozen Suits. Apply at our office at noon.

Business will be suspended while we are ready for this Big Sale. Remember that the Special Sale Tickets will be sent with the Sale Form and Red Flag and last on 15 days only. All Goods will be marked on Plain Packages. Keep your eyes open for the Special Sale Tickets and the Sale Form and Red Flag.

Sale will last for 13 days only

HUNTER BROS., Limited, BARRIE.

Simcoe's Big Clothing Men

This will be the Biggest Sale ever held in Barrie.

One of 7,000 circulars announcing big February sales.

or yellow—the last being the favorite in circulars—is carried out by the firm in the store itself, and all the sales tickets are made up in the same color as was used in the circular. This, it has been found, helps to impress the "sale" idea strongly by following out the same line. Often over 7,000 circulars are distributed at one time.

Uses Blacksmith Shops.

The advertising is not limited, however, to newspapers and circulars, but big signs or bills are used throughout the county—on fences, at corners, in blacksmith shops, in mills, etc. The net re-

59

they have a 40-inch chest, 34-inch length, 20-inch sleeve and 35-inch trousers, or a 46-inch chest and a 36-inch leg combination to suit this special make of a "tall stout."

Shortly before The Review happened in on Mr. W. C. Hunter he had sold an unusual combination of sizes to a man who had come to the conclusion that no firm carried the odd measurements he required. He is a sure customer for the future.

In an excellent arrangement of the store this firm separate the blues and blacks from the rest, as these are staple lines, and keep them in a cabinet by themselves. They run strongly for other staple shades, such as grays.

Overcoats for Fall.

The Review was curious to know the manager's ideas as to overcoats for Fall, and the subject of chinchillas—the Winter craze of the city—was broached. These had not been stocked very heavily and instead of the shawl collar, the double collar was selected, as being more suitable for not only the country but the town trade. As to the "Balmacaan," it had been neglected entirely, and had not even been made a Spring line. It was regarded as "too faddy" to introduce for a staple seller. Black meltons with velvet collars, and dark grays were the main stock in trade.

Measures Every Child.

There is another feature of this store, the high value it sets on sales to children. A complete set of garments are kept for juveniles from two-and-one-half years up.

"Keep in with the boys and they will come to you when they have boys of their own to clothe," was a remark of Mr. Hunter. Hence he is as careful in seeing that the boy of 12 gets as good a fit as his father of 37: measures the boy just as surely as he does the man, and he works as hard on that slogan, "No trouble to show goods" with the little fellow as the grown-up.

The one system pays its dividends as assuredly as the other—even if they are on the "deferred" plan.

The Hunter family seems to turn naturally to the clothing and men's furnishing business: Newmarket has its representative, and the youngest, Herbert, is a men's wear buyer for the T. Eaton Co.'s Winnipeg store. Mr. W. C. Hunter, head of the Barrie firm, has been in the business for 27 years.



A. S. Karam, Ottawa, men's furnisher, has succeeded Geo. Kalil.

Fred Boustead, Rainy River, Ont., has succeeded N. Williamson, general merchant.

OVERCOAT PROPHECY.

Mr. W. C. Hunter, head of the firm, is banking on the following lines of overcoats for Fall:

Black meltons and velvet collar, and dark greys.

Chinchillas in double, not shawl collar.

No Balmacaans, as he considers these still will be limited mainly to city trade.

He does not believe the popular city shawl collar will take in Barrie, as a warmer shape is required.

* * *

"Keep in touch with the boys and they will come to you when they have boys of their own to clothe."—W. C. Hunter, of Hunter Bros.

High Colors

Tendency in Paris in all garments—
New soft roll lapel—Coats are shorter.

AT the first race meet held at Anteuil this Spring the inclement weather was not favorable to much of a display of Spring clothes being made. A noticeable feature of the overcoats worn, however, was the great popularity of blue fabrics. One conspicuously dressed young man was seen wearing an overcoat of a purplish-blue material cut on form-fitting lines, with a full chest. Although not a frock coat it had a double-breasted front with long, narrow lapels. A striking contrast to the coat was presented by the lounge suit worn underneath. This was made of a deep bronze-green serge, trimmed with a half-inch silk braid stitched along the outer seams.

Form-Fitting Overcoat.

Light-weight Spring overcoats were not much in evidence. One well-cut garment, however, which was seen is worth describing. It was absolutely form-fitting with no fullness in the skirts. It could almost be termed an up-to-date lounge coat with a little additional length. The extremely form-fitting waist was obtained by two gores, one on the bias running from the high breast pocket to the flapped side pocket. The other, about three inches back of this, extended from the pocket flap up to the armhole, and was parallel to the small side seam. The coat was very short, extending to about an inch above the knee. This is one of the style characteristics which has been growing in favor since the early Winter.

Small Collar; High Lapel.

Another feature of the garment was a small collar with the lapel extending up very high and cut with a deep notch on a horizontal line. The lapel was pointed, very narrow, short and made with the soft roll effect. This style of lapel is expected to be popular in Paris this season, both in the fly-front Spring overcoat and also in lounge suits.

Moreover, on many of the new "between season" lounges worn by most young men at the tango teas in the Persian Palace the lapels were cut much as have been described.

A feature of one of these new lounge coats was that it had no padding whatever. Also, the extremely small lapels were set high on a small collar, falling in a soft roll to the second of the three buttons. This button was placed on a level with the waist hollow, and from there downward the front fell in a straight line, slightly on the bias, and ending in a curve. Experienced Paris tailors say it is well to place the central button there because it tightens the coat in a natural hollow of the figure and keeps the garment in place. It gives balance. The buttons were close together, being placed about three inches apart. The sleeves were rather short and fitted with narrow cuffs, opened on the outer side to show three or four small buttons, buttoning through.

Mixtures Will Be Strong.

At this popular dancing-palace mixtures are believed to be in for a big success this Spring and many light gray Shetlands with dashes of lavender or drab have been noted there. There has been a tendency towards high colors in Paris in all garments.



GOOD-BY, KAMLOOPS!

A novel introduction was given a sale of men's furnishings by Reg. Unwin, of Kamloops, B.C. At the top in two lines of display type three columns wide he used the words, **Good-by, Kamloops.** After a few lines of explanation was another display section, **Reg. Unwin going out of business.** There followed several panels of details of prices, etc. At the bottom in type corresponding to the top lines were the words, **Farewell, Kamloops!**



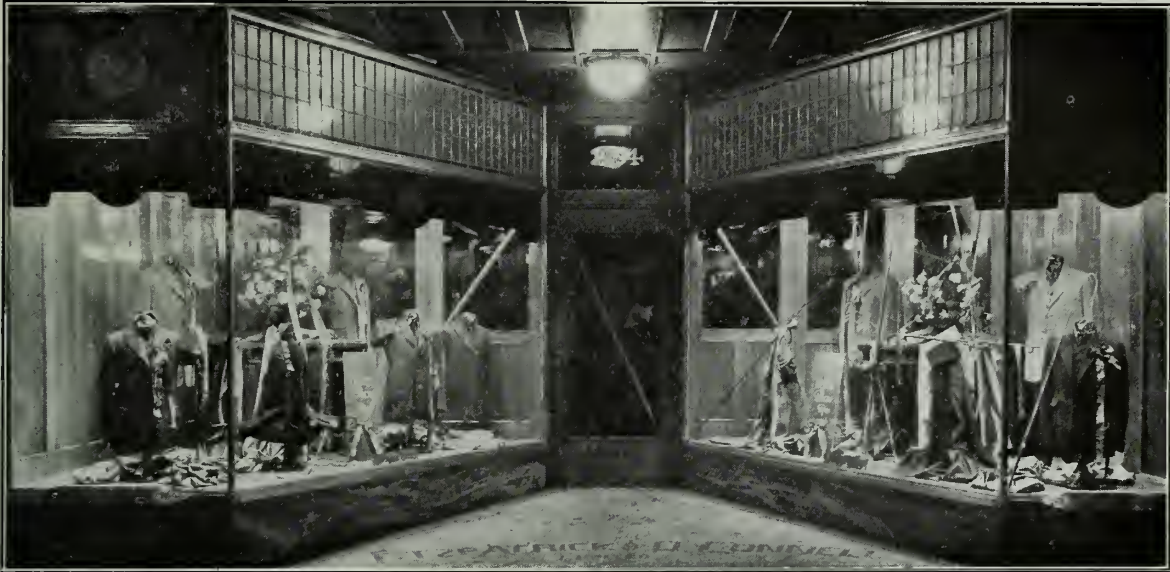
THE LATE F. E. ROSS.

The death occurred early in May of F. E. Ross, of Espanola, Ont., a merchant tailor.



THE LATE MR. McEVOY.

The death is announced of E. McEvoy, of E. & N. McEvoy, Bowesville, Ont., general merchants.



UNUSUALLY GOOD FACILITIES FOR WINDOW TRIMS.

This front view of the "Cambridge Clothes Store" indicates the breadth of the store, and the plan of the windows takes full advantage of this. The view here shows both windows attractively trimmed for the Horse Show, with the bright combination colors, purple and yellow, prominent. The introduction of the whips and bits give a real equine tone to the whole, while a breath of Spring is added by the addition of a splash of colored flowers. Note the bow of ribbon on each card. Trimmed by R. C. MacDonald.



INTERIOR VIEW OF CAMBRIDGE CLOTHES SHOP.

New store of Kirkpatrick & O'Connell, 254 Yonge Street, Toronto. Note the wall cabinets with inset triple mirrors; the broad open effect created by small display tables, large rugs and the elimination of counters; the straight, simple lines of the fittings, the absence of so-called objects of decoration, and the semi-indirect lighting system.

Banishing Equipment to Sides of Store

Relief in Turning in From Crowded Thoroughfare to Enter Broad "Boulevard" in Men's Store—Rug and a Couple of Small Tables in Centre—Circassian Walnut Cabinets—Semi-Indirect Lighting System—The "Parent Store" in Victoria, B.C.

THE impression in entering the new Cambridge Clothes Shop on Yonge Street, Toronto, is simplicity and richness in decoration and fittings, and, above all, the effect of un-filled spaces. Coming in from this street there is the relief felt similar to turning the corner of a crowded business thoroughfare to enter a broad open boulevard.

As a store for men's clothing there is something unique in the confinement of the display largely to the wall cabinets, while the broad wide sweep of the full length is unbroken by counters. This effect is enhanced by large, tasteful rugs and the confinement of displays to small tables. The richness of the Circassian walnut, which is used throughout, tones in tastefully with the floor and the rugs, while the whiteness of the ceiling and the walls, where exposed, is only broken by the recesses of the semi-indirect lighting system.

A centre entrance gives two handsome show windows of such depth as to present angled fronts to the street. The store is conducted by Kirkpatrick & O'Connell, who have been established for some years in Victoria, B.C. Mr. Kirkpatrick is managing the Toronto store.

Something "a little different" in clothing cabinets is to be noted on one side of the store. These, it will be seen, have but one row of hangings instead of two, which not only has the effect of disposing of the necessity of hanging suits close to the floor, but makes a much better display, in that the one row is brought on a line with the eye of the customer, who has neither to stoop nor crane his neck. The stands are reversible and may be drawn out, while the glass fronts are entirely disappearing.

On the other side a "pull-out" equipment is installed, which gives the opportunity here for a row of low drawers, which are almost a necessity for storing flannel trousers and other sundry lines.

Inset between the clothing cabinets are triple mirrors solidly fitted into the woodwork. Four of these are divided between the two sides, and midway are fitting cabinets with mirror fronts. The rear is divided between the office and a stock receiving room, above which is the tailor shop. The placing of this entirely out of the store is a feature.

Semi-Indirect Lighting System.

A distinctly modern feature of the new store is the semi-indirect lighting system which is used throughout, there not being an exposed lamp on the premises. Mr. Kirkpatrick states that he gets better results in this manner than from the old method of direct lighting, and with the use of less current. The effect is certainly an artistic one, and art and cheapness when so combined become a strong business proposition.

Keeping Close Tab on Stocks.

The firm has a system of its own for keeping close tab on its stock, and when there is such a large variety of styles and materials this is very necessary. Every suit which goes to the hangers, as well as every overcoat or other garment, is listed in the stock-book, with the lot number and the cost number, and these numbers are recorded on the sales slips, from the duplicates of which daily entries are made in the stock-book. In this way a glance at the stock-book at any time shows the number of suits in every material, style and size. Refilling of lines is thus simplified; there is at all times a reference by which shortages can be at once detected, and the annual—or oftener—nuisance of stock-taking is simplified to a sinecure.



King's Dress

Evening coat not cut with high waist or short lapel but on older lines—
Green popular at Oxford.

A LONDON writer in Men's Wear, New York, says that at the Royal Amateur Orchestral Society's Smoker at the Queen's Hall, which his majesty King George honored with his presence, His Majesty was wearing a black overcoat which had a shawl collar of black Persian lamb; the coat was worn open, and the shawl collar ran deep enough to show plenty of the white evening shirt. The coat was lined with sable.

He had on an opera hat,—not a silk hat,—as also had Earl Granville and Admiral Sir Colin Keppel. When he removed his overcoat it was seen that his evening coat was not cut with the high waist or short lapel, but rather after the

old fashion—that particular coat with a lapel rolling the whole way down, showing plenty of a plain white pique waistcoat, cut single-breasted, the buttons of which were of the same material. The evening coat carried a handkerchief pocket. The sleeves were quite plain—not too narrow, and yet not wide. His evening shirt was a fine white pique of exactly the same pattern as the waistcoat. His Majesty was wearing a white buttonhole—a gardenia. During the evening he continually smoked cigarettes, using a long amber holder.

The Prince's Lounge Suit.

At Oxford, says the same writer, some of the younger men were seen wearing extraordinary clothes. For instance, one young man on friendly terms with the Prince of Wales had on a lounge suit with very long, soft rolling lapels and the two buttons placed very low, little details which make a lounge suit look entirely different; the material of the suit was a brown and white herringbone of a rather pronounced type. The cloths that the Oxford undergraduates usually favor are of the coarser or rougher kinds, such as homespuns, lovats and Scotch tweeds.

Green Suits at Oxford.

At Oxford a number of green suits were seen and it would look as if greens were going to be worn, in consideration of the fact that the correct men of a Varsity town set many styles.

A few years ago the fad at Oxford was lovat or gray flannel trousers; to-day it is knickerbockers of the rice-bag shape; but the knickers are only worn to display the wonderful stockings. Some of the palest shades of biscuit and greens have been seen. In the shop windows they would have been thought extremely loud, whereas worn with the correct clothes the effect was excellent.



SOCCER LEAGUE IN MONTREAL.

Montreal has a dry goods soccer league which made quite a showing last season. At the annual meeting held recently representatives were present from Goodwins, Morgan's and Scroggie's and an effort is being made to get Murphy's to join again. The officers elected were:—T. Hargreaves, president; J. Taylor, vice-president; S. Marshall, secretary, and Mr. Doe, treasurer.

Combining the Right Patches in Each Individual

Human Nature, Like Patchwork Quilt and Salesmen Should Size Up Each Customer—A Few of Positive Disposition Do Not Relish Suggestions—Most Are Ignorant of What is the Exact Style—A Study of Oneself the Best Basis.

First of Series prepared for The Review by J. Willoughby

NO two persons look alike. From the West recently we had the novelty of a hatter introducing charts which proved conclusively that no two heads—especially mens—are exactly the same shape. No two heads contain exactly the same mental equipment; and it is safe to go one step further and say that no two tastes in dress can be depended upon to run exactly the same, especially throughout seasons which introduce such a variety of styles and colorings as at the present time.

No two tastes are alike. And we are going to apply this to the mere male for the present—that no two women have the same taste in dressing will go without much argument in this department. A few years ago men seemed to have the idea that the nearer they could dress to a certain standard the nearer they were to being correct for that season. But even then there were always differences in taste in detail. To-day with the tendency for novelties and individuality in clothing, hats and furnishings, and the introduction of bright colors, the individuality of taste becomes more and more pronounced.

If the salesman in the men's store department will grasp this point he will be laying hold of the fundamentals of salesmanship. Let him consider that to meet rightly the customers of his store no two should be treated exactly alike. This is going to an extreme, but it would represent an ideal in dealing with patrons: the closer to the ideal the more sales that likely to be made.

You will often hear the expression that so-and-so is a born salesman. We do not believe that salesmen are born. It may be true that some men will have a greater natural suavity and approachfulness in dealing with customers, but it is the salesman who studies his customers and who acquires an understanding of the individuality in people that will meet with success in the men's store; to this knowledge no one is born.

The man who takes up salesmanship should consider that he is entering into a profession. The law student who merely stood in a law office and talked to the people who came in would know very little of the profession. If it is necessary to devote years to the study of law; if the man who would be a doctor spends years in a study of the body—then let the salesman devote himself to a study of human nature and to the individuality in the people with whom he has to deal. The store of the salesman should be his college.

A good suggestion to the salesman who would sell to men and who would get some knowledge of some of the factors of the human personality would be to first study himself. Every man has a personality that will reveal itself in many complexities if he will but study it; to the average it may appear that such a study reveals qualities and "kinks" of nature that do not enter into the make-up of the average.

This is a mistake; every man who would know

other men should be impressed with all the factors that go to form his own personality and that co-operate to create certain likes and dislikes. He cannot apply these same standards to his customers except in the sense that he will be impressed with the delicacy of the human mechanism upon which a decision in a purchase and sale depends. If he will consider that human nature is always made up like a patchwork quilt and try to get the right patches combined for the individual, he will be getting on the right track—individualize the customer, measure him up and then try to appeal to him as himself.

Generally speaking, the salesman can be assured that in selling furnishings to a man he will be correct in making suggestions; but this is not always the case. It is for the salesman to decide whether a man is of that positive disposition that leads him to enter a store for one article and who wants nothing more; who considers it an intrusion for the salesman to make suggestions.

The majority of men, however, enter a furnishing store with a reminder that the last look in the collar-box revealed too many raw edges or that there are holes in several pairs of sox—but who are prepared to buy half a dozen articles if they are properly suggested to them.

The average woman who goes shopping may be depended upon to see everything she wants and a lot of other things; the average man thinks of something he absolutely needs, rushes into the store to get it and then often buys several more things if the right kind of salesmanship is employed. The way in which these suggestions can best be made will depend upon the customer; in some cases a positive suggestion will be effective; in another it will be better merely to generalize; in another to mention a number of articles and run them over in a conversational manner along with the usual remarks about the weather or the ball scores. These are the points which the salesman must decide for himself; points which only can be decided after experience and a thorough study of human traits.

Then there are many other points. The average man, for example, is often out of touch with exactly What Is What in style details; there are things he would like to know without asking—here is where the knowledge of human nature will be useful. Often a man wants to know some details about formal dress when he is making purchases; if the salesman has sized his man up rightly he can introduce the subject inadvertently without appearing to be giving hints of that with which the customer should already be acquainted.

Again there is the big question of the suitability of goods for the right man. Some men, it must be remembered, want what they want no matter what it looks like, it and they are going to have it; they suit themselves first, no matter

**READY
FOR
HALF A
DOZEN.**

**TELLING
THEM
WHAT IS
WHAT.**

**STUDY
BETTER
THAN
BIRTH.**

**PATCH-
WORK
QUILT.**

(Continued on page 64.)

Balmacaan Overcoats Modified for Fall

Wholesale Use of Type at all Prices Has Led to Falling Off in Popularity — Chinchilla Must Give Way in Part to Harder Finished Material—Forecasts of Retailers and Makers.

WHAT of the Balmacaan for Fall and Winter? This is the first question that the average men's coat supplier will ask with regard to his overcoat stock. And the next question will probably be as to whether the chinchilla will be as popular in heavy materials as it was for the Winter trade of last year.

Stock Balmacaans judiciously; their popularity will depend on local demand. In most cases, and, generally speaking, they are not likely to be in such keen demand with well-dressed men. Be prepared to supply a harder surfaced line of material in heavy coats than the chinchilla and drive home the argument of wearing service.

This can be briefly summarized. The Review is able to give to the Canadian trade after inquiring in reliable manufacturing quarters and of authorities in the retail business who are in touch with the advanced situation.

With regard to the Balmacaan, the general prediction is that it will have, or—to go to the extreme—has had, a buttermilk existence. In Canada it is going out before it really came in with the general trade. In this country it was too extreme a model really to take. It appealed to the better class dresses as a novelty, and so strongly has it been played that the exclusive man is looking for something different.

While in Canada the Balmacaan coat has not been generally

worn outside of the big cities, popular Americanization has led to its short life. In the large centres of the United States it is being worn by all classes; it has become so cheap in price that it is common, and the exclusive dresser is seeking something else. In Canada the cheap coats have come practically at the same time with the expensive, well-colored ones, and they have gone together; to the trade the effect of this need not be pointed out.

The Balmacaan coat will remain popular undoubtedly as a slip-on coat with good dressers, as it has been for years, and as a shower-proof garment it is excellent. To appear at its best it must be well tailored, and in the cheap-garment now being turned out

the original has almost lost its identification. The manager of a large clothing store remarks that the only original feature of the model remaining is its "sloppiness," and in the cheap garments "the only place they fit is around the neck." As a garment for the man who can afford several coats it is an excellent variety in the opinion of several makers of men's clothing, but as a standard model it lacks in dressiness for most occasions.

A Semi-Raglan Model.

But though the Balmacaan may go out, the influence of the model and of



A NEW TYPE FOR FALL.

Overcoat model which promises to be popular for Fall and light Winter wear. Shown by Fairweathers.

English tailoring generally will be seen in many of the new coats. Many will be made on the loose model, with the sloping shoulders, but they will differ from the Balmacaan, in that they will have lapels instead of the Prussian collar. A popular change for the loose model will be a new shoulder showing the sleeve inset at the back and the Raglan effect at the front. This model, which is predicted as the popular thing for the general trade, will have a moderate flare and sloping shoulder.

Balmacaan History.

The Balmacaan coat caught the American public as a novelty. It is one of the first extreme styles to go strong with the general wearer, and in this there is

an indication that men are less inclined to stay with the conservative models. But as something new the Balmacaan is traveling under false colors. The coat has been made under this name in England for seventeen years, and before that for a quarter of a century it was known as the "slip-on" and the "cover-all." It was given its name by Kenneth Durward, and registered in England, so that he is the only man who can make it in that country. The name is after a place in Scotland, and the history of its application introduces an American millionaire, who has his clothing made by the London dealer, and who went to Balmacaan for the bird season. Durward got his permission to use the name in connection with the coat, and also made use of it as his cable code name, which he still uses. Truly, "there is nothing new under the sun."

Ulster to Hold Its Own.

As a heavy coat the double-breasted ulster will hold its own as a practical Winter garment. There will also be a return to a considerable degree to the shaped coats, and this is particularly true with regard to the more dressy models. A stylish cut for the slim man will be the form-fitting Chesterfield, the general impression of which will be much as that of the morning or frock coat. It will be worn both with self and velvet collars.

Harder Surface Materials.

In the Winter coats the harder weaves will be stocked. The great run on the chinchilla will not be duplicated, and with the smoother cloths there will be some patterns shown. The new materials will have the asset of being better wearers than the fuzzy-surfaced cloths, which from the utility standpoint led to many complaints last Winter. However, most dealers left the responsibility of purchasing a coat of this material with the customer, as they could get no guarantee from the manufacturers.

This coat has a combination shoulder with inset back and raglan front. The effect is English, the shoulder being natural and body hanging full. The collar will be cut with lapels comparatively high and patch effect pocket.



Shinkee braid with pencil curl, 2¼ inch brim, scarf band, 4-inch crown, and diamond telescope effect. Shown by Jess Applegath, Toronto.

SUMMER NOVELTIES.

—
May have run in 1915.



Mackinaw braid straw model, ultra fashionable for 1914, which promises to be strongly in vogue next year. Note the droop brim, four-inch crown with creased telescope, and 2½-inch brim; also narrow band and loose end knot. Shown by Jess Applegath, Toronto.

Contrasting Ribbons Feature of Fall Hats

No New Shade in Sight, But This May Prove the Novelty Demanded—Looseknot and Brim Binding in Same Shade—Very High Shapes Attempted in Straws — Puggaree Bands Strong.

ALL indications are for a good Fall season for men's soft hats, although another run on these lines means that there will have to be some distinctive changes in the styles to maintain the popularity. Just what those distinctive fashion features will be now seems to be pretty well decided. In the style centres novelty style creators may be expected to spring some new things at the last moment for exclusive trade, but in Canada there is still a marked reluctance on the part of the male wearer to take to what might be called the freaks of style, although of course there is an up-to-the-minute demand in a comparatively small specialty trade.

Loose Knot in Contrasted Ribbon.

The big selling feature of the Fall hats will be contrasting shades in ribbons, and in some cases in the bindings to match. With the new ribbons will be shown a new bow—a loose knot going with a narrower band tied in the three-quarter position. This knot will give the impression of being tied by hand, the effect being one of less formality. The butterfly bow will also continue popular.

The variety of contrasts in colors will be wide but the shades will be chosen to show a tasteful and harmonious combination.

Higher Crowns With Pencil Roll.

As to shapes, the tendency of the crowns continues upward and with the increasing height a slight slope is introduced; in some extreme models the taper is varied by a semi-bell effect with a flat top but this will not find a general run. In crowns, the telescope, diamond dent and plain dent will prevail. With

the tendency towards higher crowns there are lighter brims. The full roll will be less seen and instead there will be a pencil roll or the welted effect, the two latter better permitting of the colored binding to match the band, which effect will be quite the thing.

Black Relieved With Grey.

The question of colors opens a big field of speculation. With the general trade blue was the big seller of the Spring, and is looked to continue strong with a contrasting ribbon band of pearl grey generally used. Green also will be again good. As to a color departure there is more difficulty in forecasting. In some quarters it is predicted that the natural turn will bring grey to the fore and pearls with black bands and iron greys with pearl bands are being shown. The suggestion that black will forge its way to the front in soft hats seems to be falling short and where the black felt is used there will be with it a relieving band of pearl grey.

To make stiff hats strong in Fall

popularity there will have to be a change of style sentiment from what is felt at present, and the makers are not finding a strong demand. The tendency in the stiff hats which, of course, will have a stronger call for Fall than for Spring—will be higher crowns with a corresponding higher roll to the brim and the three-quarter bow. The bell crown and extreme tapers will be seen in some ultra fashionable models but they may be looked on as novelties.

Fall Caps.

It is difficult to get a line on the Fall cap business and it is hard to say whether the soft hat will have to give way in this department. New styles are being shown. Practically all the models are larger and the general effect is to give fullness to the crown, pleats and folds being used to this end. Materials shown indicate a strength for mixtures with the checks and loud pattern cloths somewhat in the background.

Prospects for Summer.

The big run on soft hats will find its first interruption in some months when Old Sol drives the male being to the shelter of something lighter and cooler in the way of headgear. After such a strong run of soft felts, and with the prospects of another season of similar styles in the Fall, the straws and panamas should come as a relief and a big run is generally looked for.

The strength will undoubtedly be in the straws. The impression is strong that the effect of the flooding of the markets during the last couple of seasons with cheap panamas has had the to-be-expected effect.



CONTRASTING BAND AND RIBBON.

Felt model for Fall trade shown by Fried, Grills & Co. Note the high crown and taper with the flatter brim and the new contrasting band and binding. The necktie bow is distinctly new and goes with a narrower ribbon.

Output of Ties for Fall



1. Balmacaan hat for Fall, made of Don-gola tweed in different colors. Notice the diamond crown, ridges on sides and cloth strap band.

2. Light silk crusher for Summer wear. Shown by Cooper Cap Co.

A big selling line will be the sennit sailor. Crowns will be high, with the general run to three and three and a half inches, and with crowns of this height there is a slight taper, and narrow bands with the loose knot in favor. Splits will also be strong in this shape, and in both the two-inch brim will be the regular run. Ultra fashionable models are shown with the crowns up to four inches and a pronounced taper, but this is extreme for this season although although it may be taken as the forecast for the 1915 trade.

For the dresser who wishes to be hated according to the extreme decree of fashion there will be a popular new model in which the latest styles in felt hats are incorporated. These show a high crown in soft straw with a turn or pencil roll brim with the dropping effect; the crowns go four inches with both the telescope and the diamond dent, and the bands will be either the new narrow ribbon with necktie knot or the colored scarf.

There will be a popularity for Pug-garee bands in all colors and patterns

MONTREAL, May 19.—(Special.) High colors and large designs, mainly in printed warps, will be the big sellers for Fall and Winter, say manufacturers. The tendency seems to be all this way at present, and the makers are preparing for a heavy demand in these goods.

Chine effects and ombres are considered best, and these are being largely taken for the coming Fall season. Nothing is now heard about velvets. They had their run, and are now numbered among the "dead ones." Silks and satins and poplins are good in stripe effects, and as usual there is a good amount of business being done in plain colors.

Greens, which have been considered "passe" recently are said to be coming back into favor, and many orders are being booked for Fall in various shades of green. It is predicted that they will be very strong, and will figure

which will be used both with felts and straws.

Panamas Follow New Styles.

Panamas are showing the influence of style to a more marked degree than in the past. There are models with the pencil dropping brim, the high taper crown and the telescope effect, but for the most part more conservative models will prevail. In relation to the Panama there is a feeling in the trade that there will be less demand, but that the expensive hat will still be popular with those men who want to appear well dressed and in the fashion but who desire distinctiveness rather than to follow the general trend of fashion.

MORE CURLED BRIMS ON SOFTS.

"In stiff hats there is no decided change in shape, but brims are inclined to show more curl at the sides, the front and back brims remaining flat, a distinct improvement on the old style of curled brim which showed a decided arch," says The American Hatter, in an article from London.

"The soft felt hat still remains as popular as ever, but the shapes shown are smarter and not so much on the negligé type as they have been. Brims are rather more curled and are worn as blocked, instead of being pulled into any angle. Turned-over stitched edges are becoming very popular, partly owing to this change, as they retain their shape better than the plain cut edge brim.

big in the Christmas trade. Blues and purples are also well thought of, and will doubtless divide popularity with the greens.

In make-up, the open-end tie is still the favorite, and there seems no reason to doubt that it will continue in popularity. Faced or lined wide-end styles are very strong at present, and are selling well for Fall.

Sales of neckwear with the retailers have been about the average, and there has been a fairly satisfactory business done in the novelty lines that have come out from time to time. The season for wash ties is now here, and though the backward Spring weather has to some extent retarded sales in this line, there has been a fair demand for this class of goods. In addition to the usual assortment of striped cotton materials and cotton and silk goods, there has also been shown a line of crepe effects, which have taken very well.

Drabs, slates, pearls and dark fawns are the principal shades sold for home wear, and a light hat, with a dark band to tone is rather favored."

WITH MEN'S WEAR MEN.

Philip Dwyer, Toronto, merchant tailor for the past fifteen years, died on May 13th.

William Montgomery, Toronto, merchant tailor, passed away on May 14th from pneumonia.

C. Becker, Vernon, B.C., who some time ago sold his tailoring establishment to D. McKay, has again entered into business, buying out Mr. McKay and R. J. Armstrong.

Weekly Half Holiday.—Merchants of Ward Seven, Toronto, have started to close their stores and shops early on Wednesday afternoons, and will continue the practice weekly throughout the Summer

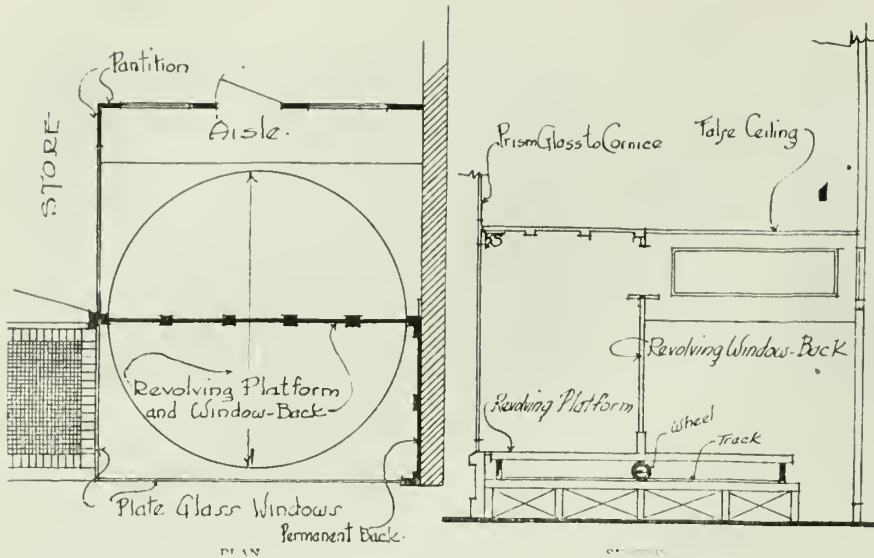
A. Cristall, Edmonton, Alta., is remodeling the old stand of the Cristall Palace Clothing Company, and reorganizing the concern. Mr. Cristall was one of the pioneer business men of Edmonton.

Newton & Freele, Strathroy, Ont., who recently opened an exclusive tailoring department in connection with their business, have decided, on the advent of Niagara power, to install electric sewing machines and irons, and manufacture on the premises all their ready-to-wear clothes.



A PRONOUNCED TAPER.

Sennit straw model, ultra fashionable for this season, but showing what is being made for the 1915 trade. Shown by Fried, Grills & Co. Features are the 4½ inch crown with pronounced taper; narrow brim, narrow ribbon and loose knot with draped ends.



Sketch showing how the revolving window is constructed. Half of the window is thus used for the arrangement of the new display, while there is a continual showing in front.—Courtesy of Men's Wear Review, New York.

Continuous Display Window

Revolving Platform Permits Dresser to Work Without Drawing Blinds—Paris Novelty is a Revolving Window Booth.

ONE of the new things in window display arrangements is a mechanical device by which it is possible to change the whole interior and to have one display before the people while another one is being prepared. This window device which makes it possible for a continuous display and rapid changes is described in Men's Wear of New York, and is illustrated in the accompanying sketch.

The principle is of a revolving circular platform, of which the central division forms the back of the window. Thus there is always a display in the window even while a change is being made. Another advantage which can be gained is that two displays can be made during the same day, and in some cases this is an advantage, especially where at different hours there may be a marked difference in the passers-by: for instance during the afternoon there may be a class of shoppers on the street interested in a more expensive class of goods than those that might be passing at the hour of the closing of offices and manufacturing plants.

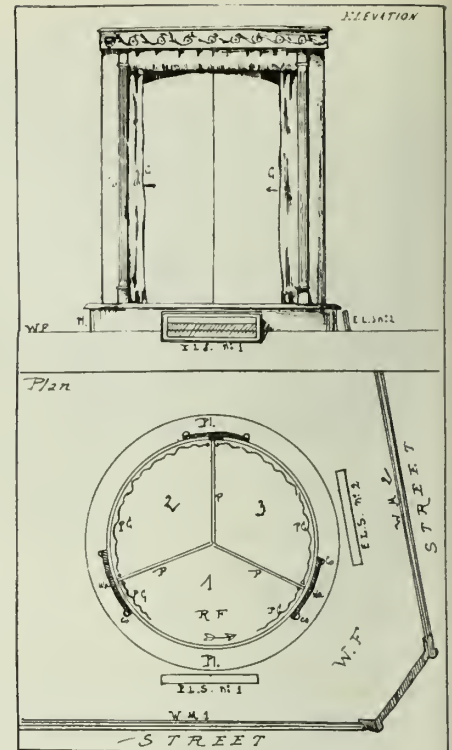
A Revolving Booth Device.

Another novel and effective mechanical device for window displays comes from Paris. This also works on the principle of a revolving platform, but with the difference that the whole arrangement is within the window and in the case in point, where the window is

on a corner, two displays can be made at the same time while a third is hidden. In the first sketch is shown one of the three booths. At the sides marked "C" are the curtains which are kept closed while the platform is revolving. "E L S," indicates an electrical sign, upon which is shown a description of the display on the interior. For instance on the sign appears "What our well-dressed men are wearing," and on the second line "Narrower trousers"; the curtains then are drawn aside and a figure of a man is revealed, representing the interior of a dressing room with the figure seemingly arranging his vest before a mirror. The lights go out and the apparatus revolves. A second booth comes around, and on the sign is flashed "Vests are cut high," and a figure is revealed with a high cut vest. In the meantime the first figure is in the second position, and here by the aid of the electric sign attention is called, not to the narrow trousers, but to the new fabrics.

FEE FOR "OUTSIDE" AGENTS.

A deputation of retail merchants from Victoria, B.C., waited on the city council to protest that the amount of the licence fee imposed in the case of men who act as agents for outside firms of manufacturers is not adequate. The figure is \$50 every half-year, and this



Revolving cabinet for displaying men's wear in window. W.F., floor of window; E.L.S., electric light signs; C, curtains; R.F. shows the floor of the revolving platform, and P the partitions between the booths.

was compared by the speakers with the \$500 exacted every six months from transient traders.

The statement was made that the agents are a greater source of loss to local merchants than the transient traders, and the matter of men's and women's suits, for which orders are taken by agents, and which are supplied from outside the province or outside Canada, was particularly referred to.

The council informed the deputation that the amount being charged now is the limit allowed by the law and cannot be increased.

LONDON HOSE PROSPECTS.

Reports from London indicate that the artificial silk hose and half-hose are meeting with the expectant large call, but that good lines of lisle and cottons are by no means left out in the cold. It is predicted that the demand for the fibre goods will cause a scarcity later on. The sweater business is showing signs of improvement, although it is still far from being up to the standard. Operations by the retailers for Fall, however, are more encouraging to the mills than they have been any time since the first of the present year.

Two Distinctive Men's Wear Trims



Window trim by Chas. H. Aiken in his new store on King Street west, Toronto. Here Mr. Aiken shows the individuality of stripes, which at all times have a strong character. The flannel robe is a novelty of the season for wear at summer watering places. The stripe idea has been kept up in the shirt as well. A soft tone is added by the floor covering of corduroy plush. A neat card completes the trim. Eleven years' experience in the men's furnishing business with Ely, the King Edward Hotel haberdasher, of Toronto, should prove a considerable asset to Mr. Aiken. Rich mahogany fittings with inset display cabinets give an impression of good taste to the interior, and the manner of handling the set-ups and trimmings reveals considerable individuality.



This clothing display is a good sample of the class of work turned out by Mr. Hallgarth, for D. E. MacDonald & Bros., Guelph. The coats and trousers are displayed in easy fashion, and accessories in the form of hat, gloves and cane are placed to good advantage. The words on the card, "Your Spring suit is here," is an arresting form of invitation.

Boys, Number Yourself 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 Conven-
tion, 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 Acton Pub. Co.

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
Pres.

F. J. Thompson
Sec.
52 Stanley St., St. Thomas, Ont.

Seasonable Cards for the Month of June

Outstanding Feature is Weddings, and Men's Store Can Pull Extra Trade by Giving This Subject Special Attention in Window Trims—Horse Shows Increase Trade in Many Districts.

Written for The Review by Paul O'Neal

IT is unfortunate that the rush and hurry and worry of commercialism has no room for sentiment. The month of June is the most charming, most delightful of all the year. Richly laden with a fragrant freshness, all nature is atune with new life. The flowers, the blossoms, the garden, are all at the zenith of their summer glory. But cold commercialism steps in and says: "We have no time for that, except as it may be diverted into advertising channels." And so June is shorn of its delights and charms that business may be boomed and trade not suffer.

Then if June must be turned into the advertising channel let us take advantage of one outstanding feature that has long been recognized as the characteristic feature of the month. That is weddings. A men's wear store can afford to step aside from the ordinary methods of decorating and display and arrange something a little beyond the ordinary. A window with suggestions for the wedding may be devised. A floral arch or bower will make an appropriate and attractive setting for the background, while flowers and roses may be used with plenty of white ribbons. This layout may be dressed with a man's figure in the arch in a wedding suit. Other suits appropriate for weddings may be displayed also; or suitings that will make up well into clothing for wedding occasions may be shown. An odd flower carelessly dropped here and there through the display will give a special attractiveness.

Suggestive Wedding Cards.

A window of furnishings may follow. These should be only such lines as are used for weddings, shirts, collars, gloves, ties, handkerchiefs, silk and other hats. An appropriately worded showcard will complete the display. "Suggestions for the wedding," "Suits for Wedding Occasions," "Some New Lines Suitable for the Wedding," "Wearing Apparel for the Groom, Groomsman and Guest," or similar suitable wording.

In localities where horse shows are held you may take advantage of such events in the decorating of your store and windows. These shows usually have some distinguishing colors, yellow and black, yellow and blue, white and blue, etc. These colors may be utilized with

telling effect. Whips, large horseshoes, saddles, bridles, figures of horses, etc., work to excellent advantage in the decoration of windows. With ribbons of the show colors a window of unusual attractiveness may be obtained.

It may be necessary to offer some attractive inducements in June to meet the exigencies of present conditions. These may be some special inducements in the reduction of prices; or you may be able to make some special buys that will enable you to offer some worth-while trade-winning values. This may be in suits, cloths, or the various lines of furnishings. Our advice is to make these special offers on one or two lines only at each time. Make them sort of trade winners to attract customers to the store. If this is accomplished it may help the movement of regular lines.

Card Hints for June.

The dark card with wedding suggestion is square in shape, and may be made almost any size, according to the room in your window. Four pieces of circular corners are cut from a darker shade of

card and pasted on to the corners. The lettering is in black and shaded in white.

The styles card is one of general character. It will do either for furnishings or clothing. The word styles may be done in red or black and shaded with some subdued color. The margin should be in the same color as the shading. The small letters should be in black.

The suits card is distinctly for wedding garments. It will be for a window in which ready-mades or suitings are shown. The word "Suits" should be in red, with the outline in black. The small letters are in black. The two border lines at top and bottom should be in light green.

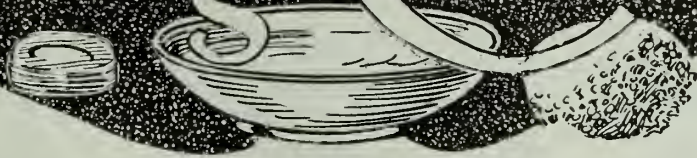
JAMES McNEILL DEAD.

A dispatch from Winnipeg states that James McNeill, a well-known retail clothing merchant, died on May 11, of pleurisy. He was an ex-president of the Winnipeg Retail Merchants' Association, and had been in the business there thirty years. Mr. McNeill's cut was used in last issue of The Review.



Specially Designed for The Review by Paul O'Neal.

Challenge Collars



Selling Point

No. 4

A Third Heavier Than The Rest

The materials used and the process employed in the manufacture of these goods combine to produce a collar that is a third heavier than other makes sold at a similar price. Other features which go to make Arlington collars the best line to handle are the strength of buttonhole, proper balance, easy adjustment tie space, general appearance and perfect satisfaction to you and your customers. Samples sent on request.

The Arlington Co. of Canada, Limited, 54-56 FRASER AVENUE TORONTO, ONT.

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



"Wear Best Where Most Wear Worst"

Lion Brand Clothes

You know; your customers know; and we know how hard boys are on their clothes. Accordingly, Lion Brand Boys' Suits are strengthened to withstand this wear—the double seat, double knees, and double elbows make them last twice as long as the ordinary suit. Tell your customers about this splendid feature! It will mean sure sales.

And style is not sacrificed for durability in Lion Brand Clothes. They are made in the most up-to-date snappy styles that at once appeal to the lad.

Give Lion Brand Clothes a place in your store. It will amply repay you. Samples sent on request.

The Jackson Mfg. Company
 CLINTON, ONT.

Factories at:— Clinton, Goderich, Exeter, Zurich

Show-Card Writing

as taught by the Edwards Short-cut System means quick advancement

and a steady position. Learn in your spare time to make show cards, that sell the goods, by taking our mail course of instruction. Others have made good, you can do the same.

Write for handsome prospectus.

THE SHAW CORRESPONDENCE SCHOOL
 YONGE and GERRARD STS. Mention this paper

CEETEE

Worn by the Best People Sold by the Best Dealers.

UNDERCLOTHING

PURE WOOL ONLY

CEETEE

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

The Shaw Correspondence School, Ltd. 100, Queen St. W., Toronto, Ont.

The June Bridegroom and His Clothes

Influence of American Tendencies and English Fashions Give Latitude in Details—The Cutaway Coat Favored With or Without Braid—White Gloves, Ties and Spats at a Toronto Wedding—The New York Standard.

ALTHOUGH usually considered of very secondary importance in the wedding display, if not in the ceremony itself, the groom who stands before the June altar must give just as much thought to his apparel as the bride and in fact perhaps there are more noticeable details to be considered. At least many men who have been there think so.

The modern groom finds that his dress is not the stereotype of fashions that it was in the day of his father. In Canada there is considerable latitude between the opinions of different tailors and furnishers; the English opinion is, of course, the foundation, but there are American adaptations which form an influence in some quarters.

Cutaway the Big Favorite.

The cutaway coat is now considered as being the standard for day weddings, but there are some authorities who remain true to the frock. In the cutaway the color is black in almost all, but the groom with a morning coat of dark gray will not be unusual this year. With this coat the American tendency is to introduce a braided edge of flat silk, but the English taste is for a hand-sewn edge with prominent stitching. Trousers are of striped worsted or dark gray or to match the coat, with the waistcoat also to match the coat.

The hat is the regulation high silk with broad felt band; the shirt white with either stiff or pleated front; the collar, poke or wing; tie, the four-in-hand or ascot of black and white or pearl-gray; the gloves of pearl or white suede or glace to match cravat; shoes, patent lace or button with kid or cloth tops; pearl or moonstone studs, links and scarf pin.

But every groom does not stand by these standards absolutely, broad though they may be. At a recent stylish wedding in Toronto, the groom, best man and ushers all wore white ascot ties of brocaded silk, white doe gloves and white spats. The effect was quite smart and others may be expected to follow the fashion. In shoes one tailor advises gun-metal with the morning coat; he does not favor patent leather except with evening wear.

For Evening Ceremony.

For the evening wedding the groom will wear the swallowtail coat with trousers of the same material. A close-fitting



“American” type of bridegroom’s outfit with braided edge of flat silk on coat. Courtesy of “Vogue.”

one-button effect is now considered good with roll lapel. With this the Chesterfield overcoat of the cape Patotot may be worn. The waistcoat should be single-breasted of white pique lawn or silk. The hat is the high silk with wide band; shirt, stiff, white pique or linen; collar, poke or wing; gloves, white glace or reindeer; shoes patent leather buttoned cloth or kid tops; pearl or moonstone links or studs; white tie or stock of plain or figured pique or linen.

The best man and the ushers should endeavor to follow the fashion of the

groom so far as possible and what is worn by him will be best suited to them.

The Smart New York Groom.

Following is a description of the apparel which will be worn by the well-dressed groom in New York, and with it goes the tip to the groom that he ought never to appear dressed up, that the prime requirement is unobtrusiveness of detail. The morning coat or cutaway is held to be correct; a narrow black braid being used; the frock coat is also mentioned as quite permissible. Some of the extreme morning coats are cut very tight with one button. With the cutaway is worn a waistcoat of the same black material with an edging of white pique at the top and trousers cut without much fullness, of gray striped material, which may be rather light in tone. The shirt should be plain bosomed with plain, attached cuffs; the cuff links should be of plain gold or gold and enamel and the studs of plain gold. A moderately high wing collar should be worn; this may have either pointed or rounded wings, which are well pressed back. The appropriate cravat is a four-in-hand, preferably of dark blue or purple, although other dark colors are allowed, and a striped or flowered design may be selected. The groom’s clothes are completed by a sheer white handkerchief, a pair of plain pearl gloves, a plain Malacca or ebony stock and silk hat.

James G. Somers, Toronto, died on May 14th at the advanced age of 91 years. Born in England, Mr. Somers settled in Elora, Ont., where he started in the clothing business, which he continued for forty years. Retiring, he returned to Toronto, where he lived until his death.

J. W. McConnell, Montreal, has succeeded S. Lorne McGibbon as president of Goodwins, and he has associated with him on the board C. F. Smith, C. W. McLean, Milton Hersey, T. C. Webster, W. H. Goodwin, J. W. Ross, G. S. Mays, R. N. Smythe, and James Wood Thompson, Toronto, the last four mentioned being new members. W. H. Goodwin continues as managing director. The financial statement shows a net balance equal to 12 per cent. on the preferred stock.



**This case
should be
pulling for you**

Case No. 240 in your store will prove its value as a business-pulling investment. It presents your most attractive goods in a way that is positively irresistible. It makes a silent, but a very effective sales-

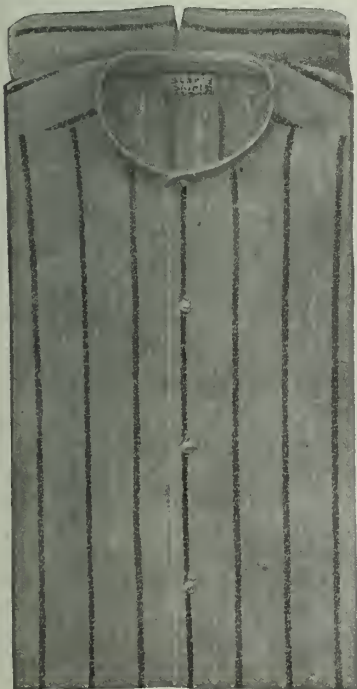
No. 240 CASE
**Write for price and
full particulars**

man and will pay for itself very quickly in extra sales. Our catalog of special designs will be interesting to you some time—if not now. Write for it to-day.

H. L. Wood & Company,

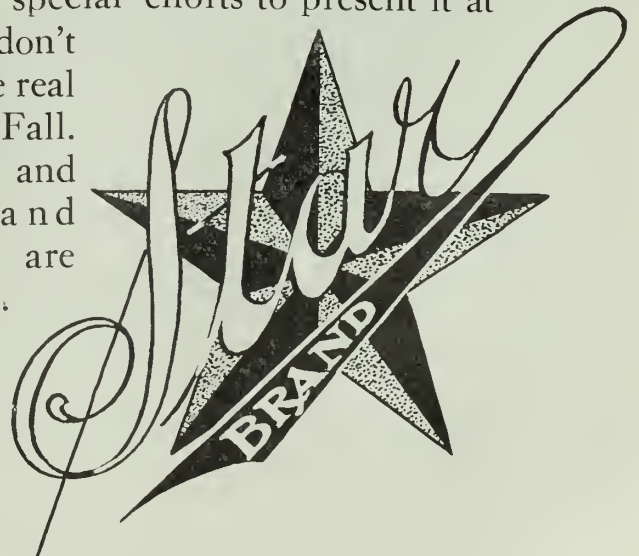
CORNER NOBLE AND
STRICKLAND STREETS

Toronto



Fall shirt styles that are distinctly
Exclusive patterns, Attractive styles

Has the Star man dropped in on you yet with the Fall range of shirts? He may be due any day, but to be sure you see this record-breaker as early as possible drop us a line and we will make special efforts to present it at once—by all means don't miss it if you want some real winning numbers for Fall. Our ranges of Fall and Winter underwear and Christmas neckwear are intensely interesting. See them too.



Van Allen Company, Limited
HAMILTON, CANADA



DAINTY INTERIOR TRIM OF HANDKERCHIEFS.

Handkerchiefs in a great variety of design and coloring are being used by dressy men for display wear—in the top coat pocket or in the English style in the cuff. These are in plain and rich shades, with large patterns, and are generally of Foulard silk. In the interior display shown here of Bilton Bros., Toronto, the effect will be noted of a large individual Persian design, the pattern being introduced but four times on the handkerchief. Other designs introduce automobiles, foxes' heads and riding crops, horses and jockeys, etc., in each case the effect showing figures covering the whole of the fabric. Another handkerchief novelty is also shown here, being a French silk with a comparatively small broken square decoration. A feature of these goods is the departure from the former idea of matching the cravat, which is no longer followed.

The Modern Men's Store

What Marshall Field & Co., of Chicago, Have Done in Their New Establishment—Novel and Efficient Service Features—A Magnificent Grill for Men Only.

SIX floors of a building, covering a ground space of 151 by 144 feet, comprise the new exclusive men's store of Marshall Field & Co., of Chicago—a store fitted with the most modern equipment for the display and sale of men's wear, and with several of those novel and elaborate features for the comfort and convenience of the patrons of the store, which are outstanding throughout the policy of this firm.

Through the whole store there is a tone of rich elegance in the fixtures; un-restrained good taste is characteristic of the whole effect. The color scheme throughout is not only a marvel of artistic conception, but also a practical adjunct to the creation of the purchasing mood—rich blue carpets harmonize with the black of the ironwork and the ebony inlay design of the cabinets and fixtures.

The first floor is devoted exclusively to furnishings and accessories; on the second floor is found the custom tailoring department; on the third, men's clothing and the credit division; on the fourth, specialty clothes are shown, including athletic garments, sports apparel, uniforms, etc.; tailoring shop and

workrooms are on the fifth floor, and on the sixth a men's grill room.

A Men's Grill Room.

The grill room, exclusively for men, is one of the outstanding features of the store. The woodwork and fixtures are finished in a dull purple shade of mahogany; the columns are set with tiffany mosaic panels. The ceiling is finished in keeping with the chairs, tables and fixtures. The lighting globes give off a dull purple glow, which harmonizes tastefully with the whole scheme. Two sides of the room are fitted with semi-enclosed booths, with round tables to accommodate six or eight patrons.

In the centre of the grill is a wonderful glass art dome, which measures forty by fifty feet, with a curve of seven feet. It represents an enormous jewel, transmitting all the prismatic colors reflecting the facets of a diamond when held in the sunlight. Beneath the dome is a fountain, having three tiers or bowls surrounding the central structure and surmounted by a huge globe of gold glass. This ball, apparently upheld by

a stream of water and spray, represents the world floating in space. The constellations are also represented.

Unique Service Features.

There are a number of other unique features which go to characterize the store as the highest type of service for men.

A formal dress room on the third floor is beautifully finished and artistically furnished, having much the air of a club library. Here men may buy formal clothing in a fitting atmosphere, while there are separate fitting-rooms with triplicate mirrors. A young men's room is designed to meet the livelier taste of the younger men. Here the stocks are carried out of view on revolving fixtures behind the wall panels. A special fitting-room on the ground floor is for the use of patrons buying dress hats. Another special fitting-room is for men purchasing underwear and pyjamas, and these garments may be tried on before the purchase is made. Neckwear is exhibited in glass front drawers; shirts are carried in glass front trays; waistcoats in cabinets of flat drawers; hosiery in cabinets on the order of card files; handkerchiefs in drawers.

In every department of the store is the impression of elegance and service—individual service; the buyer gets the idea that the whole scheme is for his benefit, and it is the policy of the management to carry out this impression in the methods of the salesman. A man can ask for anything or everything and get the same careful attention.

All Lines Displayed.

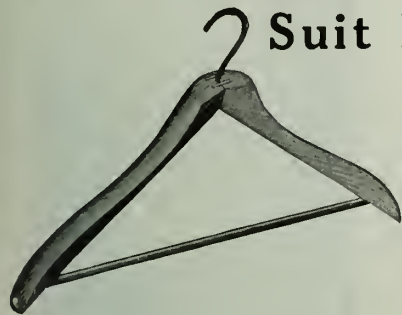
The Mezzanine is a special feature of the interior, and flanking the four sides are bronze-finished display cases, in which is at once displayed samples of the lines carried in every department. This display has a wonderful effect as a suggestive force, and at once gives the customer a comprehensive grasp of what the store can do in meeting his needs.

To Encourage Women Shoppers.

That women can shop for men is an idea worked upon in connection with the new store, and to facilitate this there is an underground passage connecting the men's store with the main establishment. The following is taken from an announcement made in connection with the recent opening of the new store:—

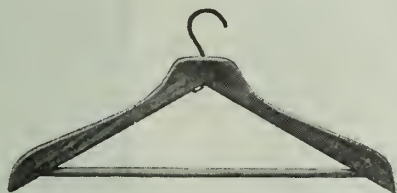
Women who buy for men are extended every courtesy in our "Store for Men." Its every privilege and resource is at their disposal. We have remembered that thousands of busy men purchase one or many articles of their wardrobe by proxy; that in some lines of apparel as high as 75 per cent. of it is left to the women of the household.

THE THREE GREAT Suit Hangers



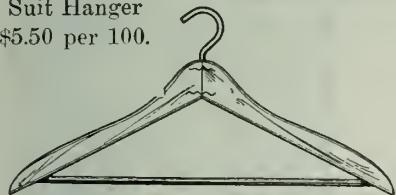
Quality the best.
Prices the lowest.
Send for Catalogue and Samples.

No. 570 X
"Concave"
Hanger
\$12.50 per 100.



No. 6—B.
Suit Hanger
\$5.50 per 100.

No. 560 X
Suit Hanger
\$7.50 per 100.



No. 6—B.

CLATWORTHY & SON, Limited
161 King Street West
TORONTO -:- ONTARIO



Puggaree Hat Bands

THE HIT OF THE SEASON

—the very thing to secure the young men's hat trade—natty hat bands in the season's best shades and patterns, two of which are shown above.

These bands come in satins, and foulards in plaids and plain, also fancy satins and moires. They are suitable for felt or straw hats, the more fancy being especially desirable for straws.

They sell at \$4.50 per doz., and are easily adjusted in a few seconds.

Send for trial order to-day. We will ship (parcels post) per return mail.

Travers Limited
OTTAWA, ONT.

An Idea—

You are, of course, interested in any method that will increase the efficiency of your staff. A splendid way of doing this is to see that each department head gets a copy of the **DRY GOODS REVIEW** regularly. Write for special club rates.

This great "Store for Men" has been planned with these women in mind. While it is essentially a store for men—to supply masculine needs—yet no thought or expense has been spared to make it convenient, safe and pleasant as a shopping place for women who buy for men.



Just For Ourselves

No better statement of the merchandising policy of "The Store for Men" in its new home can be given than that which was recently circulated to our section managers, buyers, salesmen and advertising men—intended "just for ourselves." We give it here, verbatim:

The understanding between the management and advertising bureau and the section managers of the men's sections, as to the major ideas which we are constantly to seek to impress upon the public with regard to "The Store for Men":

1. That "The Store for Men" is a portion of the main store, in the sense that it measures up to the high merchandising standards of Marshall Field & Company, and is answerable to the same general store management and policy. But that it is a distinct institution to study and supply the general requirements of men, and not merely a "men's department of a dry goods store." But also, that is sufficiently accessible to the main store to be readily patronized by women who buy for men, and that they may do so with assurance that their selections will be safely within the range of accepted masculine tastes.

2. That "The Store for Men" caters to the most exacting clientele in Chicago, satisfies them and anticipates their requirements, and that it extends the same careful and intelligent supervision over the lower-priced lines in every section.

3. That "The Store for Men" is a reliable source of information as to what constitutes correct dressing; that its stocks offer only that which is within the range of the season's accepted styles, and that what the average salesman says to the average customer during the average transaction can be depended upon as representing the best style information in the possession of Marshall Field & Company.

4. That the character and extent of the merchandise, the completeness of the assortments, are points not elsewhere equaled.

5. That the merchandise in "The Store for Men" ranges from "the finest made to the least expensive it pays to

buy," the great "middle-priced" lines being as thorough in their degree as are the finest made, and the less expensive lines being invested with marked superiority over similarly priced lines elsewhere, both in the taste and quality of the materials, and in the methods of manufacture.

6. That the values are the best in Chicago, whether it be the purchase of a high-priced, medium-priced or low-priced article.

7. That intelligent salesmanship contributes much to a satisfactory selection. Being imbued with the policy that giving the customer what he desires and what he ought to have, and having the fact and the knowledge necessary to gain such an end, the salesman one meets in "The Store for Men" can be given a measure of confidence that is not elsewhere possible.

8. That men and women are welcome throughout "The Store for Men," whether purchases are intended or not, with the same freedom they may feel in the main store, and that there are many interesting educational and social features in the building which will repay repeated visits.

9. That the dominant position of Marshall Field & Company in the market makes possible the occasional purchase of desired lines of merchandise at extremely advantageous prices, and that it is the policy of the house to share such opportunities with its customers.

10. That the advertisements of "The Store for Men" may be responded to with the assurance that the merchandise is if anything better than the impression conveyed in the advertisement. We do not advertise two prices, but, our price-making power being unequalled, our quoted prices, as when we say certain lines have been reduced, represent substantial savings.

MARSHALL FIELD & CO.

March 2, 1914.

This document will repay a careful reading—it is a digest of the business principles which have made "The Store for Men" the foremost apparel shop in America. The service growing out of these principles has created the demand which has made necessary the additional space now afforded by this splendid new building.



NOVELTIES IN MEN'S WEAR.

The latest novelty in men's straw hats is a very high crown, about 3½ to 4 inches in height, with a slightly curved narrow brim. The brim curves from the crown in a drooping manner.

Green suede gloves, with large pearl buttons, is one of the newest ideas in



Attractive style of Horse Show card as designed by R. C. Macdonald for the "Cambridge Clothes Store." Gilt ground on card with bow of yellow and purple ribbon.

men's attire. They are reported to be "taking" with the advanced dressers.

Vivid colors in floral effects are among the latest novelties in men's ties. Bright, loud patterns of every description are offered.

The strength of the rubber soled shoe remains to be tested with the public, but generally in the retail trade it is looked upon as a novelty of the season, and not likely to create a lasting popularity.

In men's footwear while the recede toe is coming into popularity, there is also a demand for a medium recede and for the French square toe called the Ritz.

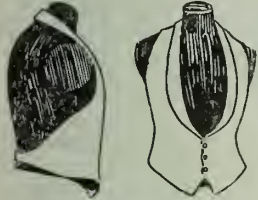


The Brantford Silk Manufacturing Co., Brantford, Ont., promises to be successfully launched. Out of the \$30,000 required, \$20,000 has already been subscribed and it is said there will be little difficulty in securing the rest.

Odd Twists and Fancies in Men's Fashions

A BACKLESS WAISTCOAT.

A BACKLESS WAISTCOAT for Summer tangoing is something entirely new. It will be noted that the back is almost entirely eliminated, which should make the garment considerably cooler. One of the recommendations offered by the manufacturers is that it is adjustable in size and can be made to fit perfectly, merely by tightening or loosening the buckle at the back. The novelty is by Geo. W. Heller, New York.



* * *

A NOVELTY DRESS COLLAR seen in Paris has a turn down fold in front and extending about half way round the neck. The roll comes over with an open-pointed effect and is about an inch at the deepest point. Another freak evening collar has an opening in front of about an inch right down to the band.

* * *

A NEW REVERSIBLE CUFF is being shown on some New York suits. The cuff can either be worn outside in the usual way or when desired can be turned inside entirely out of sight—fitting into a pocket in the lining of the sleeve. Additional wearing qualities are advanced for the new idea.

* * *

A NEW DRESS TIE of closely and strongly woven braid has made its appearance in New York. It is known as the "Hesitation" Batwing.

* * *

THE "TULIP" is a new batwing tie made on the usual pattern but with the new feature of split ends, which, when opened, reveal strongly contrasting colors.

* * *

NOVELTY IN BOW TIES.

A NEW FEATURE used to revive the popularity for the bow tie is here shown as designed by Capper, of Chicago. Not only is there a split end, but an edging is introduced which harmonizes with the color of the surface of the scarf. The smaller sketch in the cut shows how the split end effect is secured.



* * *

A NEW MODEL SHOWN in sweater coats keeps step with the popular Balmacaan overcoat, and the shoulders are shaped with the seams running from the sleeve straight through to the collar.

* * *

A NEW DRESS WAISTCOAT known as the "Vernon Castle" is built on sweeping lines, the front running down to a point caused by a curve to the bottom of the vest and making a triangular vent at the bottom. Only two buttons are used and the cut makes it necessary for them to be placed in double breasted fashion.

* * *

A NOVELTY SILK SCARF has a leopard skin effect while another has twelve different color combinations including all the tango shades now in vogue.

THE FANCY MUSHROOM fronted shirt will be again strong in dress wear next season and with it will be worn the less formal ties, larger and of corded materials rather than the long favored lawn.

* * *

ON OVERCOATS A POPULAR CUFF is shown in the local trade which can readily be detached if the customer so desired or which can be taken down and buttoned inside around the wrist for motoring or driving.

* * *

IN DRESS VESTS for Fall and Winter some models with black binding will be popular, and extreme dressers are likely to introduce novelty buttons.

* * *

CONTRASTING HAT RIBBON.

AN EXTREME SOFT HAT model by Truly Warner, New York, but which well indicates what may be looked for in the Fall lines. The contrasting band of narrow ribbon with the necktie bow on the three-quarter angle and the rim trimming of the same color will be the distinctive things for Fall, but the crown shown with the curved taper and extremely high crown are ultra fashionable for the general trade.



* * *

A CHICAGO FIRM is showing a novelty dress vest with a large circular opening in the back. The idea is to give a cooler garment for hot weather functions.

* * *

IN NEW YORK a novelty in neckwear is the shadow scarf. This is made in the four-in-hand style with one flowing end of lace and the other forming a dark background.

* * *

A NEW SILK HAT appearing in London is without binding on the brim. The under side is covered with a rough corded silk which is carried over the curl.

* * *

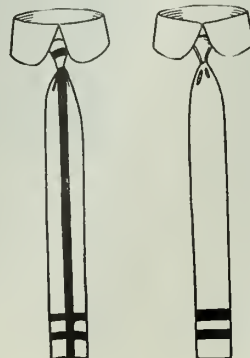
RECENT SCARF SHOWINGS in Paris include close woven poplins with yachts, birds, etc., printed in such a manner as to give the effect of a well executed painting.

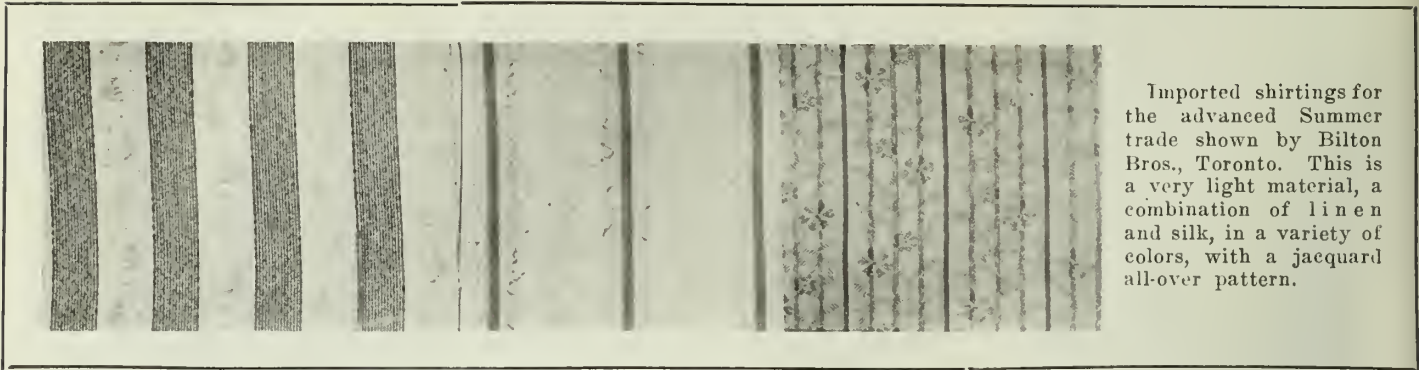
* * *

EVENING GLOVES of the conventional white but varied with black finger points have made their appearance in London playhouses.

* * *

HEREWITH IS SHOWN on the right, a crepe four-in-hand, with the back view on the right, giving a different pattern when reversed. A satin panel is used in contrasting shades. This serves to keep the crepe in shape, besides being an adorning feature. Shown by Baer, Kronacher & Co., Chicago.





Imported shirtings for the advanced Summer trade shown by Bilton Bros., Toronto. This is a very light material, a combination of linen and silk, in a variety of colors, with a jacquard all-over pattern.

Cross Stripes and Tucks Strong for Fall

Wide and Narrow Pleats Used Effectively—Colors in Many Combinations and Solid Shades Introduced in New Fall Shirts—Pink Coming to the Front.

IN the Fall shirtings there will be a tendency for more warmth in color if not in texture. Pink will come strong comparatively, and the wholesalers report that almost every buyer is stocking it in more or less large quantities. Other colors, too, will be in strong evidence and the designs are bordering on the "loud."

It is difficult to say what other colors are favored most as almost every kind of combination of colorings has been made up. The feeling that pinks are going to very popular may be for no other reason than that they have had a rest, they should meet with favor. Blue grounds with white stripes of varying widths, white goods with thin stripes of several shades, such as green, brown and blue, or some other combination, are well thought of. Ground shades are more popular than they have been and the tendency throughout seems quite strong to get away from the blacks and whites and blues and whites which have been the standards of men's wear for so long.

Brightening Up the Windows.

However, while these novelty lines are good for brightening up a stock and for window display purposes, giving the merchant an opportunity to show something different and indicate that he is up-to-date, the bulk of the staple orders coming in are for narrow stripe designs, one, two or three thin stripes on white, either plain or figured ground. The stripes are in black, blue or brown, for the most part. There is also a good demand for soft white materials, plain mercerised or raised stripe effects.

Cross Stripes.

The striking feature of the make-up will be that the stripes will run across

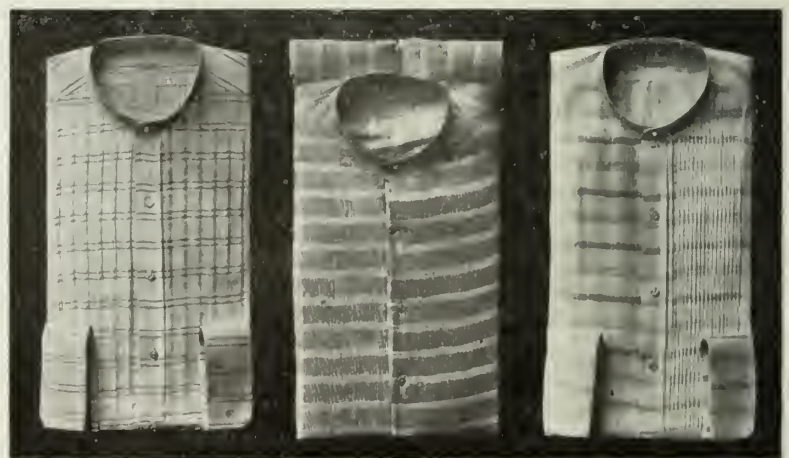
the front rather than up and down. Some of the Summer designs had this feature but it will be more pronounced for Fall and the stripes have widened and become much more pronounced.

The pleated front will be the smart thing and a cuff that is neither quite the old stiff idea or quite the starchless variety is being shown, with the regular cuff also strong. In the pleated fronts there are several designs. The extreme is an adaptation of the mushroom and in this quite a popular line is in solid shades with a water mark effect worked into the pleats. This comes in a variety of shades. A novelty will be cross pleats as well as the cross stripes, but this will not be general for Fall.

Pink Popular.

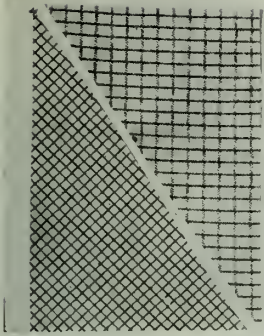
The popularity of pink in shirtings is indicated in the Summer demand, and a stripe showing alternating equal widths of white and color is strong. Practically all Summer shirts are with the soft cuffs. Soft collars are taking well again for the Summer trade and while some manufacturers are inclined to think that their popularity is waning it is altogether likely that they will prove as good sellers as ever as soon as the warm weather strikes in.

In the more expensive shirtings there is a demand for a French importation, a light material of combined silk and linen which comes in a variety of stripe combinations with an all-over pattern in silk.



CROSS STRIPES STRONG FOR FALL.

Fall models in which the cross stripes and checks are pronounced. Pleated bosoms are very strong and in those shown above there are three styles of pleating, the narrowest being practically a mushroom effect. Stripes, whether wide or narrow, are being used horizontally across the fronts rather than up and down. Shown by the Crescent Manufacturing Company.



Small check and diamond pattern shirtings which are one of the newest things for Fall. They come in a variety of colors, with pink a strong favorite. Shown by Wreyford & Co.

Blazer Due ?

AT the Summer resorts this Summer, at the clubs, and on the links and the tennis courts a blaze of color may be expected to herald the approach of the tastefully-attired holiday or recreation-seeker. If some dealers are correct in their surmise it will be a season of blazers—blazers for men, women and children—but for men especially.

For several years the blazer has been a popular Summer garment in England and the States, and, although it has not taken strongly in this country in the past, it is considered that a run is now due. The garment can be worn as a tasteful combination with white flannel or duck trousers, and can also be used as a lounge coat for house wear.

In colors there is a variety of combinations introducing almost every shade of the rainbow. There are the usual stripes in narrow, medium and broad patterns, and this season has seen an innovation in the use of solid colors with contrasting trimmings. These come in red with green trimmings, green with red trimmings, and blue with red trimmings. The trimmings are on collar, sleeve and pocket, as seen in the accompanying illustration.

Another novelty for the man at the Summer watering-place is a flannel robe, with contrasting stripes, which can be worn over the bathing suit. This comes in a variety of colors, but the popular combinations are light or dark blues, with white in a medium stripe.



New stripe effects in Fall shirts, coming in tango, blue, black, etc., on plain and figured grounds. Cuttings show different stripe effects. Courtesy of Canadian Converters, Ltd., Montreal.

SERVICE, NOT CUT PRICES.

There was a bootblack on a down-town street corner noted for the fine and lasting polish he put on shoes. He went over and over the leather until one could see his face. Customers walked long distances to have his service, and they told their friends. Most everybody gave his a double fee. That emphasizes a statement made in a foreign contemporary journal:

"Ninety per cent. of the average family's money will always be spent where satisfaction in service, rather than cutting prices, is the magnet."

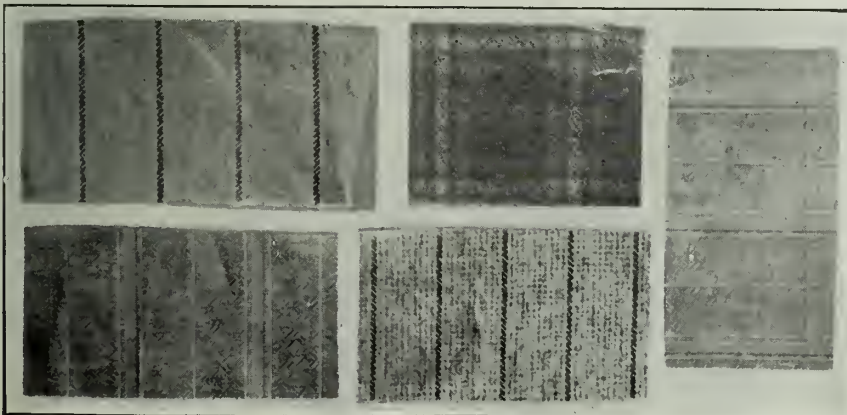


HINTS TO BUYERS

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

WARNING TO INFRINGERS.

The attention of our readers is drawn to the warning advertisement of the Geo. H. Lees & Co., Ltd., in this issue. The above company have had considerable trouble through the sale of infringements on their patented scarf pin guard. They advise us that they believe they have now driven the infringements off the market, but feel it necessary to warn the trade against the purchase of further infringements.



Flannel shirtings will be strong for Fall. Samples shown by Deacon Shirt Co., Belleville.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed, worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small plique, two studs showing	Poke	Butterfly with round ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed, worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black, worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Foke or wing	Once-over, or four-in-hand same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxouys Chevots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers, or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamolis, colored or white buck	Cotton, wool, lisle, shades in harmony harmonize,	Black or brown, plain or fancy upper, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, or single or double breasted Chesterfield, Raglan draped, Highland cape, or ulster.	Tweeds, chevots, homespuns, flannels	Single breast fancy suit or lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize looped leggings, Highland gaiters	Black or brown lace calf, low or high tip, or full brogue	Same as above

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



MENS CLOTHING AND FURNISHINGS



MAY, 1914

FRIENDS AS CUSTOMERS

JUST a little advice to the salesman on business friendship—or in other words the treatment of acquaintances while in your store. In brief it is this—don't "jolly" your friends when they come in to buy your goods and give your firm their money; they are entitled to the same consideration as strangers; it is a mistake to think that they do not look for business courtesy.

Now, there are many salesmen who do not need this hint, but many of those who patronise men's furnishing stores have met the salesman who, because he may be an acquaintance outside of business hours, evidently thinks that he is there to entertain rather than to serve. This does not mean that the clerk should act as though he had not seen the patron before, nor that he should not be sociable, but there is a line between this and "passing out the kid stuff," to use a Western phrase, about things in general or about the goods which the patron may be inspecting.

In a certain Western city one of the best dressed young men tells that he does not now enter a leading furnishings store which he used to patronize regularly, and it is not because of the equipment nor the stock that he walks past rather than through the front door. He says that his friendship with the head clerk reached the state where his visits to the store resulted in conversation and jollyng rather than a talk about his purchases. This clerk never had suggestions to make about new stocks, new styles or new materials; if a shirt was wanted he showed a shirt and then commenced to fill in time with "friendly" conversation. He was a good salesman and towards strangers showed every attention, but made the mistake of thinking that it was his personality rather than the goods offered that held the custom of his friends. The patron, who has changed to another store on this account, says that on one occasion while making a purchase, a friend with him was looking at an expensive cravat which appealed to him; he asked the price and was taking the money out of his pocket but the clerk was "entertaining" his companion, and ignored a sale that was as good as made.

Not many salesmen will appreciate the point—fortunately not many need to—but it is well to consider the treatment of friends as customers.



PENALTY FOR FALSE ADVERTISING

IN its last issue The Review made an announcement of the effort that was being made to induce the Dominion Government to make false advertising a criminal offence. Almost before the press had finished its work the bill had been introduced in the Commons. This has

been received almost with unanimity in the country. Perhaps sad memories of longed-for penalties to real estate boomsters that could never be exacted, formed the basis of many a prayer of thanksgiving over the measure, even although it had no retroactive force. It has been hinted also, that victims of the raucous but wheedling voices of cheap jewelry barkers stood behind some of the pressure for such legislation. But no matter what the various applications for redress, the law seems certain to be of general benefit in compelling more honest treatment of a confiding public. It will apply only to a scanty remnant, and there is a careful distinction made that allows a leeway for a man's opinion of the goods he barter. There may be two merchants who have the "best values" or the "cheapest" goods in town, but the artificial cannot be sold as the real, and it may prove a risky procedure to guarantee a \$60 value in a \$12 sale. Restriction of liberty is a penalty—wise or otherwise—that is the outcome of all social organizations, and this restriction of exaggeration or deliberately false descriptions of one's wares will tend to raise the average of all advertising, and strengthen public confidence in the large body of merchants who rate their wares honestly.



FASHION'S GOSSIP

THE "TANGO" EVENING TIE is one of the latest novelties. It has a crepe front with twelve pleats and comes in black, white and pearl grey.

* * * *

A NEW COMBINATION SHIRT and waistcoat is made by an American manufacturer. It is practically a double-breasted shirt, the vest being attached at the sides and buttoning across the front. Two pockets are put on.

* * * *

BLACK PYJAMAS are being worn quite extensively by smart Englishmen. Some weird effects are secured by decorations of frogs, etc., and in others white military stripes are used on trousers, cuffs and collar.

* * * *

THE WELL DRESSED MAN will not evade pink for the fall; at least the shirtings indicate that he will embrace this color, i.e., take it to his bosom (we apologize before you make any remark).

* * * *

THE POPULARITY OF THE MADRAS COLLAR with the stripes has been varied by a new collar with polka dots in satin on the white background. Another new collar has a curved bottom to the tab ending in a half corner; the effect is that the points do not rub the shirt.

False Advertising Made Criminal Offence

New Bill Passed Third Reading in Commons That Follows Lines of Request Made by Retail Merchants' Association.—No Chance of "Shoddy" Sold as "All Wool" and Escaping Penalty

An Authorized Interview by a Review Representative with E. M. Trowern.

THE efforts of the Retail Merchants' Association of Canada have borne fruit and a False Advertising Act is now upon the statute book of Canada. Conviction may be followed by a penalty of \$200 and costs, or six months' imprisonment. The first big movement to secure this was made in February of last year, when a large delegation, representative of the retail merchants of Canada, waited upon the Premier and the Minister of Justice to urge the passage of such a measure. Early this session again similar representations were made.

The object of the bill embraces more subjects of misrepresentation, of course, than what ordinarily comes under the head of retail advertising. One of the chief abuses, as the Minister explained, was the advertising of land. Legislation had been enacted because there appeared to have grown up a widespread abuse in connection with the advertisement of properties for sale. He did not intend to restrict a man's expression of his good opinion of his own goods, but to punish him for knowingly making a false statement as to value or price. He had had representations from all over the country, and particularly in the West, of a system of deception in advertising properties for sale. The purpose of the bill was to make the very fact of advertising falsely an offence, whereas the present law as regards obtaining or disposing of goods on false pretences had reference rather to the results of such false pretences.

"The Best in Town."

A question came up that will naturally arise with all retailers: If a man said his shoes were "the best in town," might he be liable? In so advertising, was the Minister's reply, the merchant was giving expression only to his opinion, but "if he proclaimed his goods to be all wool when they were not, he would be misrepresenting facts and should be punished."

This distinction will serve to explain the act in a nutshell. Indeed, action on any other basis would lead to endless "expert" evidence, and probably would make the Act a laughing-stock. As it stands, the basis for prosecution is on a question of fact that can be verified.

Patent Medicines.

Some interesting inquiries were made by members during the discussion in committee that throw sidelights upon

VERY SATISFACTORY.

THE following statement as to the working out of the new legislation was made by E. M. Trowern, secretary of the Retail Merchants' Association of Canada.

"While it is open to anyone to prosecute under the Act we will make it our special business to see that it is carried out. It is more natural for retail merchants to attend to this, for they are the ones, naturally, who really know when there has been false advertising. If a dry goods merchant finds a man has been misrepresenting facts he would notify the association and we would at once start an investigation. If we found his contention was right we would prosecute. Suppose for example a man is advertising \$30 suits for \$15, 'guaranteed all wool.' Under the old Act if a man bought a suit that was not 'all wool' for \$15, the firm would have the excuse that this was not the suit advertised and would escape conviction. Now every suit sold for \$15 would have to be 'all wool.' The prosecution under the new Act is made to cover the real deceptive intent of the transaction, and should prove very satisfactory. Indeed the whole Act is practically what we ourselves urged on the Government."

the application of the new law. In regard to patent medicines, application of the law would depend on whether or not there was a false statement of fact in the advertisement.

The bill was amended to include false pictorial representations in real estate advertisements.

A danger point was raised by the member for Moose Jaw, Sask., who feared that the law would be employed by persons who made bargains and then sued them to go back upon such bargains by threats of prosecution. It was pointed out, however, by the Minister

that this evil existed under the present law and would not be heightened by the new Act.

Newspapers Responsible?

The question of newspaper responsibility was also introduced by Hon. Frank Oliver, the veteran editor and proprietor of the Edmonton Bulletin—"veteran," it should be added, in point of years of editing, not in the actual total span of his life. To this Mr. Doherty replied that if a false advertisement were published with the knowledge of any individuals connected with the newspaper, such individuals would be liable under the Act. The Act was aimed rather at the persons responsible for the advertisement, however.

The new legislation is certain to form the basis for a lengthy discussion at the convention of the Associated Ad Clubs of America in Toronto next month, when the question of the Truth Emblem will be threshed out. Similar legislation is in force in many of the states across the border, and in most cases the prosecutors are associations of retail merchants.



SYSTEM OF KEEPING WEEKLY TAB ON STOCK.

(Continued from page 83.)

Other Advantages.

Besides a detailed record of the stock in hand this system is a distinct aid in refilling the different lines, for a glance at the page shows what remains unsold.

Again a little figuring will reveal the profit there is in the line. The selling column will show where the merchant stands and whether he would be warranted in cutting prices on what remains, and if he decides upon a sale the prices at which the goods were finally cleared are on record, and at the end of the season there is a definite basis to show the net result.

With such a stock book the merchant knows what lines he is carrying showing the best profits; what lines he should push for his own advantage, and how he should gauge his buying for the next season.

The stock book described is made on the loose leaf system and can, therefore, always be kept up to date and the dead sheets can be removed and filed away. A binder with 500 sheets can be secured for about ten dollars.

Impressions of New York Window Trims

Canadian Display Man Writes The Review and Its Readers — Artistic Work, With Little Merchandise, and Few Stock Displays — Draping Generally Not Up to Canadian Standard — Simple Backgrounds — Card Tickets With Black Ground — Lord and Taylor's Hoist Scheme.

Special to The Review from C.W.T.A. Member

NEW YORK, May 16.—Just a few lines to-night to you and the C. W. T. A. boys, after a few days spent in New York stores. There is lots to learn over here for every Canadian window trimmer; lots, that is, in some ways; in others I must confess to being somewhat disappointed. The drapes here do not average as high-class work as in a number of Canadian stores. I mean by that that in only one, Altman's, is there any real attempt to drape a full costume of dress goods, silks, etc. The others usually are contented to make a simple drape of the goods over a stand instead of fashioning it into a garment. In Altman's, in many ways the most exclusive of all, draping is carried to an art, and I saw four or five window trimmers up in the big room going through a drill under Herman Frankenthal. His drapes are quite artistic. He was showing several bustle effects with skirt of taffetas, purple, blue and white, and the bustle of Roman stripes. Frankenthal is quite clever in this line and carries his draping to the extent of trimming hats of Roman stripe to match in pattern and shades the bustle parts of his drapes, one for each.

Very Few "Sales" Windows.

As a general rule there is very little merchandise shown in the New York trims. They do not believe in crowding, in stock exhibits. They are in no sense "merchandise" windows. About the only time these big stores depart from this rule would appear to be twice a year at the semi-annual sales. A few figures in drapes in some other way, and always some accessories, with lots of space around, and rising to the standard in Canada, of about the level of the eye.

Plush and Mahogany Backs.

You will notice here, too, that almost invariably the backgrounds are quite simple; in this respect differing from Chicago windows, and most of all Marshall Field's. At Altman's the popular backeround is gray plush curtains hanging down like panels over the mahogany woodwork. This has been used for over a year, and with a gray carpet on the floor of the window, gives a rich effect and shows up the goods prominently. Often the mahogany backeround is considered sufficient. This idea of sim-

licity in backgrounds is growing in Canada, and as I thoroughly believe in it myself, I was glad to have the stores here to back me up in my contention. There are a few who remind one of the Chicago custom, such as the O'Neill-Adams Co., where one window was elaborately worked out. It was a Spring scene with apple blossoms hung from trellis work, on either end, and hills in the distance and a valley lying below. A wall ran along the back, and several figures were grouped in various positions beside or on it, one setting on top and one resting against it. A woman and child are seen entering an open gateway.

Many Omit Wax Heads.

In this scene all the figures are of wax and, of course, are fitted with heads. This is becoming rather the exception, however. Macey's use them on nearly every occasion but many of the rest have discarded them in favor of the figures with white or pink satin "necks" and busts. There seems a feeling which some of us in Canada are beginning to share that the heads are often not at all natural looking, and add to the trouble of window dressing without being worth it in effectiveness. One thing I noticed, even in Altman's, and that was the lack of care often shown about the base. In many cases I could see the form showing where the base was not properly covered. There is no excuse for this surely in New York, for as a rule the stores have more trimmers than Canadian stores and in the most of cases not as many windows. Lord & Taylor's, for instance, have not as many as several of the leading departmental stores in Canada.

Windows Not Changed as Often.

I was surprised also to find that windows stayed in for almost a week at a time. Perhaps this is because they spend so much time on each window: trim a part of it, then step to one side, or outside, to judge the effect. They certainly get some artistic results, but they cannot shake my faith in frequent changes of windows. The buyers are pretty rough sometimes on the window men, and watch their work very closely and often criticize the slightest points very harshly. Most, of course, show win-

dows at night, but Altman's is an exception. This exclusive store religiously puts up its shutters at six o'clock every night and the institution looks like a bank.

I visited Wanamaker's, but the store has not been remodeled in years and has very small windows.

Lord & Taylor's, of course, drew me to an early visit, as I had heard a good deal of the "unbroken line of show windows" around the store. Sure enough, at six o'clock each night a lighted "window" in full trim rises up in the entrance space and completes the window trim effect. A large number of people wait to see this worked. This all adds to the imposing effect of the exterior display. One feature disappointed me, however, in this arrangement, common to most, if not all, the windows: a contrivance for lowering them into the basement to get re-trimmed. I was under the impression that every time a window was lowered, in some way another was left to take its place, so as to have a complete trim there all the time. Such is not the case. Whenever a window is to be re-trimmed, it is lowered to the basement and the blinds above remain down until it rises again, trimmed. Very often several little changes or re-arranging has to be done up stairs, so that in this respect the new arrangement has not anything on our own.

Platforms Under Glass Sidewalks.

But for convenience and testing it certainly has us all beaten. There are four large platforms in the "area" under the glass sidewalk, that are brightly lighted, and extend most of the way along the store front. To these merchandise is easily brought, without having to be carried, often through crowds, on the ground floor of the store to the various windows. Under the conditions all the little details can be worked out more carefully and exactly to harmonize, something that the exclusive Fifth Avenue trade is very particular about. The windows are made up in platforms and when these are ready they are rolled on to the elevators and hoisted.

Small Tickets Used.

As to price tickets, the more exclusive New York stores do not seem very (Continued on page 98.)

What Would You Like at C.W.T.A. Convention?

Secretary, in an Open Letter to Members Through The Review,
Calls for Suggestions—Additions Will Be Made to Programme
According to Requests for Demonstrations.

To the Window Trimmers, Card-
Writers, and Ad. Men of Canada:

Boys, we need your help in arranging the programme for the 1914 C.W.T.A. Convention which we want to be equal in every respect in usefulness to the American Associations. We want your suggestions as to the particular line or lines you are most interested in. We shall then bring to Toronto the best men adapted to demonstrate those lines for your benefit. Remember we are working for your interests and it is up to you to co-operate by sending to us your suggestions so that when you leave the convention you will have in your notebook all the new ideas, from the best men on the continent of the particular line you are most concerned with. Whether Boot and Shoe Display, Draping, Backgrounds, Cardwriting, Advertising, etc., whatever it is let the secretary know by return mail. Cut out the blank below and fill it in.

Boys, do not forget this matter. We want to show to the merchants of Canada that this is a live Association and one that is to their great advantage. Do not forget if you want your employer to see the value of the Association you must show your enthusiasm yourself, and show the necessity of gaining every new idea coming by being a member.

The secretary will always be ready and willing to help you out, so help him to get through his work without unnecessary demands for assistance. Send along your subscriptions with blank attached below. Do not forget, boys, that a small one-window store stands as good a chance for The Review cup as a 20-window store. No favoritism in awarding prizes. Judges will award by the merit of one original item in a window, if necessary, so do not think you have no chance. Send your subscriptions and photos to the Secretary.

F. J. Thompson, 52 Stanley St.,
St. Thomas, Ont.

I,.....would like to have a demonstration of the following:—
(Put X to any section you want.)

Window Trimming in General
Draping and Dress Goods
Backgrounds
Floral decoration
Fixtures (Modern)
Business Talk
Boot and Shoe Display
Card Writing (Air Brush Work)
Card Writing
Advertising

I suggest a demonstration of*.....
.....
.....
.....
.....
.....

* For new suggestion.

To Secretary, C. W. T. A.:
I herewith enclose \$2 being my subscription for membership in C. W. T. A. 1914.
Signed.....

IMPORTANCE OF WINDOW DISPLAY.

An advertising manager for a metropolitan store recently said: "If I were compelled to give up one of two advertising mediums for my store, newspaper or window advertising, I would give up the newspaper. In my show window I can show the merits of the merchandise

in color contrast, while in the newspaper I can not have color, and the real beauty and merit of the article can only be pictured in the imagination of the prospective customer. Window advertising brings them closer to the place where the merchandise is for sale. Our store would die without window advertising."

Arranging "Pull" Windows in a Saskatoon Store

Systematic Arrangement of Co-operation With Each Department
—Schedule Worked Out on Paper—Phenomenal Growth of F. R. MacMillan's Department Store—Spring Opening Displays.

By a Staff Correspondent

SASKATOON, May 18.—Some of the large department stores of the West have grown phenomenally in the past year or two. They started with an average floor area, with one or two show windows, and, almost in a night, grew into immense businesses, surpassing in size some of the largest departmental stores of the East. One of the largest houses in Edmonton, for instance, grew from an ordinary dry goods store, of modest proportions, to considerable size in the short space of two years and a half.

The Easterner would suspect that such concerns suffer with growing pains. On the contrary, they are quite up-to-date in every respect. The promoters have drawn about them many men from the eastern provinces who are expert in their various departments, with the result that good systems are in use, the cream of those employed by eastern houses.

A Wonder for City of the Size.

F. R. MacMillan's department store, Saskatoon, is a veritable wonder for a town with a population of scarcely more than 25,000. It is tangible proof of the faith this man has in the West, and in Saskatoon in particular. There are 21 show windows in the store, on two streets. These, as well as the interior decorations and show-card writing, are in the hands of one of the most expert window dressers in Canada, a man who has had experience in the largest stores of Canada, the United States and Great Britain.

Two Full Pages Daily.

The advertising manager spent fifteen years with the second largest department store in Canada in the same capacity. The firm carries a full-page ad. daily in each of the Saskatoon newspapers, and double pages twice a month. On one Saturday in the month of April F. R. MacMillan carried twelve pages of advertising in one issue of the Saskatoon Evening Star, achieving this co-operation with wholesalers and manufacturers, all the goods advertised being made in Canada.

The firm has a reputation throughout the West for running genuine bargain days every Friday. Their principle is that it is not wise to wait until the end of the season to give bargains, and

when they give a bargain it is a bargain. They handle only the best stuff, from the best makers.

The advertising manager co-operates with the window dresser in making the windows pull with the advertising. If there are some shirt waists on sale, their customers are asked through the ad. to look for these in the window. MacMillan's believe in "pay" windows rather than "show" windows, putting this principle into effect throughout the year with the exception of spring and fall. This does not mean, however, that their windows are not artistic. The fact that they have one of the best window dressers in Canada proves the contrary.

Conference With All the Heads.

It is interesting to observe how this firm arranges for the dressing of their windows, and how the cost of the same is charged to the various departments. On Saturday nights the window dresser confers with the various managers, and arranges a window schedule for the following week.

For instance, the week beginning April 27 was known as "Clean-up Week" in Saskatoon—that is to say, this week was set apart by the city in an effort to get the citizens to clean up

their homes and gardens. In this connection windows 1 to 4 were set apart for hardware and groceries suitable for cleaning. On Tuesday, windows 7 and 8 were devoted to a show of 50 dozen of the latest novelty in waists, regular \$1.50 for \$1.15, for Thursday selling; and so on.

On each day a chart showing the windows numbered, as in Fig. 1, is made out, giving a list of merchandise in the 21 windows and showcases. A charge is made for each window, according to its location. These are filed, and every month the various departments are billed for the windows they have used.

USE PRICE TAGS.

There is a feeling in the breast of nearly every human being that rebels against going into a store to ask the price of an article displayed in a show window.—Playthings (New York).

H. F. Ketcheson was made president of the Belleville, Ont., Board of Trade at the annual meeting recently, while F. S. Deacon, of the Deacon Shirt Company, will fill the chair of first vice-president.

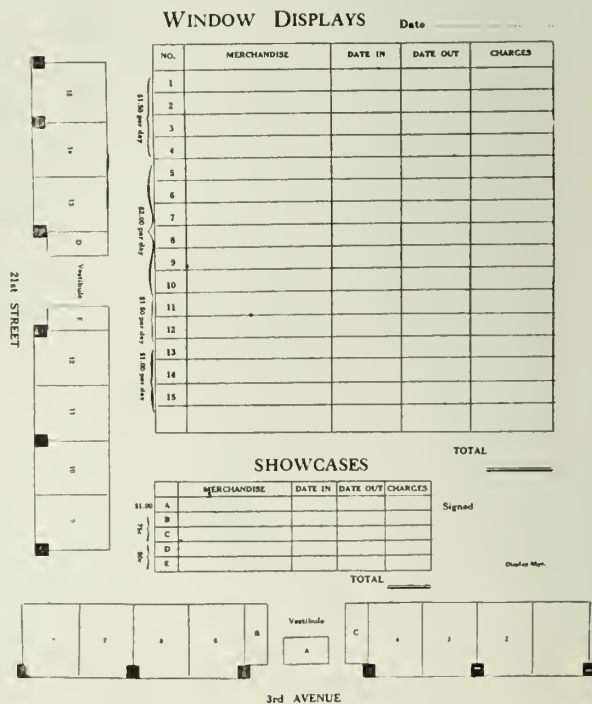


Diagram showing complete plan of windows and showcases in MacMillan store. These are filled up systematically every day by display manager.

Turnover Problems of Retail Shoe Dealers

Illuminating Information as to Relation of Sales and Stocks—
Some of the Evils Usually Encountered and Suggested Remedies
—Scientific Merchandising Necessary for Success.

I NTERESTING and illuminating to the shoe trade is an article dealing with the problem of what is the proper stock turnover in the retail store, written by J. F. Knowles, of the W. G. Simmons Corporation, Hartford, Conn., which appears in *The Shoeman*, of Boston. After referring to the problem under consideration as of particular importance in the retail shoe business, Mr. Knowles states that so many and varied are the conditions that enter into the stock-turning proposition that only classified standards could be established and of many divisions at that.

How Many Turnovers in Year.

To enumerate some of these conditions, "We will consider first where only the higher grades of shoes are sold, from \$4 to \$10, requiring five and six widths on each line and extreme styles. A stock of this grade to be turned once and a half or twice would show a fair average, while a stock of a cheaper grade, selling from \$4 down and depending upon jobbers to supply wants at a day's notice, could easily be turned five or six times. The medium class of stock selling from \$3 to \$7, with a general assortment, might be turned two and a half or three times.

"To further classify, it must be taken into consideration that stocks of men's shoes turn about twice as fast as those of women's shoes, according to statistics.

"In quoting the above figures, I do it on the following basis—if the total annual sales of a business are \$150,000 and the average stock carried is \$50,000, and the gross profit on sales is 33 1/3 per cent., the stock has been turned twice.

"I know that some merchants figure it differently and claim that it has been turned three times.

"The total sales should be divided by the merchandise on hand at the selling price—viz., \$150,000 by \$75,000, or the cost of the sales divided by the cost of merchandise carried—viz., \$100,000 by \$50,000, giving the same result.

Two Evils.

"We can all readily realize that more frequent turning of stock means increase in net profits without an increase in selling price. How to accomplish this is the one large question. The cause of the disasters of many retail businesses may often be attributed mainly to an over-stock due to the two following mistakes:



1. Bal of gun-metal calf, box kid top, invisible eyelets, no hooks, pull in place of strap.

2. White nubuck, trimmed with black suede.

3. Tan royal calf, invisible eyelets, rubber sole with leather toe-piece and rubber heel.

4. Dress boot, plain toe, cloth top with buttons.

(1) multiplicity of lines carried; (2) indiscriminate scattering of buying.

"The two remedies for these evils lie in (1) a systematic elimination of unprofitable lines; (2) the concentration of purchases to the least number of manufacturers who can supply requirements.

Perpetual Inventory.

"Scientific merchandising is necessary for the application of these remedies. This requires a card system of stock-keeping which gives a perpetual inventory, not only as a whole, but of each department, and of each line of goods of each department, thus enabling a merchant to get at the very fundamental division of stock and to classify by grades. For example, ascertain from the system the number of lines carried to sell for \$3, the amount of annual sales and the amount of average stock, get the number of times this grade has turned and endeavor to increase the turns by elimination of the slow selling lines and keep the good sellers well sized. Employ the same process with every grade and good results will follow. This I believe to be the only classification that can be established for accurate and just comparison to determine the proper stock turnover."

INFLUENCE OF FASHION.

For men the influences of fashion are much the same as seen in the ladies' models. The long receding toe is finding favor and the tip is inclined to be even lower; heels, too, continue to be reduced and the fall will see them lower than ever. Some models have the plain toe and some have cloth tops, but these are novelties, with the exception of the popular semi-dress shoe of patent leather with the plain toe and the cravenette top.

MAHOGANY COMING STRONG.

With the male public there is shown a slower tendency to follow the dictates of fashion than with regard to women. For the present the tan is fighting hard to retain its popularity and, although its favor is on the wane the mahogany shade is going to be quite strong for Fall. Here, too, the low recede toe and the lower heel are finding favor with close followers of style, although with the medium class trade there is still a quite general call for the medium high toe and the average heel. Bals are coming rapidly into first place, but bluchers will have a good sale for months yet, and the brisk demand promises to last into next year.

Silk Sweaters for Light Summer Wear

New Line Coming on the Market—Cutaway Fronts Are Winning Popularity for the Warm Weather—Black and White Hosiery Strong for 1915—Pinks and Blues in Underwear.

FOR men's wear as well as ladies' a line of sweater coats has just been placed on the Canadian market that promises to win a strong hold, silk coats. They meet the natural desire for something light as well as "classy" for outdoor wear, and can be used under a light coat during the late Spring or without it for Summer. They are likely to become popular for outings where there is more or less of a ban on "roughing it." In some lines a belt is added at the back, but not showing in front. This imparts a more finished look to the garment when worn alone. A departure has been made also in the front cut, and a cutaway effect has been introduced. All these points tend to make this line of sweater coats more popular for the demands of a light, airy and tasty garment for the Summer. In fact the whole effect of the changes is to impart a "dressy" tone to the garment. A similar line with cutaway fronts has been brought out in the brushed coat, and this is likely to be adopted where a little more strenuous treatment may be expected on the part of the wearer. The latter come in nearly every color, while the silk ones are made mostly in combinations of two colors.

This movement towards a distinctive and lighter line of sweater coats for Summer will undoubtedly meet a response on the part of the public, who naturally have had a somewhat "warm" feeling when sweater coats are mentioned if their conception of them was limited to the heavier grades that were so comfortable during the cold of Winter.

Disappointment for Fall?

In buying for Fall retailers still show a tendency to caution. It should be pointed out, however, that in connection with the sweater trade it is not safe to let orders hang off too long. There is such a variety of color combinations, collar styles, etc., that the manufacturers do not attempt to carry stocks to meet contingent demands, and the advance supply being created will depend almost entirely upon the orders received, and long delays or final disappointments may result in failure to secure at least staple lines.

There is some tendency towards finer woven garments, and this will become more pronounced probably during 1915, while one manufacturer ventures the prediction that the next step following will be the return of the fancy stitches. The brushed effect is still popular in all lines, and particularly so with regard to children's garments.

The V-shaped neck is becoming popu-

lar in both ladies' and men's models; in regard to the latter the idea is a sensible one, as it permits the sweater to be worn under the coat and allows the collar and tie to be seen. The tendency in the men's garments is still towards shortness.

In lines of hosiery there appears to be a tendency to tone down the color effects, quite unlike the feeling in regard to neckwear. This feeling is fairly decided now in hosiery buying and it promises to be even more pronounced for next year. In lines that are already being manufactured for next year there are only two shades being considered at all seriously, black, of course, and white. White has been proving very popular in American cities, and it is believed in many quarters that it will last well into next year in Canada.

At present there is still a strong demand for colors, but they are in the solid shades, and, with the exception of some cloaks, the fancy combinations are taboo. Black, of course, is the strong feature of the market both in silk and near silk and cashmere. Tan, despite the tendency towards dark footwear, is still strong with men, and comes among the first of the colors for the present season; pearl, maroon, navy and white is the order in which one wholesale house ranks the colors, but the white is just coming, and may be expected to jump into a more prominent position at any time. For the brighter shades the demand shows a tendency to fall off. White will be strong for outing apparel, and will be used whenever canvas shoes are worn.

Pleated Silk in Hose.

As to materials, a change has taken place, for which the manufacturers have been largely responsible. This is the new pleated silk, which as yet has not had sufficiently long opportunity of receiving the indorsement of the public of Canada so far as wearing satisfaction is concerned, but the manner in which it has been received shows its popularity, and it may be expected to become as strong in Canada as in the United States, where it has been on the market for some time. It is being used largely by manufacturers for the 1915 stocks. Pure silk and the sheer imitations are losing popularity in many quarters in favor of the new pleated material, the former on account of its lack of wearing ability and the latter because of the popular demand for something with more body. In the pleated there is a

grade of silk and fibre combined over cotton; this has the silk appearance, and has the popularity of the 25c line. A more expensive and the popular line with better dressers is the silk over lisle combination, which has a good body and the appearance of the pure silk. These can be found in all colors.

The changing course of events may cause a demand for colors for next season, but the present prospects would seem to be for blacks and whites, and where colors are worn they will be quiet shades; tan, with the change in footwear, must expect to lose its popularity.

In referring to the Summer demand for men's underwear it is hardly necessary to state that one of the outstanding features is the ever-increasing demand for combinations as compared with the two-piece suits—the change is so sensible and so obvious as to become matter of fact. It is not going very far wrong to state that it will only be a matter of time—and not a very long time—until the two-piece underwear is classed with the old tube shirt and the nightgown.

In the close-fitting varieties of underwear there is a tendency for silk-finished mercerized lisle thread in a fine elastic-ribbed garment, and for 1915 trade the ribbed garments are being demanded in shades with pinks and blues favored. The most popular of the tight-fitting makes is still the Balbriggan, which is well suited to the comparatively temperate Canadian climate; white is the standard color, with eern also popular.

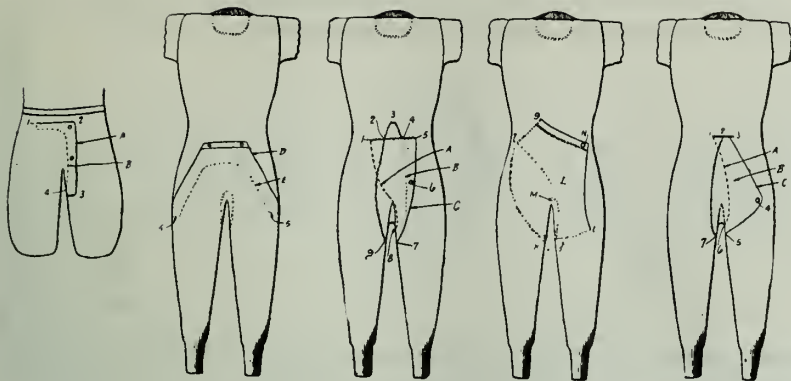
In the loose garments there is a big demand for the checked nainsook in combinations, with the inserted knitted waist band. Novelty lines are shown with silk stripe, but there are few samples of color shown for this kind of undergarment.

As an athletic garment the new tailless shirt should meet with popular favor. The features of a smooth waist and a blouse effect that can be depended upon not to bulge too much with exercise are certain to appeal to tennis player particularly.



Shirts, Suspenders, Ties, etc., Free.

A suit attraction out of the ordinary is offered by T. A. Hicks, Redcliff, Alta., who advertises that with every suit of clothes of a certain brand sold during the last two days of the week he will give absolutely free one dress shirt, one suit underwear, one pair suspenders, one pair socks, one tie and one collar.



IMPORTANT DESIGNS OF UNION SUITS FROM DRAWINGS ENTERED AS COURT EXHIBIT NO. 20, BY BROWNING, KING & CO., DEFENDANTS, IN SUIT FOR ALLEGED INFRINGEMENT OF PATENT NO. 973,200.

- Reading from left to right the garments illustrated above are as follows:
1. Defendant's Exhibit No. 12, Princess Knicker Skirt of 1896, opening extends from near waist line to a point on inseam of one leg below the permanently closed crotch with outer flap attached to same inseam and covering opening.
 2. Graham Drop Seat, Patent No. 702,070—1902. Posterior opening (5) extends below crotch in both legs.
 3. Defendant's Exhibit No. 7, Lacher closed crotch garment prior to 1907. Has high gores; single outer flap; inner flap opening extending below body crotch, giving bagginess in crotch region; inner flap sewed in.
 4. Johnson patent in suit, No. 973,200—1910. A drop seat garment with left side sewed up; special crotch gusset gives shapeliness to crotch; inner flap integral with body and leg portions of garment.
 5. Cooper Commercial Garment. No crotch gusset (piece "M"), bagginess in crotch region; inner flap and opening not co-extensive; inner flap sewed in.
- A, B, and C in figures 1 and 5 refer to similar parts.

—Courtesy of Textile Manufacturers' Journal.

Closed Crotch in the Courts

Cooper Co. in Suit for Damages, Tries to Prove That Their Design Was Original One and That Defendants Infringed on It—Many Variations Indicated—Some Opposition to its Use.

THE closed crotch controversy has started on its long way through the courts of the United States, where first it made its appearance, and a rather spectacular fight is promised before the dozen or more rival concerns will yield to the Cooper Company a field that has proved increasingly profitable. The opening trial in the district court at Milwaukee, Wis., brought out also a difference of opinion as to the relative merits of the closed crotch and others.

At the close judgment was reserved.

The stand of the Cooper Company, as presented by dealers in their union suits and by Henry S. Cooper himself, is that the Cooper suit is an improvement in design made prior to other closed crotch designs. The defendants aimed to show that the Cooper garment is not of the design covered by the patent, and in this connection Mr. Cooper on the stand admitted that the Cooper Underwear Co. had made a garment exactly as shown in the drawings of the patent, but that he did not think it had ever been put on the market; at least not to any great extent. His statement to the effect that his concern was the first to put out a closed crotch garment and term it such was simply a statement of his belief and made in ignorance of anything that may have been done by Holmes or the Holmes Knitting Co. of Boston, the Sterling Co.

or the Peerless Co. Mr. Cooper testified that he had made a public offer of \$1,000 to any one who would show use of the name "Klosed Krotch" for union suits prior to his own use of it, that the offer had been before the public for thirty to sixty days, and that no one had claimed the reward or written to him in reference to it.

Alexander Annan, manager of the underwear department of Marshall Field & Co., disapproved of the closed crotch.

He said: "We began to sell them last Fall in September. I sort of had to get them. They were asked for and I put them in, but I will never buy any more as long as I live." Further testimony of Mr. Annan showed that Marshall Field & Co., wholesale department, are preparing to put out a new union suit of their own, with what Mr. Annan called a triangular seat. He said that it had only one button and has a half drop.

The chief witness for the defendants was Edwin W. Hammer, of New York, a consulting engineer and patent expert. His testimony was an analysis of the Cooper garment as sold commercially and as designed in patent No. 973,200. According to Mr. Hammer the principle of the two designs differed, the patent having an excised opening at the seat, the commercial garment having simply a slit; the cutting in one case

being oblique, in the other, vertical. According to him the flap construction also differed. In this connection he testified as follows:

"If we take the same claim on defendant's garments we find 'an undergarment having the body and leg portions thereof cut to form oblique posterior opening.' It was not so cut and is not so cut. It was cut vertically and it was cut as a slit. Nothing is excised. Nothing is taken out. Something is added. This is the line of the cut, that seam, coming from the apex down to the leg. That is the line of the cut. That cut does not extend obliquely across the seat. It starts in the middle of the back and runs down into the right leg. It calls for 'an inner flat co-extensive with said opening' and we can see that while there is an inner flap it certainly is not co-extensive with the vertical slit that was made in the garment."

The drawing exhibited to the court and herewith reproduced shows what the defendants claimed to be the difference in design of the two garments.

Further testimony as to the Princess Knicker and the garment called "Lacher closed crotch" in the illustration was introduced through Mr. Hammer as expert and through persons connected with the early history of such garments.



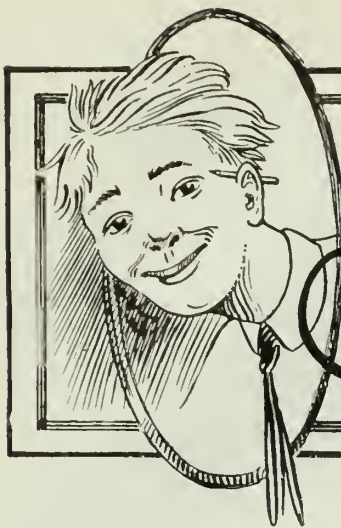
C. W. T. A. CONVENTION.

How many merchants have arranged for the attendance of their display man at the C. W. T. A. Convention in Toronto on August 11, 12, and 13 next?



THE SLIT TROUSERS.

This is a drawing from a snapshot taken on Piccadilly, London, and illustrates a fad that has "caught on" to some extent in London.



THE JUNIOR CLERK'S GAME

GETTING A START.

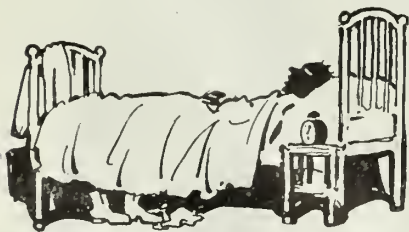
The heights by great men reached and kept,
Were not attained by sudden flight;
But they, while their companions slept,
Were toiling upward in the night.
—Longfellow.

GETTING a start in business early is a great advantage. Most of the men who have been great success have made their early years tell, writes Mike Kinney in the Gimlet.

Opportunity usually comes to a young clerk through some older man. Therefore, you must attract attention. You must gain a reputation for industry by being industrious. Remember, every clerk is being "sized up" not only by his "boss," but by the whole village.

In every store one clerk "knows." He is asked questions. His fellows turn to him for information. The clerk who "knows" is in line with opportunity. The day is sure to come when he is called to take the higher job. Some clerks know a lot, but they know the wrong things. They know things that don't help in business.

Cultivate your memory. A good memory is absolutely essential to progress. Memories can be improved by memorizing things. Memory is largely a matter of concentration of mind. Don't forget the things you should remember. Every time you forget, your memory is weakened. Every time your memory responds when called upon, your power



A good day's work starts the night before with a good night's sleep.

of remembering is improved. Learn to remember five things about your business every day. Don't say to yourself: "Oh, I will learn, it will come to me"—that's drifting. Say to yourself: "I will learn—I will learn every day." At

night ask yourself: "What have I learned to-day? What do I remember that I did not know yesterday?"

That's the great trouble about dissipation. Dissipation steals the memory. The vicious clerk with fishy eyes answers you: "I can't remember."



What have I learned to-day?

As Shakespeare expresses the thought:

"O, that men should put an enemy in their mouths, to steal away their brains!"

Cultivate the habit of Observation. Every thing—every move—means something. The clerk who has eyes in his head, observes—he sees—he reasons—he thinks it out—he knows what is happening. He is on the job. His mind is Johnny on the spot. His mind is not somewhere else, wool gathering.

A good day's work starts the night before with a good night's sleep. That's why tango dancers don't remember.

Everything comes to him who knows where to wait. Opportunity runs over the fellow who walks on Opportunity Boulevard.

There is a tide in the affairs of men
Which taken at the flood, leads on to fortune;
Omitted, all the voyage of their life
Is bound in shallows and in miseries.
—Shakespeare.

Then wit often counts. I know a man who is rich to-day who attracted his employer's notice by a witty answer. He was lying full length on a case of screws, waiting for the elevator to return to the cellar. Suddenly the boss stood over him and remarked: "You look very independent." The clerk, without moving, answered: "Any man can be independent on five dollars a week."

If you had to walk five miles up and down hill you might call it tiresome

Work. But if you play golf you forget all about the walking—you are interested in the Game. You don't get tired. You are sorry when the game is over.

Make a Game out of your work and it will be easy. Every sale made or lost is a game. Every day in business is a game. It is the most interesting of all games. To a clerk who expects to rise it is impossible to hang around a pool parlor when he might be playing the business game.

Go to any small town and size up the young fellows who spend their time and money in the pool emporiums. Would you go there to find a clerk to become a partner in your business?

Let me tell you a secret. If you want a real good man, hunt the fellow who already has a good job and doesn't want to leave it.

No matter how dull the barber's trade is, you will find one barber with customers waiting. The rest in "Murderer's row" take the suckers, who don't know.

Costly thy habit as thy purse can buy,
But not express'd in fancy: Rich, not gaudy,
For the apparel oft proclaims the man.
—Shakespeare.

Appearances go a long way in this superficial world. We take people at their face value. Therefore, my son, shave every day. Shine your shoes. Be neat in appearance. The man who is careless in his dress may be a careful



No matter how dull the barber's trade is you will find one barber with customers waiting.

bookkeeper; but the world won't believe it. I have met some great chartered public accountants, and I never met one who wasn't scrupulously neat in his person, and I never met one who wasn't a small man. Queer, isn't it, that great

(Continued on page 98.)

Many Alberta Dealers at Three-Day Conference

One of the Livest Questions Discussed Was That of Wholesalers Selling Direct to the Consumer—Strong Resolution Introduced—Collection of Small Debts Given Much Attention—T. A. Gaetz, Red Deer, the New Head.

Reported by Staff Representative

CALGARY, Alta., May 12.—One of the most remarkable conventions ever held by the Retail Merchants' Association came to a close last week in Calgary. This was the first annual convention of the Alberta Branch, which has been organized much less than a year; but it is big for its age. The convention lasted three days—May 5th, 6th and 7th—and was remarkable for many things. Firstly, the business consisted more of discussion on subjects of interest to the retailer, than on the hearing and delivering of lectures. About three dozen resolutions were adopted, and these referred to subjects upon which the members had their own opinions. Often these were at variance, which made the meetings more interesting.

The attendance was good. Members came from every corner of the province. There was no monopolizing the business by the larger places. Those

provincial board of the association, J. F. Glanville, of Calgary.

The session was mainly taken up by the delivery of addresses by Major Duncan Stuart and C. L. Carter, dealing with credits.

The Small Debt Court.

In the course of his address on "The Small Debt Court, and Its Relation to the Farmer," Major Duncan Stuart stated that the machinery now in existence in Alberta for the collection of small debts was an absolute failure.

He referred to the question of imprisonment for debt, and said that the idea of imprisonment for debt was a

handcuffed, and taken away to jail. But if a man owed a just debt, there ought to be an efficacious way of getting after the man's earnings.

He had submitted a proposition for the consideration of the government by which after getting judgment, the creditor could call the debtor before the court, and have him examined as to the wages he was earning, or as to any other money that might be owing to him. If the judge was satisfied that the debtor was earning more than sufficient to supply the needs of his family, then it would be in the power of the judge to make an order that would entitle the creditor to serve notice upon the debtor's

View of 5th Avenue, Calgary, Showing Municipal Railway.



who attended consisted mainly of general merchants, with a good sprinkling of hardwaremen. What grocers there were, were mostly from the larger centres, and they joined hands with the general merchants. The hardwaremen looked after their own business.

Tuesday morning was spent in welcoming the visitors to the city, and in registration. The evening session was presided over by the president of the

thing of the past. He did not think in the first place that a man should be imprisoned for debt, and in the second place he did not think the government could ever enact any such legislation. In the third place, he did not think it would work well if such a law were enacted, because the feeling of the people was against it. The judges, lawyers and court officials had no heart for that sort of thing. They did not want to see men

employer and without going into court again requiring him to deduct from the debtor's wages so many dollars per week as the judge might think right.

As for farmers who contracted debts, he thought that if these debts had been incurred for the supply of the necessities of life, he was of opinion that these debts should be placed against the homestead, and with a provision that the homestead could not be sold

for a number of years in order to meet these debts.

In concluding, Major Stuart stated that, while there was a small debt court, at the present time, he thought a judge should be appointed to deal with small debt cases summarily. (Applause).

A short discussion followed the close of the address, among those taking part being: A. M. Anderson, D. A. Thompson, Coronation; J. G. Robertson, Foremost; and N. A. Gaetz, Red Deer.

WEDNESDAY MORNING SESSION.

When the delegates arrived at Paget Hall on Wednesday morning, they were split up into divisions. There should have been at least five divisions, but eventually they resolved themselves into two, the hardware section and the general stores. The latter included grocers, dry goods merchants, and general merchants. In the body of the hall, the resolution committee had a sitting at which they prepared two score resolutions to be brought before the general committee at the afternoon session.

A. M. Anderson, chairman of this division, spoke on the severe competition felt in the smaller places. This gentleman's observations were of importance because he expressed his opinion freely during the discussion on the subject of running a business on the cash or credit basis. He declared that the former was impossible in this part of the country, and that where a man tried out the cash system, he would eventually revert to the credit system.

Some Candid Criticism.

D. R. McIvor, Cowley, was one of the first to start an attack on the wholesale houses for selling direct to the consumer. He believed that the farmer, after a few years with this organization of theirs, would find out that they could not handle goods on as cheap a basis as through the retailer, and that it would

be to their interest to attend to their farms, and have somebody else manage their supply end.

He claimed that whenever retailers brought a charge against wholesalers they were told to the face that the charge did not exist, and all the while the goods were lying at the depot. At this convention, said Mr. McIvor, the general stores especially should take strong action, and bring out some plain statements. If the wholesalers were bound to be retailers, they should let them be retailers, and the retailers should become wholesalers.

A member from Bassano told a story of a wholesaler and a contractor in that town. The latter had been trading with this speaker, but one day a wholesaler came to town, drove out to the place where the work was proceeding,



T. A. GAETZ, Red Deer, Alta.

Who was elected President of the Alberta Retail Merchants' Association at the annual convention in Calgary.

interviewed the cock and the boss and took the business. If he had been dealing with this wholesale house, he would have been protected. His only protection was in an association like this. There were more wholesale travelers going around than the retailer could buy from.

Often, said the speaker, a wholesaler came to town who did little business, whereupon he said, "If I can't do business with the stores, I'll sell to the contractors, the hotels and the restaurants, and at least get my expenses."

Sees Cure in Organization.

G. W. Buck, High River, referred to by the chairman as 'a big merchant in the south,' was the next speaker. If they organized, he said, when a wholesale traveler came to a town and declared his intention of doing business with the

TO RED DEER NEXT YEAR

The next convention of the Retail Merchants' Association, Alberta Branch, will be held at Red Deer, Alta., which is the home town of the new president, T. A. Gaetz.

hotels, the fact could be made known, and the retailers could cut him off. It would only be necessary to do it for one month to cure the evil.

Referring to his methods of doing business, he said they had been doing a long credit business, and had found that this gave the mail order people a chance to get in. Later they started as near cash as they could get, with nothing over 30 days. They were told they could not do it, but they had succeeded.

Taking up the question of the mail order houses, he pointed out that merchants were leaving room in lots of small towns, for these people to come in. The small dealer in the small town could not carry large stocks, and 25 per cent. of what the customer needs he could not keep in stock. The customer must send away for them; he gets the habit, some of the things he gets from the mail order are satisfactory and eventually he sends them all his business. He thought they should all get down to a practical cash basis, keep their stocks up, and watch the little things that the people wanted and were liable to send to the mail order firm for.

No Hold With Cash.

Mr. Anderson, the chairman, said he did not think it was possible to do a cash business in the small towns. He had tried it, and found it hard. On the other hand, if they limited the credit they gave, they got a hold on their customers; if they had a cash system they had no hold on them, and there was a tendency for them to go to the mail order houses.

Notwithstanding all they had said about getting after the farming community for not showing gratitude, all the farmers were not like that. He had satisfaction in looking back on customers who had stood by him. They were liable to touch on the sore spots only. It was abuse of credit and indiscriminate credit that caused the trouble, but if the credit business was done successfully, money could be made at it. Merchants should use more backbone. It was a mistake to lie down to customers. They should keep a stiff upper lip, look the customer straight in the eye, and customers would then have more respect for them than if they were always cringing

ELECTION OF OFFICERS.

The election of officers took place on Thursday afternoon, and was private. T. A. Gaetz, general merchant, Red Deer, was elected by acclamation for president; H. N. Stephens, general merchant, Vermilion; first vice, N. B. Good, Lethbridge; second vice, N. I. McDermid, of the McDermid Drug Co., Calgary, treasurer; and J. A. Bucknall, re-elected provincial secretary. There was a ballot between the first and second vice.



A fine picture of the delegates to the Alberta Convention. The new president, T. A. Gaetz, is the second man from the right in the second row. J. A. Bucknall, the provincial secretary, is fourth from the right in the front row and on his left is W. H. Andrews, the Calgary secretary.

to them. That was not business at all.

W. A. Fraser, Pincher Creek, did not agree with Mr. Anderson. He had had twelve years in the West, and his experience had been that you could not do a cash and credit business together. They ought to come out and out for one or the other. There was not sufficient difference made between cash and credit systems. If they were going to give credit, they should place a 10 per cent. advance on the price of their goods, and tell the merchant that he would get 10 per cent. off for cash, but if they got a good living by selling for cash, and 50 per cent. profit for credit, it would be better for the interests of the trade.

Mr. Fraser said that he had no more faith in 30 days' credit than in 30 years'. Thirty per cent. of the customers would leave it for fifty days, and some for a year unless some drastic measure were taken. He had been in the general business. Later he cut out the groceries, with \$10,000 on his books. Then they did as near a cash business as they could, carrying only \$4,000 on their books. But they could not draw the line too fine. He knew plenty of men in the cash business who would not go back to the old system.

Pleased With the Change.

H. J. Montgomery, Wetaskiwin, made one of the most interesting speeches of the morning. He said he cut out the credit system two years ago, after he had been doing 60 per cent. credit and 40 per cent. cash. After their first year of business, they had \$10,000 on the books, the next year \$15,000, and the next \$20,000. Then they decided that if they could not get their money they would not do business at all, and went into the cash trade. It was not the farmers who were getting the credit, but the townspeople, who were living beyond their means. They expected a drop of 30 per cent. in their turnover. The first day was a miserable one, wet, and did not augur well, but that night they had more cash in their till than they had ever had before, and they never would return to the credit system.

During the first few months the amount of business done was not decreased more than five per cent. After that the business depression came which affected all business, upsetting calculations. Other merchants in the town have decided to adopt the cash system after seeing how well it works.

Salaries of Clerks.

Mr. Montgomery then opened an interesting subject. He wanted to hear the experience of dealers in the payment of their clerks. Was it advisable to pay a straight salary, or a percentage? He found it hard to get efficient help. One man was loyal, the next was lazy. Only a small percentage took the interest in the business they should. He often thought it would be better instead of paying a straight salary, to offer the clerk a commission on all sales above a certain amount. In his opinion the clerk would then be anxious to sell more goods.

Mr. Anderson, the chairman, while he did not wish to discourage Mr. Montgomery, said he could not help predicting that he would be back at the credit business inside of five years. He had been through the mill so thoroughly, he knew how it worked out. It started with giving a customer a pair of shoes, say, on approval.

Mr. Fraser of Pincher Creek wanted to know whether two years' experience was not sufficient to prove whether a cash system paid or not.

Officers for Sections Elected.

The meeting of the general merchants then came to an end, and Mr. Anderson

remarked how helpful this little fellowship talk had been. He only wished they could have one every month. The election of officers for this division then took place. On the motion of Mr. Montgomery, seconded by Mr. McIvor, A. M. Anderson, Bawlf, was chosen president. W. A. Fraser, Pineher Creek, was elected first vice, and E. F. Purcell, Bassano, second vice. F. F. McDonald, Cayley, was elected secretary.

J. F. Glanville, provincial president, being unable to attend, T. A. Gaetz, Red Deer, took the chair at the afternoon session. The business down on the programme was Report of Resolution Committee and discussion and voting on Inter-Provincial resolutions to be submitted to the Dominion Board. There were about thirty resolutions. Some called for discussion; others were dismissed quickly. J. A. Bucknall, Provincial Secretary, was on the platform.

Discussions on Resolutions.

Among the many resolutions submitted, the following are of chief interest to the trade in general:—

That it is the opinion of this meeting that no change should be made in the present parcel post system, as recently adopted by the Government, until it has been fully worked out and tested, and that we should insist, as far as possible, that it be self-sustaining.

On motion of Mr. Stevens, Vermilion, and Mr. Jackson, Pineher Creek, the resolution was adopted.

That it be an instruction from this convention that the information be secured from the retail merchants throughout Alberta as to whether they are favorable to have a special tax placed on large mail order catalogue houses, and that the money so secured through taxation would be paid into the various municipalities from which it is taken.

When this resolution was brought forward, the chairman announced that the resolution committee had decided that, as the Provincial Government had no power in the matter, this matter should be referred to the Dominion Board.

A member wanted to know why, if manufacturers were required to pay a licence fee to operate, the mail order people were not compelled to pay too. Mr. Stevens, Vermilion, answering this said that the province had no control. Eaton's and Simpson's sent their catalogues through the mails, and their goods went by parcel post, so that it was impossible to touch them unless the Dominion Government did something.

Getting After the Pedlar.

That we consider that it would be in the best interests of the retail mer-

THE COLLECTION OF DEBTS.

In Alberta the question of debt collection is just as live as anywhere else. One of the important resolutions submitted to the convention in this regard was the following:—

"That this Convntion take further steps to press our amendments to the Division Court Act, regarding garnishees and simplifying the collection of small debts."

Mr. Bucknall announced that they had met with some success in petitioning the Alberta Government. A letter had been received from the attorney-general stating that the Premier would see that the bill was introduced next session. Mr. Bucknall said it could not be allowed to rest there, but should be given a last kick to drive it home.

Under this law, a merchant can secure a judgment summons and have his debtor put on oath as to his earning capacity, and get an order, the employer being compelled to deduct so much a week from the man's salary.

Mr. Thompson, Coronation, said it would be effective in some cases, but not in the case of the man who is always trying to beat his creditors. He did not believe in imprisonment for debt, but he believed it would be effective. Both the lawyers in his city said they should have the same law as they had in Ontario.

The resolution was then adopted.

chants of this province, who pay municipal taxes and business taxes, as well as maintain other expenses in connection with the retail sale of merchandise, that a provincial pedlars' licence be charged to all pedlars, and that a portion of said licence be remitted to each municipality, and that any person who is found making false statements or deceiving the public should have his licence canceled, and also that the present pedlars' licence be amended so that manufacturers who peddle shall be included.

This resolution brought forth considerable discussion. Mr. Johnson, who formerly operated a store at Grassy Lake, told of a traveler who went out there last year, claiming to be a wholesaler, and sold goods at cheap rates. The

speaker had been commiserating with his victims ever since, as they were stung, the goods sent being seconds. The man was arrested at one place and fined \$10, whereas he had done about \$10,000 worth of business. J. A. Bucknall suggested the words "and that the penalty be fixed not less than \$50 in each case." Mr. Johnson thought that good. He continued, saying that the only way to handle this was through the boards of trade. Mr. Bucknall replied rather heatedly that if the merchants were alive there would be no need for boards of trade. "You can't do it," replied Mr. Johnson, "they're dead."

The resolution was adopted.

That it is the opinion of this meeting that the system of charging for freight cartage at both ends is unfair to the retail trade, and that we recommend that this matter be referred to the Dominion Board, and that they be requested to take such steps as will remedy the evil, and that all merchants buy f.o.b. cars where possible.

Mr. Bucknall told the meeting that a deputation from the Calgary Board of Trade had met the committee that morning, and it had been decided eventually to have the Calgary Board of Trade take steps to have the freight charges arranged so as not to be a burden, as it is now.—Adopted.

Another resolution along similar lines was "that this convention take steps to ask the Dominion Railways Board to order the railways to supply freight classification books when asked for."—Carried.

That it is the opinion of this meeting that, in the event of co-operative society legislation being introduced again at Ottawa, that every effort should be made by the Dominion Board to see that the same is vigorously opposed.—Carried.

That as a great many requests have been made by members of our association, to make provision for an efficient inspection of the proper weight or articles sold over retail counters, that this convention petition the Dominion Government to take such steps to secure the marking of all package goods with the net weight.—Carried.

That it is the opinion of this convention, that a very large sum of money can be saved by our members, if they would write and secure information from the head office before they subscribe to, or connect themselves in any way with any rating or collecting associations or agencies.—Carried.

A Point in Buying Goods.

The following resolution created considerable discussion:—

That in the opinion of the convention the retailer receiving credit notes on goods not ordered or returned as unsatisfactory, should have some remedy.

A member told how travelers called on him offering goods, which were ordered and signed for, but which arrived different to those ordered. They had no way of showing that they were not what they ordered.

J. Miller, Stoney Plain, said his buyer took a copy of everything he bought, checked the invoices, and if the goods were not those ordered the manufacturer was always willing to take them back.

The member who made the complaint then came down to tacks and stated that the goods ordered were 50 raincoats, 50 inches long. These came in too short, and were lying at the depot. The general opinion was that it was up to him to show the court that they were not as ordered.

The Chairman: "A good manufacturer to keep away from."

Mr. Stevens, Vermilion: "The executive have a hard nut to crack in that. Mr. Miller suggested something that I recently adopted. I took it up with my buyers some time ago, and got them when buying to get a description of the goods if the firm was not well known."

It was decided not to introduce this resolution, the committee thinking it a difficult subject to handle.

That whereas a very much larger sum of money is invested in retail distribution, than is invested in any other manner in the Province of Alberta, that we urge upon the Alberta Government the necessity of appointing a minister of inland trade, so that our retail interests can be cared for. It was decided to lay this resolution on the table.

That we recommend that the Dominion Board of our association apply for an amendment to the Trading Stamp Act, to include all forms of guessing and voting contests.—Carried.

That this convention request the executive officers, to report upon the advisability of securing inter-provincial judgments, so that they will be operated in every province, so as to facilitate the collection of small debts.—Carried.

That this convention place itself on record as being opposed to municipalities engaging in the retail trade.

This had particular reference to municipalities retailing electrical fittings, etc.—Adopted.

WEDNESDAY EVENING.

Wednesday evening session proved both interesting and enjoyable, two addresses being delivered by Norman Rankin and R. J. Deachman.

Mr. Rankin chose as his subject "Advertising," and as he has gained for himself an enviable reputation as an advertising expert, it naturally followed that his remarks were listened to with close attention, and that he had much valuable information to impart. He handed out many "tips" to the delegates, and thoroughly impressed upon them the fact that business development and advertising go hand in hand.

Mr. Deachman delivered an interesting address on "The local newspaper and its relation to retail trade." One of his remarks was that the first community advertiser was Paul, for what finer phrased piece of advertising was there than that of Paul when he declared: "I am Paul of Tarsus, a citizen of no mean city"?

Selling Over Retailer's Head.

A resolution by the general merchants was then introduced to the effect that as they understood manufacturers and wholesalers were supplying goods to the consumer, and were becoming a menace to the retail trade, resolved that this business can be best handled by the retailers, and, further, that the merchants and executive take action to stop this business, or of starting a retail merchants' wholesale company.

Favored Prohibition.

Mr. Gaetz, chairman, read a resolution suggesting that the convention approve of the action of the temperance and moral reform league in their efforts to place on the statute book a provincial prohibitory law. This, said Mr. Gaetz, meant that liquor would not be sold anywhere in the province if adopted.

Some opposed it, but the resolution was finally adopted.

THURSDAY MORNING SESSION.

J. F. Glanville, provincial president, was in the chair when the convention was called to order Thursday morning. The proceedings began by Mr. Glanville reading a resolution: "That in the opinion of the convention the Government of Alberta should be empowered to conduct a general banking business."

W. A. Fraser, Pincher Creek, said the adoption of such a system would be in the mutual interests of the farmers and the retailers. They heard the cry for cheaper money. The banks were waxing fat on their high rates.

Mr. McIvor, Cowley, stated that in view of the money stringency and the difficulty in obtaining money at any rate, it was time banking should be controlled by the province.

The President suggested that the subject be left to a committee to report at

the next meeting. The committee formed consisted of D. R. McIvor, F. F. McDonald, and Mr. Glanville.

On the subject of a business tax, Mr. Gaetz, Red Deer, said that when this matter came up in their town the business men wrote the council saying they were willing to pay a tax of 5 per cent. if the council would be willing to assess improvements at 5 per cent.

The council adopted the first part of their suggestion, but cut out the last. His business tax for the year amounted to \$60.

It was agreed among the members that as a rule it was not lawful for a town to impose a business tax.

Splendid Exhibits.

There was one feature to the convention that surprised everybody, because of its novelty and its success. This was the exhibition of products by the local wholesalers and manufacturers. This not having been tried before, it was not known how many would take advantage of showing their goods. The results were beyond expectations.

SKETCH OF PRESIDENT GAETZ.

T. A. Gaetz, the new president, is a man who figured much in this, the first annual convention of the Alberta branch. It was rumored long before the election of officers that he was a likely man for president. He had proved himself able, and a man with a wide knowledge of the retail business. Mr. Gaetz came to Western Canada in 1887, when he was fifteen years of age, and knows something of the hardships of pioneer life. He told the convention during one of the discussions that he would not like to return to the rough ways of the early days. He did not a little ranching as a youth, then started working in the general store of Smith and Gaetz, Red Deer, in 1896, and worked with them for ten years. Then he and R. C. Brumpton bought out the above firm, and two years later Brumpton bought out Gaetz. The latter then started for himself in Red Deer, and owns a good business in that town. He put five years on the council there, is vice-president of the Board of Trade, president of the local Retail Merchants' Association, and a member of the hospital board.

DELEGATES WHO REGISTERED.

J. Alfred Pine, Magrath; Lang Ly, Magrath; W. J. McLunes, Acme; T. A. Gaetz, Red Deer; W. J. Boomer, Redcliff; Otto M. Shipley, Redcliff; Jno. G. Robertson, Foremost; R. J. McNabb, Grassy Lake; Gus Johnston, Pincher Creek; M. H. Smith, Winnifred; A. J. Turish, Black Diamond; L. D. Ames, Magrath; Jacob Miller, Stoney Plain; W. B. Good, Lethbridge; H. Montgomery, Wetaskiwin; Hans Rus, Champion; H. W. Reed, Vulcan; G. E. Hayward, Vermilion; J. T. Hatcher, Blackie; G. H. Beaudry, Wainwright; Chas. Ouimette, Coleman; C. W. Hanson, Barons; W. G. Fraser, Pincher Creek; C. C. Burnett, Carbon; C. H. Nash, Carbon; D. A. Thompson, Coronation; G. A. Smith, Innisfail; S. Tucker, Ensign; J. D. McDonald, Calgary; S. M. Armstrong, Banff; John T. Doney, Macleod; B. E. Spink, Macleod; D. N. McIvor, Cowley; F. W. Tracy, Wetaskiwin; J. H. Brand, Stavely; Fred. S. Ditte, Stavely; P. C. Owen, Leombe; Harold J. Snell, Red Deer; M. Snell, Red Deer; Wm. Howie, Cowley; F. F. McDonald, Cayley; W. T. Milner, Denton; E. W. Magee, Blackfalds; J. H. Curtis, Nanton; Jos. Wright, Bassano; J. Frank Hill, Langdon; J. A. McNabb, Grassy Lake; L. S. Crosby, Banff; D. H. Sykes, Redcliff. Retailers from Australia, heard of convention and stepped in, S. A. Raveneroff, Australia; I. M. Clark, Australia; T. Frank Davis, Bassano; Geo. W. Buck, High River; R. B. Wilkinson, Airdrie; A. E. Bowers, Airdrie; H. A. Stephens, Vermilion; A. E. Clemens, Sedgewick; A. M. Anderson, Wm. Kennedy, Ponoka; H. B. Edwards, Ponoka; N. H. Hilder-mann, Calgary; H. T. Northwood, Coronation; A. G. Stude, Didsbury; H. Barnstable, Edberg; W. F. Winatt, Edberg; A. H. Webb, Hardisty; H. Skienel, Mirror; B. L. LaRoy; Morrin; George Rebber, Dalroy.

GETTING A START.

(Continued from page 92.)

bookkeepers are small, while extra good salesmen are usually large? There's a reason!

The competitive spirit makes every business grow. Without competition in efficiency on the inside the auctioneer's flag will soon hang on the outside. There is always one or two kinds of competition in every business—competition among employees to do the best work, or competition to do the least work! It all depends on the boss.

As a man once answered who was asked the question:

"Is life worth living?"
"It depends ON THE LIVER."

If you want to be a success you must compete with yourself. You must lay out your day's work and see if you can do it. You must measure its quality. You must be your own taskmaster. The best way to get a good day's work out of yourself is to lay out a good day's work in advance, and then have the will power and industry to do it. Use spurs on yourself.

"Plan your work, then work your plan."

Cut down "interrupters" and "time-eaters." Don't let them consume your valuable time. If you are trying to perform a set task, you won't—if you are just drifting, you will sit down and talk it all over. We all catch trains because we know they won't wait. The Pennsylvania Limited would never reach New York on time if the "time-eaters" had their way. They would "talk things over" at every station.

Mr. Mallaby Deeley, of London, pulled off the largest real estate deal in the world. He has no office nor telephone. He says he hunts up the men he wants to see. He uses their offices and can leave when he's ready. You can't do this in your own office, can you? Blessed is the man who has no desk, because he is free.

"If you can write a better book, preach a better sermon, or make a better mouse trap, tho' your house be in the woods, all the world will make a path to your door."

Both Emerson and Hubbard are accused of writing this.

I knew a firm where the partners quarreled about where their desks should be. One partner took a desk near the back door. The work will make a path to the desk of the strong man, even if it be on the alley.

I knew a corporation where they quarreled about the rank of the officers. One man took no title. He was simply a "director." When the financial storm came this simple "director" took the helm. Wherever Ben. Johnson sits is the head of the table. All this means, my son, not to quibble and squawk about place and office, but make it your ambition to be the Main Works in your little boiler factory.

Nothing is more amusing than some small-souled man rattling around in a

big job, like a deuce spot in a dice box. Never leave your job until you have grown so big that all its titles and high-sounding appendages mean nothing to you.

The man should give dignity to the position, not the position to the man.

Devote your thoughts to the success of the business—many men have "forgotten themselves into immortality."



IMPRESSIONS OF NEW YORK WINDOW TRIMS.

(Continued from page 86.)

fond of them. The price itself is a very minor consideration; usually it has no place on the card at all, and if so is very small. Indeed, the whole tendency here is for small cards, in most cases black with white lettering; sometimes with gold background. Lord & Taylor's do not use any in their windows at all so far as I noticed. It is rather a case of displaying goods; the price does not matter with the class of trade to which they cater. What a difference with most of us in Canada! There the price ticket seems often the main thing in the window. Here they have exquisite materials to work with—goods worth \$25 a yard that we would no more be trusted with than fly. But yet, why worry? Conditions are different and for our general lines of business we must cater to the whole buying public, and stocky windows and price tickets, with the price prominent, and often on each article, play an important part in getting returns from our window displays.

No, after some days in New York I do not feel at all ashamed of what our Canadian window trimmers are doing. New York can teach us—and we can teach New York in some things.

Here, in farewell, is wishing our C. W. T. A. Convention in August all kinds of success. I'll be there.



Robert Munroe, Carleton Place, Ont., lost by burglary a quantity of men's clothing, knives, fountain pens and razors.

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New Season's style for Summer wear — rather larger tie space, specially suitable for the large tie effect which is the accepted style for men. Made in 2, 2¼.

Ask your wholesaler for this new Success shape—
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Montreal



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The sale in Canada of any other guard of the same mechanical principle is an infringement on our patent rights.

Various infringements having been sold, we sued a large importer and obtained judgment, April 28, 1913, in the Supreme Court of Ontario, for damages and costs. Since this we have collected damages from every other infringer against whom we have obtained evidence. We intend to protect our rights by all possible means.

The General Public have learned that the Bull Dog Guard is the best made and the demand for it has greatly increased the sale during the past few years. The Guard is made in our own factory from the highest grade materials and is guaranteed against defects of any kind.

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M. H. FISCHER, Licensees and Manufacturers,
Patentee. **HAMILTON, Canada**



MEN'S WEAR REVIEW.



Where "Tommy" Burns Does Business in Calgary.

JUNE, 1914

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

IT WILL PAY YOU
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AND RECOMMEND

FLEET FOOT

SHOES

for every sport and
recreation

Canadian Consolidated Rubber Co.
Limited

Montreal, P. Q.

28 Branches throughout Canada

Every seam in Carhartt Gloves is sewed with waxed thread



Your glove reputation, Mr. Merchant, as well as ours, is suspended on a thread — a mightly slender thing to have your splendid reputation of many years' standing dependent on, is it not? The thread that goes into Carhartt gloves is the best that money can purchase, but we are not contented with this, we go one better by making it tougher and weather-proof by waxing it. This helps to enable us to give a rock-bound guarantee with every glove.

The Glove with double life

The double life of Carhartt Gloves is the result of adding the one-piece reinforcement shown in the illustration. This comes where the wear is most apparent and though it gives two thicknesses, it is not bunglesome in the least. Why not try out a small order to-day at our expense?

A card to-day will bring our approval order, which consists of a good assortment of Carhartt's Gloves and Overall Uniforms.

Sell, or try to sell them for sixty days. If they meet the requirements of your trade keep them; if not, return at our expense.

Write for the agency for your town.

Hamilton Carhartt, Manufacturer, Limited
 TORONTO VANCOUVER



Most Merchants

please some people; some merchants please most people; but the most successful of all is the merchant who pleases all people

It's easy enough to please all the people as far as underwear is concerned—stock the full line of Penman's.

The people are fully aware of the superior merits of Penman's Closed Crotch Combinations—our widespread year-in-year-out advertising accomplishes that. The goods are half sold when they enter your store. You don't have to expend a lot of selling talk on people who come to you for

Penman's Underwear

Our Closed Crotch Combinations fit snugly to every line and curve of the figure, give easily to every posture without binding or cramping the movements in the slightest, and remain closed whatever position is assumed by the wearer. This garment has an instant appeal for the better class of trade—the substantial buyers it pays to cultivate.

The most desirable clientele in your locality will expect to get Penmans at your store. We believe you would not willingly disappoint them. That's why you should stock up with the full line and begin to reap the benefits.



Several infringements of this Closed Crotch Garment are at present on the market and we wish to advise the trade that legal proceedings are now pending against the concerns making them. Full satisfaction will be exacted from all parties handling these Infringements.

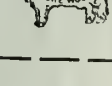
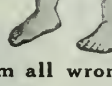
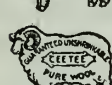
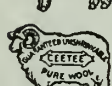
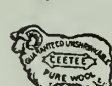
Penmans Limited, Paris, Canada
Sweaters Hosiery Underwear



For Your Baby Customers

TURNBULL'S

Infants' "M" Bands



Instead of selling them singly for 25c as you used to, and just making a few cents profit, they are now put up in an attractive package, three garments in a package, with full directions how to use them.

These will retail to your customers at a dollar a box, giving a profit of over 40 per cent. to you.

There are three big advantages to the merchant in our new selling plan.

1. It increases your profit four-hundred per cent. per sale.
2. It is an attractive package to display on your counter.
3. It will sell itself to the majority of women who come into your store, producing a large additional profit with no selling cost.

If you will place 2 or 3 of these attractive boxes on your counter or in your window, we venture to state that one out of every ten women coming into your shop will buy a box, without you having to show them to her at all, that is to say, the box itself will draw her attention.

SPECIAL OFFER!

To let you prove the above yourself, we will send you on consignment, an assorted lot of one dozen boxes; at the end of one month you may return us any unsold if you wish.

The only condition we ask you is, that you will agree to keep at least one box on your counter or showcase, where it will be readily seen by customers coming into the store.

Write us to-day, and so reap the fullest benefit from this plan and offer.



I'm all right



I'm all wrong

The C. Turnbull Company
of Galt, Limited
GALT, ONTARIO

The C. Turnbull Co., Limited, Galt, Ont.

Gentlemen,—Please send me on trial, an assorted lot of one dozen boxes of Infants' "M" Bands. I will comply with condition above and may return any unsold after one month, without any obligation to me.

Name

Address

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

I always look for this trade mark on the back of the goods



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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PURITAN	ECLIPSE	SHAMROCK	VIGILANT	AMERICA	ATALANTA
<h1>ARLINGTON COLLARS</h1> <p><i>Selling Point No. 5</i></p> <h2>THE BUTTON-HOLE THAT STANDS</h2> <p>One of the several prominent features of these collars is the extra weight stock, which greatly increases the wearing qualities and insures a perfect fit until discarded. This is a point that will promote your sale of waterproof linen collars. They come in six different grades and forty styles—a style to suit every taste and pocket-book. Challenge Collars are the best grade. Price \$2.00 a dozen. Let us send samples.</p> <p>Button-holes are not reinforced, but material is extra weight, for better satisfaction to customer and shape of collar.</p> <h3>The Arlington Co. of Canada, Ltd.</h3> <p>54-56 Fraser Ave., TORONTO</p> <p>Eastern Agent: Duncan Bell, 301 St. James St., Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg</p>					
					
AURORA					GALATEA
					
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MERIT	MAGIC	DEFENDER	BUSTER	PRISCILLA	LIVONIA

"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

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the **GRADUATED PRINCIPLE**, and starting with **TWO THREADS** in the TOP, it increases in **WEAR-RESISTING PROPERTIES** as it descends. Thus **THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE.** By this process the **WEIGHT** and **STRENGTH** of the Sock are where they are most needed **IN THE FEET**, making it essentially

**A HALF HOSE
FOR HARDWEAR**

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading
Wholesale Dry Goods Houses



No. 1122. Jap Split Sennit, Taper Crown.



No. 1462. Diamond Telescope, Negligee Brim.



No. 1460. Close Telescope, Pencil Curl Brim.



No. 1135. Mushroom Brim, Sennit.



No. 1461. Diamond Telescope, New Style Brim.

1915 MODELS

We're going direct to the trade with a most complete range of smart models in

Sublok
 Classic STYLES FOR MEN
hats

which means: a saving to the merchant of fully 25%, all the new and exclusive styles and straws semi-hand finished, and prompt, careful service made possible by the best equipped factory in the Dominion, with experts over every department.

Among the new blocks we are showing this season are the new mushroom shapes, the diamond telescope with fedora brim, the mushroom with the "pencil curl" brim, etc.

Many models fitted with the patented "self conforming" drummed sweat, which makes for comfort because it automatically adjusts to the shape of the head.

Send for trial order of the styles here shown. Samples on request.

The Crown Hat Company

LIMITED

MANUFACTURERS
 AND IMPORTERS

Sample Room:

24 Wellington St. W., Toronto

Factory at

GALT, CANADA

MEN'S WEAR REVIEW.

JUNE, 1914

Fame of Pugilist's Name Draws Business

Although Tommy Burns is at Present in Australia, His Calgary Store Continues to Boom—Curiosity Leads Many to Buy at Least a Tie.

By Staff Correspondent.

CALGARY, June 12—(Special). — There is a clothing store in Calgary, located on Eighth Ave., which is the main thoroughfare. On its windows is written in large letters:—"Tommy Burns Co., Ltd." Inquisitive visitors to the city seem familiarity in the name. It smacks to them of pugilism. They make inquiries. Sure, it is the store of the famous Tommy Burns, once champion heavyweight of the world. They enter, and purchase some small article of clothing. Not seeing any giants around, they sneakingly ask, "Which is Tommy Burns?"

Tommy Burns is in Australia, training for another fight.

Exit, disappointed.

A representative of this paper made inquiries while in Calgary as to the amount of business that had come to this store as a result of Tommy Burns' fame. He found a splendidly equipped store. One would call it a high class store. The fixtures and show cases are of the best. It is equipped with a cash carrier system, which usually implies a rush of business. The lighting is modern, and the whole interior has an artistic finish. It is in charge of an expert New York clothier, with a staff of clerks, one of whom is a brother of the famous proprietor. His name is Eddie Brusso, and not Burns, as most people know. There is little of the fighter in him. He is the figure on the left in the accompanying illustration.

Buy Tie as a Sacrifice.

One of the first things to strike the eye in this store is the preponderance of gents' furnishings. The store carries the largest stock of neckwear in the city. There is a reason for it. People come into the store out of curiosity, and about the cheapest and handiest thing they can buy as an excuse, is a tie. Con-

sequently there is a big business in neckwear. Some will buy a shirt or a hat, just to have something to wear bearing the fighter's name. Usually, however, the hero worshippers limit their sacrifices to a tie. It will be noticed that some of these range high in price, and the most expensive are near the door.

Tommy Burns Fills the Doorway.

Four years ago, Tommy Burns had reached the zenith of his fame. He never took an active part in the business, but would hang around the store, making himself one of the most unique business-pulls ever conceived. The scheme operates to this day. People who do not know that he is in Australia enter the store, buy a tie, and ask for Tommy. Some are not so inquisitive, and assume that the clerk who waits upon them is the man. He is probably the last man in the world you or I would take to be a pugilist. Even the tailor, who is a tall, slim man, has been pointed out in the street as Tommy Burns. As a matter of fact, when the real man is in the store, he fills the doorway. There is no mistaking him.

How He Started Up.

The question will probably be asked: How did Tommy Burns get into the clothing business? He was a painter by trade. He started fighting fifteen years ago. About five years ago, he returned from Australia to Seattle. He had a friend in Calgary named James Sewell, who was in the gents' clothing business. He wrote to Burns, telling him what a fine country Alberta was, and invited him out. He came. Finding himself so popular with the men, he decided that he could not start in a better business than clothing. He opened a store at 130 Eighth Ave. west, which soon became too small for the amount of business done.

He then opened the present store at 213 Eighth Ave. west. He engaged J. Herliby, of New York, to take charge, and left the business in his hands.

MEN'S GLOVES FOR FALL.

Montreal, June 16.—(Special).—Chamois and leatherette gloves are leading for first place in orders placed with jobbers and manufacturers for the coming Fall. Chamois, with heavy contrasting points, or embroidered backs, and leatherette effects, also with the same adornment, are "the thing."

The embroidered backs are being specified for all glove orders of the unlined type. Capes are waning in popularity and suedes are coming in very strong. The tendency in men's gloves, as with the women's, is for lighter weights. There are not so many lined gloves sold now as there were a few years ago. Wool gloves have also dropped off, though this is believed to be partly due to large stocks carried over from last season. Grey suede, in both unlined and silk-lined, are selling very strong for Fall.

VICTIMS OF THE EMPRESS.

F. J. Rutherford, of Montreal, one of the victims on the Empress of Ireland, had crossed the ocean thirty-two times, but previously had sailed from New York. For fifteen years he had been a buyer for T. C. Watkins (the Right House), Hamilton, but removed to Montreal in October last as a buyer for James J. Ogilvie & Sons. His successor with the Hamilton firm was J. J. Cayley, and Mr. Rutherford chose the Empress in order to accompany him. Both occupied staterooms near the point where the collision occurred, and their chance of escape was very slight.



Kind of store that is building up a big business for Tommy Burns, the pugilist, in Calgary. Note the prominence of the price tickets, the neat hat cabinets, the varied display of ties under different prices along the tops of the silent salesmen and the neat arrangement of surplus stock on the ledges, made possible by the unusual height of the ceiling. The ex-champion's brother is the figure on the left.

Influence of Tourists on Men's Styles

Northern Lake Towns Feel the influence of Well-Dressed Visitors During the Summer Season—Some Special Lines Which Are Attractive to the Summer Resorter.

IN style men are beginning to know what they want when they see it. Those who sell men's wear in some of the northern lake towns are beginning to appreciate this. When the best of the local dressers see the Summer tourists coming through on their way to the resorts they get some style ideas which they are not slow to act upon; the result is that there is a demand for up-to-date cuts in clothing and for the new hats, collars, shirts, etc. The tendency now-a-days with men is not to be so backward in following the style changes, and it is not safe for the retailer to buy heavily too far ahead.

More Frequent Purchases.

Arthur M. Corley, manager of the men's wear store of Gray & Co., at Meaford, has had many years' experience in the clothing and furnishings business in that town, and he states that of late years there has been a change in the attitude of the younger man towards style, and that it is now necessary to

keep closely in touch with the market, and to make shorter and more frequent purchases. He attributes the change in a considerable degree to the influence of the Summer visitors.

So far as the trade of the men's wear store in the resort towns is concerned, it is confined largely to novelties rather than to staples; most of the tourists are from the big cities, and they do not go to the resorts to get style hints.

Wilson & Co., of Midland, report that woolen goods are a popular line, including sweater coats, bathing suits, and some lines of underwear, and there is also a demand for Summer hats, athletic suits, Summer trousers and shoes. The Review was told of one instance of supplying the tourist demand for novelties with a line of moccasins which passed for the real "Redskin made" variety, but which were turned out in a factory in Quebec.

Fall Business With Sailors.

A feature of the men's wear business

in Collingwood, according to Patterson & Ough, is the Fall business with the sailors. Usually there is only one time of the year when the seafaring man has money and the opportunity to spend it, and that is when the Summer engagement is ended. It is then that he lays in a supply of wearing apparel; this is good business and for cash.



WINDOW TRIMMER FOR ENGLAND

L. H. Vealle, window trimmer for the Northway Company, Chatham, leaves in July on a two months' business trip to England.



Rene M. Redmond, of Redmond Co., Ltd., hatters and furriers, Montreal, was married June 3rd to Miss Edith Shaughnessy, daughter of Sir Thomas and Lady Shaughnessy. The ceremony was performed by Mgr. Bishop Gauthier in St. James Cathedral.



Interior view of "The Style Shop," which is working out the problem of a high class men's wear store on the outskirts.

What Manner of Men's Stock on the Outskirts?

Interesting Experiment in "The Style Shop," on Danforth Ave., Toronto—Using Handsome Window Trims—Other Stores Trying Business on Appeal to Workingmen—Pressing Trade Bulks Large.

TO convince the discriminating dresser that he need not go down town for what is new and stylish, and to overcome the shyness of the dresser of moderate means towards an exclusive, handsomely fitted men's furnishings store, are the problems that must be faced by the haberdasher who locates in the new business sections which spring up in outlying residential sections of the larger cities, and endeavors to make a success of selling collars of the newest cut, shirts that are up to the decrees of fashion, hats that are in the mode or ties of correct pattern and shade.

That the establishment of such a business in popular favor requires considerable time and education is the experience at The Style Shop which was opened this Spring on Danforth Avenue, Toronto—far up in the north-east corner of the city—where with handsome mahogany fixtures and tasteful decorations a stock of stylish and high-class furnishings is offered—about three miles from the down-town emporiums.

Fine Fittings and Window.

R. McKay, the manager of the store, makes the claim that he has the handsomest haberdashery store east of Yonge Street, and there is much to sustain the claim. The fittings are off mahogany throughout and the silent salesmen are of the latest unframed glass design. A handsome measuring table stands at the back in front of a mahogany partition which separates the retail store from the tailor shop—one of the important features of the business. The general impression is one of quiet and rich color effects and roominess, and a pleasing note is found in the stained glass dome electric light shades. The show window is a large one and well fitted, making an appropriate front for a very attractive interior.

The venture in establishing a modern furnishings store of this kind in a residential district, where there is a considerable proportion of working people, is largely an experiment in the trade. Mr. McKay has only been endeavoring to get the public favor for a few weeks,

and, although he did not find a very enthusiastic reception, he states that the shyness of the people towards an exclusive men's store is wearing off, and where once an acquaintance is made a customer is assured; the people are coming to the idea, he says, that it is not necessary to go all the way to Yonge Street to get an up-to-date shirt or necktie. The tailoring department met with a good reception, and business in this line has been satisfactory.

Mr. McKay finds that the diffidence of the public to come to his store seems to be that the people are not used to an establishment of the kind in the outlying sections and that they have the impression of too much expense. However, he carries cheaper lines of goods as well, and thinks that acquaintance will overcome what appears to be a feeling of shyness towards the handsome premises.

Offered Cup for Baseball.

A special effort will also be made to get the business of the young men, and the tasteful display of new and fashionable stuff in the windows will be the

medium largely employed. These displays have been found to attract a good number of people to the store in the evening, when the best business is done. Mr. McKay believes that athletics would be a good medium to get the interest of the young people, and he offered a handsome cup for competition in a baseball league this year, but at the last moment it was found impossible to secure grounds for the games.

What Others Think.

That the people in the residential sections when they go to a men's wear store are looking for something of medium price, is the opinion upon which other furnishings stores on Danforth Avenue are stocked.

At Smith's the proprietor states that he has found that carrying novelty stuff does not pay, although some of the new things in neckwear are shown; an occasional demand does not, in his opinion, warrant the carrying of a stock. Here special attention is given to a cleaning and pressing department, and Mr. Smith states that he finds an increasing business.

The store of J. A. Cox is a branch of a down-town house, and the experience here has been in favor of moderate-priced goods, with a call for workingmen's clothing, overalls, etc. A demand for high-priced articles can usually be met on comparatively short notice by drawing on the down-town store. In neckwear, however, the stock is kept up-to-date and many of the novelty lines are shown.

Five Years' Experience.

A verdict in favor of the more moderate-priced stocks, with a more recent tendency for the higher-priced and more stylish lines, is the opinion of Downes, Dunlop & Co., a business which was established five years ago in the same district. Here a big stock of goods is carried in a variety of prices, grades and styles, and the desire is to meet the needs of all classes. It is found, however, that the requirements of the patrons are largely filled by the moderate designs and prices.

Dodger Advertising.

Mr. Downes believes in advertising, and in this district the effective method has been by large dodgers delivered from house to house, about five thousand being put out over a large area. This costs money, but it has been found to bring results, and the dodgers are put out twice a year with a seasonable announcement.

Weekly Stocktaking.

For keeping track of the stock on the shelves and in the show cases the Downes it practically amounts to a weekly stock-

taking. Mr. Downes considers it worth the trouble, for it gives at all times a comprehensive grasp of the stock. The checking is done from the shelves and cases and in this manner there is never any difficulty for the buyer. The store is divided into three departments and one man is responsible for each, so that the checking-up process does not require a great deal of time.

With the gents' furnisher in the out-Dunlop Co. have a system of their own;

lying district it is now quite usual to do a pressing business either on the premises or to carry an agency for some down-town establishment. One Danforth Avenue men's man states that he gives considerable attention to his pressing department and that he often does the delivery work himself with the result that he seldom goes out without getting several new orders. A visit to a home very often results in new business there or in a neighboring household.

Close-Fitting Clothing

Tendency This Fall Still Towards English Models — Cuffs on Trousers and on Vests — Black and White Effects Strong.

A CONTINUANCE of English models and attendant highly-tailored clothing will be the Fall programme. This is speaking in generalities. What the advanced styles may bring it is just a little early to predict with certainty, but nothing of radical change is looked for. With some makers there is a slight tendency for more roomy clothing for Winter wear, but this will not be noticeable generally.

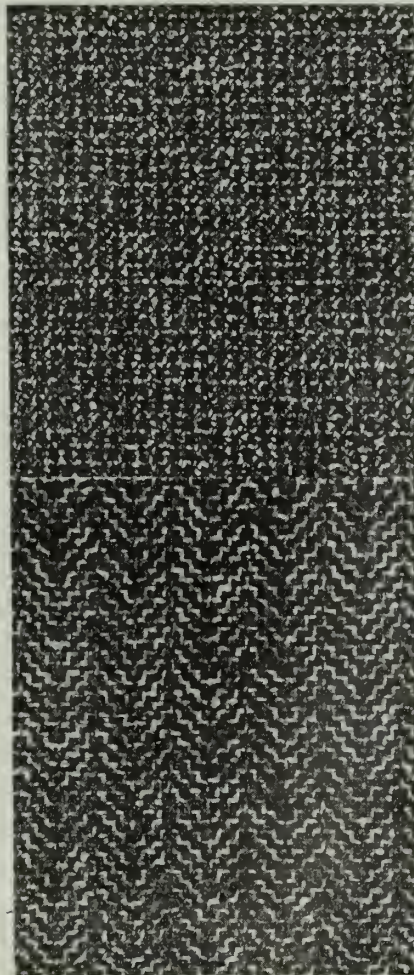
Close-fitting coats, with perhaps a trifle more length and natural shoulders, will be the vogue; trousers will be cut narrow with the cuff. The coat sleeve will be with or without cuff, and when used the cuff will be narrow. On the vest, which will be cut high, collars will be quite generally worn. The lapel will be somewhat wider, and some models will accordingly show a little more width of shoulder, but there is no general tendency towards the more athletic type.

For the young man there will, of course, be extremes. One is a double-breasted model, cut along the usual lines and with the cuffed sleeve and the deep roll to the lapel. A popular model this Summer has patched pockets and self-belt, and this latter novelty has taken well.

The tendency of wearing the vest in the warmer weather to carry out the tight-fitting effect has led to a new vest, which is cut with very large armholes, which gives absolute freedom for strenuous exercise.

In the Summer suitings the popularity for the shepherd's plaid has been to some extent lost in narrow stripes, and a modified plaid, which amounts to a small check. However, the plaid is still a good seller, and will go into the early Fall. The narrow stripes will also go over to the Fall, especially in those patterns in which the mixture has the effect of grey.

For the advanced styles for the Fall season greys are expected to be strong, with some browns as usual, but the run, according to a leading tailor, will probably be on black and white mixtures in both the tweeds and worsteds. These are coming in a big variety of weaves; the general impression in many of them being a diagonal effect as contrasting with the small checks. Checks are practically sure to continue, and small indefinite patterns in dark color combinations are shown.



Samples of the popular white and black lines for Fall suitings.—Shown by R. Score & Sons.

Unique Clothing Department for Boys

Murray-Kay Company, of Toronto, Sell Everything the Rising Male Can Wear in an Individual Section—Card-Photographing the Young Customer—Catering to the College Youths.

THAT in this day and generation the "chip off the old block" is just as much entitled to special consideration in the matter of his clothing and furnishings as the "block" himself is the idea behind the establishment of the boys' department in the Murray-Kay store, Toronto. A store with a high-class trade, the department is one stocked with the best that can be had for the rising male generation.

Everything that the boy can wear—and the boy means everything from the bouncing big baby of two and a half years to the youth with his first long trousers—can be found in this department, which probably is unique in several respects in the Canadian retail business. Whether he is going to church, to school, to college, to the athletic field or the gymnasium, he can find—or his parents can find for him—exactly what he should wear in the stock that is carried in this department—suits, furnishings, hats, or shoes.

That the idea of giving special attention to the needs of the boy—of supplying the style that catches the eye of the wearer with the quality which impresses the parent, and making a specialty of it—was along the right lines, has been indicated by the reception with which the innovation has been met. Opening on the 1st of September, by Christmas the realization was brought home that there was not enough room. The department has been increased in size until there is now a floor sixty by fifty feet devoted to the small man, and it is so separated from the remainder of the fourth floor of the store as to at once give the impression of exclusiveness—and for the future bigger things are planned, for the boys' department promises to become an outstanding feature of this high-class store.

Supply Own Specifications.

The guarantee of the company is behind every suit that is sold in the boys' department. To give this guarantee the

firm makes certain that it knows what goes into the clothing. Close to one hundred per cent. of the clothing is made on the specifications of the Murray-Kay company. When samples are submitted by the manufacturer they are closely examined, and where better materials can be put in for an additional price, to improve the garment, the specifications are changed. In this manner the firm is in a position to speak individually with regard to the suits sold.

Close touch is kept with the style markets, for the day has passed, says A. W. Reid, the manager of the department, who has had eleven years' experience with the Rogers Peet Company

Up to a certain age, he points out, the purchasing is done almost altogether by the parents, and then when the boy begins to get opinions of his own, they are usually guided to a large extent by the judgment of the mother or father, and even the big boys go to a certain extent on the judgment of the grown-ups.

So far as the styles are concerned, this is to a large extent controlled by the store; it is expected that what is shown will be stylish, and it is, but not freakish. Parents particularly, it is found, depend to a large extent upon the judgment of the salesman as to style. The boy is quick to appreciate what is new, and on the point of style and appearance he is usually the first to be won—after that it is a question of satisfying the parents as to the quality of the garments.

Catering to the College Boys.

Particular attention is paid in this department to the needs of the college boy, and a complete stock is carried of Eton suits, blazers in different color combinations, flannel trousers, monogrammed caps, etc. Keeping this department completely stocked is found to bring business.

Reaching the college boy requires some consideration, and this is largely done through advertising in the college papers.

Card-Photographing the Boy.

A novel system for keeping a record of the boy customers of the department is being adopted by the store—it amounts almost to a card-photograph. When an order is taken a card is filled out which records the age of the boy, his address and the school he attends, and the sizes of the different garments he wears; if desired, a copy of this can be given to the parent for reference.

These cards are all placed on file. The merchant who sells boys' clothing will at once appreciate the advantages of such a system. It is always difficult to

(Continued on page 65.)

	DATE _____	AGE _____
NAME _____		
PARENTS _____		
ADDRESS _____		
SCHOOL _____		
SUIT _____	SHIRT _____	COLLAR _____ U'WEAR _____
GLOVES _____	STOCKINGS _____	SHOES _____ HAT _____
REMARKS _____		

Card showing how valuable information about boys is kept.

of New York, when anything will do for the boy. Catering to the boy to-day is getting to be as important as catering to the well dressed man.

The store management has noted since the department has opened a demand with the exclusive trade for the ultra-English clothing for the youth. To meet with this demand, which is probably noticed in this store more than most in the province, it is proposed to import English models and to have them worked out by the Canadian manufacturers.

Pleasing Boys and Parents.

That his experience has been that it is not difficult to sell to the boy, is the statement of Mr. Reid with regard to salesmanship in the boys' department.

Featuring a Store Within a Store

Clothing and Shoes Brought From Second Floor to Adjoin Men's Furnishings in Goodwin's, Montreal—Everything a Man Needs is Handy.

By a Staff Correspondent.

MONTREAL, June 16 (Special)— “Men, it's your store too, come in and feel at home.”

This was the invitation contained in a neat card, prominently displayed in a show window filled with men's outing togs, in the departmental store of Goodwin's Limited, Montreal, just a few days previous to Victoria Day.

For some time past there has been evident a determination to make Goodwin's a men's store as well as a women's shopping place. Four or five of the large show windows are almost continually devoted to displays of men's goods. For instance, the Victoria Day displays included a window of hats and shoes, one of men's furnishings, one of suits and coats, another of travelling requisites for men, and two especially attractive displays with scenic backgrounds containing sports, holiday and camping supplies and requisites.

There has been a gradual change and reassembling of the men's departments in Goodwin's. Originally the shoe department was on the second floor, together with the women's and children's lines. The men's clothing department was also located on the second floor. Now these departments have been moved to the ground floor and located just at the left of the main entrance. The “men's store,” as it is designated by large hanging wooden signs at the front and sides of the section, occupies about one-quarter of the ground floor. The men's furnishings are where they were from the beginning, immediately at the front. Then comes the clothing section and a section devoted to trunks and bags, flanked at one end by the hat department, and then the shoe section.

The removal of the shoe section to the ground floor, and its merger with other men's lines, has resulted in a largely increased amount of sales. The same may be said for the ready-to-wear clothing and the travelling goods.

Talking with the heads of these departments, they stated that it had been their experience that men do not like to have to hunt around from one department to another, but as a rule want to secure what they came after and get out again. In order to accommodate them and to make shopping as easy and comfortable for them as possible this idea of converting one portion of the store into a purely men's store was decided on. It is now proposed to make it still more exclusive by putting in a separate entrance from the street, so that the crowding at the general entrances can be avoided.

The arrangement of the departments is such that there is no appearance of an actual division of one department from another but one overlaps the other or merges into it to a certain extent, so that a customer who comes in after shoes finds just alongside a display of new hats, or a table trim with a suit, tie or gloves, etc. These suggest other needs unconsciously and one department helps the other.

There is a department for boys also, in this men's store, and for the father who brings his son along with him, there is ample opportunity to select wearing apparel, from head to toe, without being subjected to the scrutiny of the women patrons. For the timid or bashful, or for the “man in a hurry” every provision seems to have been made.

From the Ad Man to the Salespeople

Ignorance of Clerks as to Contents of Ads. Kills Many a Sale Already Mostly Made—Keeping Faith With Promise of Careless Clerk at 4 a.m. Sunday—How Advertising Might Become of Greater Advantage—Clever Talk by Detroit Man on Good Salesmanship.

DETROIT, June 15.—(Special).—Sometimes the ad. man gets mad and tells the clerk what he thinks of him, and the clerk retorts in kind. Sometimes he merely shrugs his shoulders and says, it is the way of clerks; sometimes he sits down and writes a nice, friendly, frank, illuminating letter that lets more ideas into the clerk's head than he ever dreamed of before. That is by putting up the real situation to him; getting him to see that it belonged mostly to the salesman to get good value out of the ads., and showing him instances of where he fell down in his duty to the store and the ad. man's work. The ad. man of Hickey's store did it this last way; did it nicely, without scolding; just a sort of confidential chat. He had often thought, he wrote, that he would like to invite them into his little sanctorum one by one for a brief but heart-to-heart talk about advertising. "It is not only the advertising man or the managers who should think of Hickey's advertising. You are an advertising man for Hickey's—advertising for or against this store—according to the character of service you render our patrons—even as you conduct yourself in public or among your friends."

The rest of his booklet is quite worth while reading. Here are some more extracts:

"Displeasing a customer, either through a clerk or a garment, is a bad ad. for Hickey's, he goes on. A favorable impression is a good ad.

Thousands of Dollars a Year.

"Hickey's spends hundreds of dollars every month to bring new patrons to the store—to win back old ones that have apparently drifted away, and to keep regular customers constantly informed of our offerings, that they may continue to come here. Advertisements are run every day—Saturdays and Sundays excepted. An extra price is paid to secure the very best position in the leading newspapers and experience of many years is made use of, in the planning and preparation of text and illustrations.

"Few of you realize the cost of the space used. Probably none of you have knowledge of the constant effort that is

maintained to create confidence in Hickey's methods and Hickey's merchandise; to determine the best style of wording—the most effective argument—the proper attitude to assume—the principles and policies that should govern. This means that the consideration of what not to say—not to do, often takes more time—involves more thought, than is required otherwise.

To 1,750,000 Readers.

"Upwards of 350,000 copies of Detroit newspapers are circulated every day, carrying a Hickey advertisement (on the basis of newspaper claims) to over 1,750,000 readers. But unfortunately folks don't buy newspapers to read the 'advertisements.' They're after the news. Then, again, there are several hundred advertisements, big and little, that appear simultaneously with ours. Thus how to catch the eye—how to pull the reader away from the news columns—how to keep abreast, or a little ahead, of competitors—and how to so word propositions to the public, that they will not only interest, but influence a profitable percentage, is the problem that confronts the conscientious advertising man.

"The percentages of individuals that can be reached—interested by advertising sufficiently to bring them to the store, is very limited. It's only by constant reiteration of the store's claim—by a continuous expenditure of money and human effort—that the best results are obtained.

\$15,000 to \$20,000 Wasted.

"So, after all this outlay of cold cash and gray brain matter, it 'gets the goat' of the Hickey advertising man to pass your counter, and hear you tell a customer who has finally made up his mind that Hickey's is the place to go for haberdashery: 'Sorry, but I guess we haven't any black garters,' and the man who has possibly been impressed sufficiently to act, only after he has read our advertisements for a year or two—say about \$15,000 or \$20,000 worth of advertising—walks out.

"Personally, the advertising man is not affected. He will still be able to buy street car tickets and go to a picture show now and then; but being conscien-

tious, and possessing a professional pride in advertising from a broad viewpoint, he is disgusted to see honest money and honest efforts wasted through your indifference or inexcusable ignorance.

"A mother has finally been sufficiently impressed by our repeated claims of the 'distinctiveness' of Hickey's clothes for children, to bring her boy here for his confirmation suit. The purchase is made on Wednesday. There are slight alterations to be made, but she is told there's ample time, and that the outfit will be delivered Friday. There's a hitch in the busheling room—the salesman neglects to charge his mind with the matter, and the suit fails to reach the delivery department until Saturday evening, and a careless chauffeur—finding it among undelivered packages late that night—chucks it into a bin in the garage, and goes off to 'slumberland and sweet dreams.'

Cry for Help at 4 a.m.

"All Saturday, and far into the night, an anxious mother impatiently awaits the arrival of the suit so necessary for her boy's confirmation at 7 a.m. the coming morning. Finally, in a highly-wrought state of mind, she seeks the phone and at 4 a.m. has the proprietor awakened at his home, miles away. With many apologies for disturbing him, she graphically outlines the situation—the importance of the matter to her—her boy—and others. The mental distress, the nervous strain endured, the almost hysterical condition of the speaker, was immediately realized as the voice came over the 'phone out of the darkness that early morning hour.

"With a quick authoritative assurance that some acceptable suit, if not the exact suit purchased, would positively reach her in time, and with an admonition 'not to worry another minute,' the 'chief' got busy. His son was quickly routed out of bed and instructed to hurry with the proprietor's car to the store, secure a suit, the size of which had been ascertained from the distracted mother, and to rush with it to her home—further, to take her and her boy to the church. The son 'made good,' but it was only the unusual effort made, and the fact that it was the proprietor himself, who was so ready to sacrifice his

own personal comfort to remedy a case of bad advertising, that saved that woman's patronage for the store.

Promising Impossible Deliveries.

In the line of delivery, some salespeople are prone to promise impossible things. You can't always get a purchase delivered five minutes after you bid the customer 'good-bye.' Cases have come to light where salesmen didn't even know the hours of delivery. Regular deliveries are at 9 a.m. and 2 p.m. except Saturdays, when there's an extra one at 6 p.m. Of course, 'special' can be arranged for when imperative, but this expense can be materially restricted, if proper effort is made. Not infrequently a customer will make several purchases in one department, and the salesman or wrapper, instead of seeing that they were all turned over to the delivery office in one lot, has been known to send them down at irregular intervals, resulting in extra handling and extra trips, and corresponding extra and unnecessary expense.

Three Separate 'Specials.'

"An illustration of how not to handle specials occurred this week. A gentleman purchased three articles. They were from different departments, but bought on the same floor, and all within a period of ten minutes. In each case he asked that the articles be sent 'special' to his office. Had each salesman seen to the prompt transference of his 'sale' to the delivery office, it would not have been necessary to have dispatched a boy to the Ford building three separate times that day. Delays on the part of salespeople, tailors, wrappers, almost invariably imposes an increased load or expense on the delivery system, through the extra effort that must be made to recover some of the time lost, or to placate an impatient customer, who is waiting.

'Rest Is Up To You.'

"Newspaper advertising alone can't sell merchandise—it can only interest people and bring them to the store. The rest of the programme is up to you—and the merchandise. Right advertising can help create confidence in a store's policy and its goods that will materially assist you in effecting sales—make it easier and quicker for you, but it's the style and price attractiveness of the articles shown and the degree of impression you make upon the customer's mind that counts.

"A knowledge, not only of your stocks, but of the process of making the materials—the method of different manufacturers—styles in vogue (not only in Detroit, but New York, in Paris, and in London. is most important. Know the why and wherefore about each and

every article you handle. Let a little of this inside information crop out in a modest way while you are displaying a line, and it will create a feeling of confidence and regard in the mind of the slopper. It will be good advertising for you, as well as Hickey's. Help the advertising man to a hint, now and then, regarding a new 'slant' in a style, material, or color effect, and he will use it, and call you blessed.

Man Whom Ad. Man Welcomes.

"The department manager who trails the advertising man with suggestions—information about new and novel lines out of the ordinary descriptions—and constant appeals for space, will be made welcome as a friend who comes to pay a loan, long overdue, and his department will get 'boosted' upon every opportunity. That means, in due time, a 'boost' for the manager.

"But the manager who comes with his regular list of articles and prices, as entertaining as a last year's catalogue—barren of all human interest—lacking in

used for gloves, and if you are measuring a man who wants his shirt sleeves shortened, do you measure from the back to one-half an inch above the little knuckle, if stiff cuffs are to be attached; two and one-half inches for detached cuffs; one and one-half inches for soft cuffs? Do you know that an Arrow shirt has a higher neck slope than a Manhattan, and that on that account a portly man with a short neck, size 16 to 17, will generally be better pleased with the latter? Do you know why a straw hat should not be worn after sun down?

"How many clothing salesmen know the details that enter, first and last, into the production of a suit. What is a worsted, a cheviot, a serge, herringbone? Do you know the difference in workmanship between a soft roll coat and a pressed lapel?

How Many Stammer?

"If a customer should ask you for specified details, how many would stammer—get red in the face—and seek to indulge in 'glittering generalities?' Would you?

"But salesmanship, as well as advertising, is helped by news of interest, about the merchandise. Hickey's salesmen, Hickey's advertisements, need more of it. The public is inquisitive. It is human nature to be curious. Let's boycott such expressions as 'the best made,' the 'finest,' 'you can't do better anywhere,' and take advantage of customer's desire for information, and favor him with specific knowledge, regarding the merchandise in which he is interested.

"Loyalty at all times and in all places to the firm that employs you is good advertising. It makes a good impression, not only for those employing you and their business, but it makes a still more favorable impression regarding yourself with all right-thinking people; more especially with active, influential business men, whose good opinion counts—counts big, often, when and where you least expect it.

Good Salesmanship.

"Salesmen who are courteous and attentive, regular in their habits, and who are constantly striving to acquire technical knowledge of the goods and make use of it—at the psychological moment—will enhance their sphere of usefulness, secure a higher plane of authority, and gain a reputation for acceptable, business-building service, that will in turn merit and receive compensating recognition.

"So you see, good salesmanship is good advertising—good advertising for you—good advertising for Hickey's.

"The Advertising Man."

A GIANT PANAMA.

A STREET walker wearing a Panama hat that in proportions gave more the impression of a load of hay than a fashionable head covering, was a novel means of advertising the opening of the Summer hat season adopted by a Toronto house. The hat was correctly fashioned, but the size would have better suited the needs of the giants of mythology. It had the effect of one of the first essentials of modern advertising— attracting attention—for there were few people on the street in the vicinity of the man with the hat whose attention would not be attracted.

descriptive or live news features—will be treated with the patience one accords a child who knows no better—even with that extra consideration one always extends to those who are made helpless by their infirmities or are grievously afflicted.

Where Information Can Be Secured.

"Reading of trade publications, interviews with traveling men, the public library, the daily newspapers, our own and competitors' advertisements, can assist you to much valuable information, not only about your own lines, but those in adjoining sections. There's always lots to learn. That's why there's always lots of room at the top.

Points You Should Know.

"Do you know how hats, gloves, collars, underwear garments are actually made? How are Stetson stiff hats made and of what? What do you know about the different hides and finished skins

Helping Sales by Well Dressed Men on Streets

Majority Will Follow the Few if These Can be Induced to Dress Well—Extreme Differences in Dressing in Near-by Towns—Some Make Reductions for Use of Goods—A Store's Best Advertisement.

Second of Series by J Willoughby

PUTTING it over—is an expression which in the vernacular of salesmanship has an eloquent meaning. Broadly it pithily expresses the problem which to-day is having the consideration of every manufacturer of men's clothes and every retailer who is interested in the development of his business. "Putting it over" is in slang the difference between clothing on store models and in show cases, and clothing on the street — what this difference means to the men's furnisher and to the manufacturer need not be dwelt upon. "Putting it over" is about ten per cent. in choosing styles that judgment says the stylish man should wear and ninety per cent. salesmanship.

WHERE WOMAN DIFFERS.

In the garden of Eden it was Eve who showed the first tendency to seek novelty and so far as style is concerned it has been Eve who ever since has sought for something different; Adam was tempted and fell, but the average salesman in a men's store will to-day affirm that Adams ever since have shown a disposition to require something more than temptation to get them to follow Eve's example. Modern woman wants style at any cost; it is the same in the big cities and in the small towns with a difference, of course, in the range of possibilities. You will see women wearing what is different with a fine disregard for taste or effect so long as it is new and stylish; you will see men—with the exception of some of the larger cities—wearing the same cut of clothes season after season with about as much regard for style as would be required in the purchase of overalls. Woman does not want a new suit or dress that will appear the same as anything she has had; man does not want a suit that will look different. This is the problem of the clothing manufacturer and of the salesman of men's clothes.

SACK WARDS OFF HUNGER.

In the past few years it must be admitted that there has been a greater tendency on the part of men to follow the dictates of fashion, but this in a large measure, so far as Canada is concerned, is confined to a few of the larger cities and to the about town men. So far as the trade in general is concerned the situation is about as summed up by a representative of one of the big Canadian clothing houses where an effort is made to put stylish models on the market. This authority stated that annually they started in on the new spring models with great enthusiasm; they designed the new stuff and wasted much steam on new models; they put their men on the road to get orders for the new lines and tried to press them on the trade—and then at the end of the season when the smoke had blown away they found that ninety per cent. energy had been spent on about ten per cent. trade."

"If it were not for the old three-button sack suit, ninety per cent. of the Canadian clothing manufacturers would starve," was the pointed statement of this maker of clothes.

This is not as it should be. The effect is very noticeable in such a season as the present when business in many lines has been quiet. The conclusion is that women who follow the styles are buying new goods; that men who are in that rut where style makes little difference to them are having the suit of last year cleaned up to do for another spell—and of course when the old suit goes on again there is not the necessity for tasteful details to go with it. It looks like a case of the man making the money and the woman spending it, as one manufacturer bluntly put it.

Getting men to wear the new styles—not necessarily the extreme fads, but the fashionable models, and keeping up to the style standards—is largely a question of salesmanship. It is not a question of objection to style that prevents sales to men, but that the average man has a marked reluctance to step ahead of his fellows. So far as style is concerned they go together like a flock of sheep—and the salesman of men's clothes should remember that as sheep follow the bell wether, so will one well dressed man encourage a following; the question is to get the leaders. In conservative communities the man who takes the step forward must look for considerable chaffing from his friends; usually this chaffing is because of a reluctance to follow an example which they inwardly feel to be correct.

A man with an eye for good taste in men's dress can see a marked difference in the appearance of the men in two towns or cities a short distance apart. The effect of having several good dressers in a town is something remarkable. In one small place in Ontario there is one young man who is generally popular; he buys clothes which are well tailored and rather the extreme than otherwise. The effect is that other young men follow his example more or less and a stranger in that town will at once remark upon the fact that the men are uniformly well-dressed.

In every town there are up-to-date young men who are in touch with what is doing in the fashion centers. With the right kind of salesmanship they can be persuaded to take the leap and be well dressed, even if they are a little different. If a salesman can get a small circle of young men who will dress well he will find that one sale leads to another; that the influence of the few is felt by the many; that if there are a number of well-dressed men in the town it will have a marked effect on the appearance of the men in general. Naturally

(Continued on page 67.)

THE FORCE OF EXAMPLE.

Hat Novelties Catch on Like Wildfire

Taper Crown Becomes One of Best Sellers in This Line—Success of New Styles Make Retailers Dubious About Fall—Contrasted Band Strong.

THERE has been nothing in several seasons of changing styles in men's wear that has more pointedly emphasized the tendency of the male to follow the dictates of fashion—without waiting for the other fellow—than the almost instant popularity this Spring of the straw sailor with the extremely high crown and pronounced taper. Almost unheralded, the hat appeared in Canadian style centers with the big spring displays, and since then it has taxed the retailers and the manufacturers to keep up with the demand. Of course, the more conservative styles constitute the bulk of the sales; but the high tapered crown presented one of the leading hat novelties of the season, and men are now taking to novelties in their dress. As a novelty it was stocked lightly by the men's furnishers, and so strong has been the demand that re-stocking has been done with difficulty.

Up in the Air?

The new straw hat represents the whole tendency in men's hats—the popularity of the high tapered crown, which is so pronounced in the stylish silk models, seen to some extent in the new showings of stiff felts and having its effect on the soft models. In its immediate popularity the retailers and manufacturers alike see a new problem. As one dealer emphasized when asked as to what was coming for Fall: "How are the dealers to know definitely, when something new comes at the last minute and gets an immediate run?" On the other hand, however, it is very seldom that the range of style possibilities permits of a novelty for the eleventh hour.

The big seller of the straw hat season is the sennit sailor of three and a half inch crown, or a shade higher, and the two inch brim. This comes in a great variety of weaves, with the crown modified slightly from the heavy English effect, although the taper generally is so slight as not to be noticeable unless contrasted with the very straight crown. Some splits are worn, but they are very much in the minority. With this hat the narrower bands are being shown with a big variety of knots and bows, with the three-quarter tie in either a necktie or a butterfly design generally favored.

Panamas, as predicted by The Review, have not been so strong. Evidently the cheap ranges of the past couple of seasons have had that big selling effect which usually creates a change in style opinion. The models which are selling



Type of stiff hat popular for fall with high tapering brim.
—Courtesy of Mallory.

are with the drop brim and following to some extent the shapes of the soft felts. There are some of these shapes being shown in the soft straw, but they do not seem to have taken yet, and are possibilities for next season, in the opinion of the manufacturers.

With the new knots, fancy bands are not being very extensively worn this season, and about the only thing on which there is a run is the pugaree, which can be effectively worn with any model. In this there is a great variety of color effects, but the majority are in quiet colors.

Contrasting Colors for Fall.

Although it is still a little early to speak definitely of what public opinion may be with regard to Fall hats, all forecasts are for another season of popularity for the soft felt. The spice of variety will be introduced by some new blocks, but more by the introduction of the contrasting bands and bindings—where the latter are used.

One big firm of hatters is figuring that it is the turn for greys, and is stocking with a line of dark grey with a pearl ribbon, although, of course, other colors will be carried. The blue looks like a holder with popularity, and greens also should last with the novelty of the contrasting trimmings. One novelty seen is a green felt with blue trimmings.

In the felts the droop brim is expected to continue strong, and with it the high telescope crown; ribbons will be usually tied in the butterfly or the loose knot effect.

The general tendency of high, tapering crowns will have its effect on many of the Fall models for stiff felts—and the stiff felt will, of course, have a

better run for Fall business. In fact, some of the dealers are rather looking for the stiff hat to gain a lap or so on the soft. In this hat the taper will, of course, be very much modified, and will be no more than a tendency; with it the brims will be narrow and well rolled.

SHEPHERD CHECK WINDOW.

Marshall Field & Company, Chicago, devoted a window to boys' clothing. There were six suits and two overcoats, all of which were in shepherd check. The coats were in larger checks than the suits.

OPENED IN ST. THOMAS.

Stirling Richardson, a former M. C. R. fireman and late engineer on the T. H. & B., Hamilton, is opening up a men's furnishing store at 687 Talbot street, opposite the new Y. M. C. A. building. Mr. Richardson is a son of Mr. and Mrs. W. H. Richardson, Hughes street, St. Thomas.

UNIQUE CLOTHING DEPARTMENT FOR BOYS.

(Continued from page 60.)

keep track of the boys' sizes, for he does not remember himself and the parent seldom does. The parent can usually decide whether the boy has sufficiently grown between times to wear a larger size, and can either duplicate the old order by mail or telephone or ask for a size larger. When communicating with the store a mention of the name of the boy or of the date when the purchase was made will be sufficient for identification in the card system.

Always Keeping a Novelty Hat Up Your Sleeve

Exclusive Hat Store in Hamilton Aims to be First to Show New Goods—Two Types of Windows—"Nothing But Hats" Kept Prominently Before the Public—Views on Advertising.

By Staff Correspondent.

HAMILTON, June 15.—"Nothing but hats."

The only exclusive hat store in Hamilton.

This is one of the claims that A. R. McMichael of 115 King street east, puts forth for the patronage of men.

"Nothing but hats," is the most prominent lettering outside his store, a small store; one would almost call it "tiny," but with a distinctive front, and it is repeated in the band of every hat.

Mr. McMichael had been a hat traveler for a dozen years, chiefly in Western Canada, and he had worked out a plan for his store and his business that he put into operation less than two months ago, in his own city. The location is farther east than most men's furnishing stores, but it has two big advantages: anyone coming out of the front entrance of the new Royal Connaught Hotel in this city, could walk on and enter "Nothing But Hats," across the street. And a few doors away is the terminal station and the Lyric Theatre.

On the whole a strategic point for a men's hat store.

The store, as has been said, is noticeably small. This does not mean cramped: there are larger stores that give this impression but not so this one. It is almost attractively small; you think of it as a sort of miniature, but, again, you do not feel crowded.

Only Eleven Feet Wide.

It is only 11 feet wide, and 28 feet deep. Off those 11 feet must be taken two on each side for the fixtures—cabinets for soft hats on one side and straws on the other. In the remaining seven feet, two small tables are set in the centre of the floor, for placing hats on when trying, or for a small trim. The principle of the hats in the cabinets is as a sample line; only one of each size and style for the customer to try; the reserve is at hand in boxes. But half a dozen, seven or eight can be looked after at one time: and this is pretty good business in the hat line.

Mr. McMichael's faith in his new venture is based mainly on his windows as a puller in of business. In one he keeps lines of \$1, \$1.50, \$2, and \$2.50 hats and in the other higher priced lines. That

is, he is catering to all classes in the hat business.

His main aim, day by day, is to be able to show the latest novelty in hats and to show it first.

"I buy weekly," he told The Review. "I always have some novelty stuff in there for people to talk about, but as soon as anyone else starts showing it, I take it out, and in goes something else that is newer. I always have something new up my sleeve."

He prizes above all that one man meeting another shall say: "Did you see that new Ty Cobb hat in McMichael's window?"

First to Show New Lines.

This he holds to be the best kind of advertising; showing new goods first. Not that he despises staples, for, naturally, they form the bulk of his business, but he believes a certain distinction and prestige comes to the store that is first in showing the new goods, and few will be inclined to disagree with him. Certain arrangements with manufacturers will enable the men's furnisher to secure a sample of most of the new lines, if he is not afraid to risk selling the single sample in all these lines, as returns under such circumstances are usually refused.

Mr. McMichael told a story of a traveler who had just been in to see him with half a dozen lines of straws. He laughed, as he remarked, "Why, I've shown all those within the last couple of weeks." With this start he did not mind who bought them: he would not show them again, but bring out something new.

The two windows are well lighted. Small as they are, each has four 100-watt lights. The width in front is only 2 feet 10 inches, widening to 4 feet at the back, and the depth of each window is only five feet.

Panels in Colored Velour.

A very neat form of window decoration is used: two panels at the side in each covered with velour. In the one shown in this article, red and green are used, one for each panel, in the right hand window, and this drapes down and forms a covering for fixtures on which goods are placed, or to cover part of the floor towards the front. The

left window in the picture, is unadorned, but often tango and purple are used over the panels to good effect, and extended in drapes. At another time an oyster pearl shade of felt was used to set off the darker hats.

Ads. on Sporting Pages.

In advertising the stores uses one ad. each week, in the Herald one Friday, in the "Spec." the next. The sporting pages are chosen as the best location, and Mr. McMichael arranges for a top of page position. He picked Friday as a day when the papers here make a special "spread" in sporting news.

His views on advertising are not exactly complimentary to newspapers. The ads. in the paper, he argues, make his name more or less familiar, so that when people pass his store, they may remark, "Oh, yes, that's the 'nothing but hats' store." He does not believe that many actual sales result from his newspaper publicity.

APPEAL IN GALT CLOSING CASE.

An appeal will be entered by W. J. McNaught & Son, of Galt, against a conviction and fine of \$5 for keeping open after 7 p.m. The by-law will be attacked.

EARLY CLOSING IN THE WEST.

The stores in MacLeod, Alta., will close every Wednesday afternoon during June, July and August. Port Moody, B.C., storekeepers have agreed to close their places of business at 6.30 p.m., and observe all legal holidays. Many now close on Wednesdays at 1 p.m.

R. M. A. AT TRANSCONA.

A retail branch of the Merchants' Association, of Canada, has been organized at Transcona, Man. The officers appointed for the ensuing year are as follows: President Matt. Hall; vice-president, F. J. Lozo; treasurer, Mayor Watt; secretary, J. L. Brown. The executive committee consists of C. Kovnats, chairman, and H. Wilson, Alex. Gray, B. C. Higgins and Reg. Coulson.



Attractive store front of the exclusive hat store of A. R. McMichael on King street East, Hamilton. The tile squares below the windows are in green and fit in well with the copper sashes, while the mosaic pavement gives a classy touch to the entrance.

The windows in the front are less than 3 feet wide, the whole width of the store being only 11 feet.

HELPING SALES BY WELL DRESSED MEN ON STREETS.

(Continued from page 64.)

where the appearance of one man leads to interest in another logical conclusion is that the second sale will be made by the same store.

I have it from a man well up in the clothing business that there are well dressed men in the larger cities who get their clothes practically at cost; these tailors realize the importance of the influence of having their clothes on men who have reputations for being well-dressed; they say that it is the best kind of advertising they could have. In how far this is true would be hard to say, but it gives an idea of how exclusive tailors recognize the importance of having their handiwork well displayed on the street.

Would the retailer of men's clothes not be justified, and would he not find it would mean business to him to take radical steps to have the new styles displayed in his town? I have talked with men in the business who believe that the giving away of a couple of new models at the right season—or a big reduction—to men who will appear well in them and who generally are good dressers, would be an impelling influence

in the sale of dressy clothing; in this the co-operation of the manufacturer might be secured so far as the expense would be concerned.

Talk Style to Patrons.

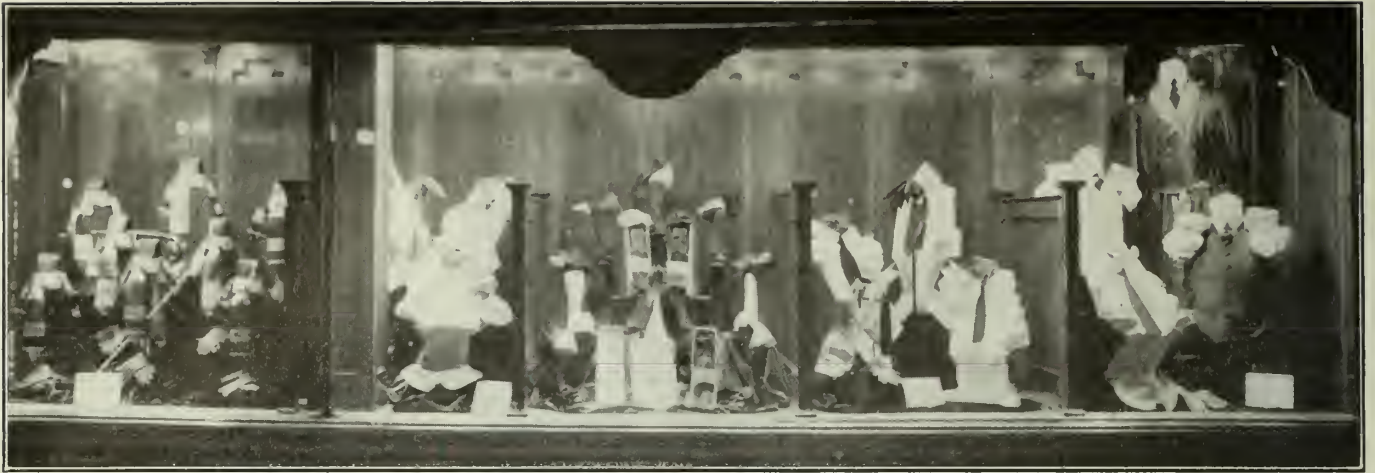
However, in most cases it will be found that a style talk, if the subject is rightly handled and if the salesman has studied his customer as he should, will find an interested listener. There are men who will wear stylish clothing if they can be talked into it—and often they like to be talked into it; they would like to be well dressed, but are a little shy about being ahead of the mob. Style reports from the larger centers can be put to excellent use; it can be pointed out what the people elsewhere are wearing and what is correct. Photographs can be shown of men, well dressed, as they actually appear on the city streets and boulevards.

To convince the would-be suit purchaser that what appears to him to be extreme is what will be generally worn before he has had a great deal of wear out of the suit; that he is only keeping pace with fashion and not ahead of it in keeping in step with the cities rather than remaining in the rut of his own community—these are the fine points of salesmanship, the question of price in selling clothing to the better patrons

should be kept in the background rather than being made the basis of the sale.

There will be found exceptions—in fact, in some stores the exceptions will not prove the rule but constitute it. With some classes of trade the sale of the suit is largely a question of price, but there are no branches of the business in which the influence of a number of well-dressed men on the streets will not be felt to some degree. Then there are men who go into a store and want a suit; they know what they want or think they do, and are bound to have it. This is the kind of man to give what he asks for—if in two months he is complaining that he was sold something that is not in style, he will probably be more approachable in the future.

Selling clothing that is in style can be effected by studying the patrons of the store; by picking out the men who have taste and showing them what they should wear and what men in other places are wearing, and by showing that what appears novel at the time will be the "usual thing" in a couple of months. This is salesmanship in clothes—and keep in mind that every stylish suit on the street of a city, town or village is the best advertisement that the store could have.



Whole side of Stollery store divided into display compartments.

Street Car Ads Supplement Windows

Experiment in Making Stollery Ties Familiar to Section in Northern District of Toronto—Tasty Dress Chart Issued to “Blue Book” List.

WINDOW displays have been one of the outstanding features of the Stollery store for men at the corner of Yonge and Bloor streets, Toronto. The windows bear a direct relation to the importance of the corner, which, with the crossing of the Belt line, is one of the most important transfer points on the Toronto Railway system.

Carrying a line of the highest class of men's furnishings, with all the novelties that can be found in the downtown stores—or others just as up-to-date—Mr. Stollery has for twelve years been diverting a goodly share of the high class trade of north Toronto from the downtown section. For three years he has been doing it in one of the most modern and richly fitted stores of the kind in Canada. The windows illustrated have been an important factor.

With the commanding corner position a glass front is permitted on the full width and depth of the premises. That good advantage has been taken of this can be appreciated from the photograph reproduced. There is at once a rich impression obtained from the Circassian walnut background, which follows the modern idea of being set close enough to the glass to put every article displayed prominently before the eye. Modern ideas in window dressing are found, too, in the partitions used to separate the displays which are strongly on the unit plan.

The idea of catching trade from the street railway influence is emphasized by street car advertising. For a year cars have been used in this manner on

WHAT TO WEAR.

Few men consider that they have time to inquire closely into the finer shadings of correct form in dress. They know in a general way what is proper for business wear and they can dress in a manner that will not excite comment on formal occasions, but of the wide diversity of choice permitted by the prevailing styles in men's apparel and the possibilities of achieving distinction in dress without violating good taste, their knowledge is oftentimes limited.

This little booklet will be of assistance in pointing out what garments and dress accessories are most favored for different occasions. It is based on what the leading fashion authorities recommend, and will clear up points about dress that frequently perplex the average man.

To be well dressed calls for an intelligent selection of those garments that usage prescribes, so the following pages will be a valuable guide to the proper selection of your wardrobe.

Form of announcement used as an introduction to the dress chart issued by Stollery.

the systems in the north end and, in addition to attracting attention to north-

end business, “Stollery Ties” is what catches the eye of the passenger—and neckwear is one of the strongest selling lines which the store carries.

An Artistic Dress Chart.

A very exclusive advertising feature of the store is a richly designed dress chart, which is sent out to many of the residents of the north end of the city. For his list of some eight hundred names, Mr. Stollery consulted the Blue Book, which is represented to contain the names of Toronto's Four Hundred—and some others. This was found to be one of the best advertising features the store ever tried. Printed in red on champagne colored paper, the chart was in booklet form with a cover of heavier material of the same color showing the crest of the establishment, a deer head above a scroll with the name “Stollery,” embossed in gold.

Unique features which were installed in this store and have been found to be successful are: A shirt cabinet for samples which are shown to the public while purchases are taken from the stocks; cabinet with drawers for ties in addition to what can be displayed on stands; glass fronted boxes for handling gloves which give the customer a chance to aid the clerk in color selection.



DEATH OF SILK MERCHANT..

James Brophy, of James Brophy & Son, silk merchants, Montreal, died of heart failure at the St. Louis Hotel, Quebec, June 11. The body was taken to Montreal for burial.

KANTKRACK Coated Linen Collars

a clean one every day
for two cents a week

That's all it costs your customer (the 25c he pays for a Kant-Krack collar) to have a snowy-white collar all the year round. No longer necessary to pay the laundryman two cents a day, or 14 cents a week, to have a clean collar, when with a few rubs with a dampened sponge will make a Kant-Krack as clean as new. And the flexible lip and long slit over the back buttonhole ensures long year and general satisfaction. Made in a size and style to suit any customer.

Made in Canada in "One grade only and that the best"

Sold direct to the trade by

The Parsons & Parsons Canadian Co.

HAMILTON, ONTARIO



Lion Brand Clothes stand the wear

Lion Brand Clothes for boys have features embodied in them that make them by far the best value on the market to-day. The principal one is the double seat, double knees and double elbows that give each suit double life. Consider the satisfaction this gives to the parents—satisfaction that's sure to bring them back for the next suit.

Give Lion Brand Clothes a place in your store. It will be a good investment. Write for samples to-day.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at:— Clinton, Goderich, Exeter, Zurich

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the **GRADUATED PRINCIPLE**, and starting with **TWO THREADS** in the **TOP**, it increases in **WEAR-RESISTING PROPERTIES** as it descends. Thus **THE LEG HAS THREE THREADS**, **THE INSTEP AND FOOT FOUR**, and the **HEEL and TOE FIVE**. By this process the **WEIGHT and STRENGTH** of the Sock are where they are most needed **IN THE FEET**, making it essentially

A HALF HOSE FOR HARD WEAR

**Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable**



THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Hockey Player's Philosophy Brings Trade

Riley Hern, One of Best Goal Tenders in World, Does Thriving Business in Montreal—Quaint Talks Through Sporting Pages.

By Staff Correspondent.

Riley Hern says:

"An authority on advertising once told me to beware of humor in advertising. Most people had a poor sense of humor and were apt to be painfully silly when they thought they were witty. Still, the painfully serious man is always a bore. I never try to be witty. I am always cheerful.

"And most folks would be cheerful if they lived midst a riot of good clothes. I have a wholesome admiration for the artists who tailor the Semi-ready garments. They take pride and pains in every production. You see it."

The Semi-ready Store,
505 St. Catherine Street West.

MONTREAL, June 16.—The above is characteristic of the advertising of Riley Hern, proprietor of the Semi-Ready Store, corner of Peel and St. Catherine streets, Montreal. These advertisements occupy the lower right hand corner of the sporting page in the daily newspapers and they have come to be regarded as a daily feature. The ads which vary in length from 1½ to about eight or ten inches, and are 1 col. in width, always start off the same way, "Riley Hern says:—" and then go on to introduce some live topic of interest, some bit of philosophy, or a bright, catchy item of some sort in which can be incorporated a few selling ideas for the particular brand of clothing he is handling.

Wanderers' Best Goal Keeper.

Riley Hern has a national reputation among the followers of sport. In hockey circles he is looked upon as the greatest goal tender the famed Wanderers ever had. For six years, from 1906 to 1911 he was the big man on the defence for the club and when he retired he was made official referee of the National Hockey Association.

The same resourcefulness and headwork that won success for him in the great winter game is winning for him in the game of commerce. His great popularity in sporting circles is coining money for him in his business venture. In talking with a representative of The Review he said there was no doubt that much of his success could be traced to his connection with sport.

Must Have Good Goods.

He was rather inclined to shun an interview on this point but agreed that a

large part of the business he was doing came through the fact that he was well known to the lovers of sports, though he was equally emphatic in pointing out that it was necessary to have the right class of goods, something dependable, if the business was to be retained. Many men come to the store though, because it is Riley Hern's, the famous hockey player's, and having been well pleased with the service they received they come again for the double reason that they get good goods and because Riley Hern is a good sport.

Started in Stratford.

Riley started in the clothing business a good many years ago in his home town, Stratford, Ont. He came to Montreal in November, 1906, at the time he signed with the Wanderers, and when he wasn't playing hockey he worked in the Semi-Ready Store of McLean & Campbell, on St. Catherine St. In May, 1908 he started in business for himself in a small store on Dorchester street, for which he paid a rental of \$25 a month. He is paying considerably more than that per day for his present store. In July, 1909, he took over a larger store on St. Catherine street, west of Peel street, and last year he moved to the present stand which is generally conceded to be one of the best locations in Montreal.

Clothing Best at Back.

The present store is run in conjunction with the R. J. Tooke stores. The front portion of the store is devoted to R. J. Tooke furnishings and the rear half is occupied with modern wardrobes and fixtures for handling men's clothing. The store has a high ceiling, with massive pillars and a balcony across the rear in which the offices and dressing rooms are located and the visitor is at once impressed with the air of distinction and refinement. Mr. Hern handles only the clothing end of the business. The furnishings are under the direction of a separate management.

When asked if this division of control worked out satisfactorily, Mr. Hern said they had found it so. Most people will not buy clothing at the front of a store. They want the seclusion afforded at the rear, where they are not interrupted. The window space is divided between the two departments and each looks after its own portion.

Mr. Hern says he has found his method of advertising brings good results. He

frequently gets letters, from people in the city and from outside, in reply to them. Some of these letters deal with some of the statements or comments he has made and quite often a real gem is received. The ads. are certainly read by many people for frequent reference to some matter contained in them is heard.

SAMPLES OF THE ADS.

Riley Hern says:

"One of the fatuous little men who never could see, never would see, never will see good in any new thing, stood at my window the other day and said to his friend:

"'I wonder who makes those window show garments for that store.'

"The dear little rooster! You've seen him, but you know how scarce he's getting.

"Everything inside a Semi-ready store is as good as you see in the show windows."

The Semi-ready Store,
505-507 St. Catherine, Cor. Peel.

Riley Hern says:

"Is it the cost of high living?

"Or is it the high cost of living?

"Ask Andy Carnegie—for Andy will talk on anything whether he knows it or not.

"In Canada we have reached a period of achievement where we can afford to pick and choose.

"To be sure we have earned the refinements in material, workmanship and design which is embodied in such high products as Semi-ready tailoring.

"The best is none too good for we who have emerged from the bushwhacking days of yore—yes, yore sounds poetical and masterful."

Riley Hern says:

"If you pay \$25 or less to your custom tailor for a suit of clothes he does not spend as much in direct labor as we pay for the making of a good coat; the cheaper tailoring is simply 'slapped' together in the fashion of some brand of ready-mades.

"It's silly sensitiveness for a man to hate to confess that his suit was Semi-ready tailoring — plain ridiculous, for Semi-ready has greater prestige to-day than ordinary retail tailoring.

"The retail tailor-made overcoat is practically dead, and the analogy between the tailoring of an overcoat and a suit is certain."



Fair Profits—Steady Business Imperial Pure Wool Underwear

For
Years
the
Standard
of
the
Canadian
Underwear
Trade

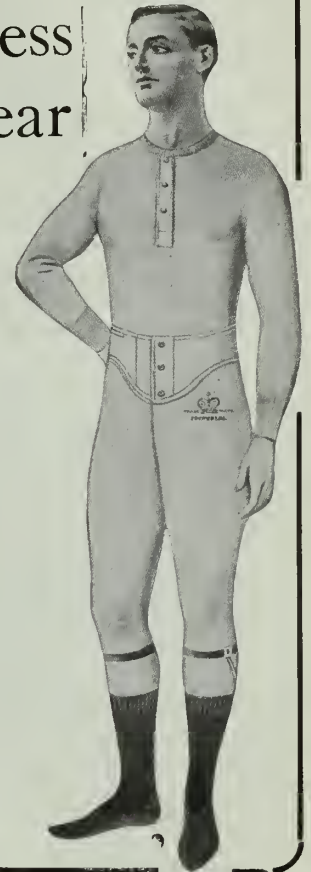
After all the good, steady, profit-producing trade is the one that puts the dollars on the right side of your bank account.

When a garment of Imperial is purchased you have the satisfaction of knowing that your customer will return later for more.

"Imperial" is comfortable, retains its shape, and wears much longer than the ordinary kind.

If your men's department is lacking underwear vim it should be stocked without delay with Imperial. Dealers throughout Canada are reaping the benefit of our 34 years of experience in the underwear business in the form of a good annual profit.

Ask your wholesaler to supply you with samples.



Kingston Hosiery Co.

Established 1880

KINGSTON, ONTARIO

Learn to Write Show Cards

By the **Edwards Short-Cut System**

—the simplest method and livest instruction ever offered proven a success by young men who have made good. Personal instruction by the author.

Handsome two-color prospectus, which tells all about it, sent upon request.

THE SHAW CORRESPONDENCE SCHOOL

YONGE and GERRARD STS., TORONTO Mention this paper

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.
TORONTO

We do not sell the consumer

Haugh BRAND

White Duck Clothing

Get in a stock of these popular, quick-selling Haugh Brand garments that are wrapped up in individual dust-proof packages.

Motor Coats

No. 172	\$19.00
No. 173	\$19.00
No. 174	\$20.00

Lustre Coats

No. 701 Black	\$16.00
No. 703 Black	\$13.00
No. 710 Grey	\$20.00

Duck Pants

No. 100	\$9.00
No. 101	\$10.50
No. 103	\$12.00

Immediate Shipment.

Defiance Mfg. Co., Ltd.
College and Bathurst Sts., Toronto

Odd Twists and Fancies in Men's Fashions

THAT IT WILL DISPLAY as many goods as an eight foot case, is the claim made for a new cabinet, two feet square by forty-six inches high, which has been patented in the United States. The cabinet has five doors, one at the top and one on each of the four sides, and each door has a display tray attached to the back of the frame in which small articles can be shown. Behind the doors the cabinet is filled with drawers in the usual way. The cabinet is mounted so as to revolve.

* * *

A SUMMER NOVELTY in men's jewelry is a belt chain. This is attached to the belt with a ready catch clasp and a short chain permits the watch to be carried in the pocket usually placed in the trousers at the waist on the right side.

* * *

A DINNER JACKET seen recently in England was finished in an unusual style. The lapels rolled all the way down the front and with the general tendency for soft lapels this design may become general.

* * *

THE ACCOMPANYING CUT shows a new summer outing shirt which may be worn with a high, soft collar effect, or a V neck opening, as illustrated, or it can be buttoned up a little higher where the buttonholes show, and give the same effect as the regular lay-down soft collar. It is very well adapted for golf, tennis and all outdoor sports, and is said to be having a big sale at present.



This shirt is shown by several Toronto dealers.

* * *

A NOVELTY IN an "eggshell" lining for straw hats has been introduced this season by a prominent firm of London hatters. The name is an apt one and descriptive, the lining of their white satin finish "boaters" being egg-shaped. A perforated space between the hat leather and the straw allows the air to enter freely between straw and lining, and the air space there is considerable by reason of the unusual shape of the latter.

* * *

A NEW SHADE which might be called "sand" has made its appearance in the stylish shops of Bond Street, London, and promises to be one of the smart things of the season. Some shirts of this material are worn with the long-pointed collar of the same shade of material and with it a black or dark blue cravat looks exceedingly well.

* * *

CHAMOIS GLOVES ARE POPULAR in England. A swagger thing is in a very light shade, not so yellow as the usual thing, and bound with tan leather with a fastening of white pearl.

* * *

WHITE SOX for men seem to have a doubtful career, although they were looked for as the big seller this season. The demand for plain white seems to be veering slightly in favor of a light shade of tango.

* * *

A LOW CUT STIFF COLLAR with the widely rounded corners and made with the same stripe as the shirt—heavy and light stripes of blue—is one of the latest effects worn by a Toronto haberdasher.

UNDERCLOTHING IN NET AND SILK with a white ground with horizontal stripes of various colors has made its appearance in the fashion centers.

* * *

NEW COLLARS are being shown in London which overcome the problem of wearing large ties under the tabs or of stretching the tabs open with an uncomfortable effect to the wearer. These collars are so cut that when in position there is an oval or diamond shaped opening for the tie knot, the points coming together again at the bottom. The effect is similar to that produced with the soft collar where the tabs are held together with a bar pin.

* * *

A BIRMINGHAM SHIRTMAKER has introduced a shirt with a rainbow stripe. The stripe is the actual rainbow effect commencing in a dark blue and shading through to a light yellow with the different colors shading one into the other without being definitely shown.

* * *

THE BALMACANAW is the latest in mackinaws, and, as the name implies, it is a Balmacaan model in mackinaw cloth. It is reported to have made a big hit in New York and a number of other cities.

* * *

PATCH POCKETS AND CUFFS are being generally shown for the Fall coats, but the belt is weak, except with the Ulsters; pleated backs, too, seem to be on the wane of popularity.

* * *

FANCY VESTS ARE PASSE in the opinion of the fashionable tailors, and practically no models are being shown.

* * *

THE BUYER of a leading overcoat house reports that he is stocking strong with Harris tweeds for the Fall business.

* * *

A FALL COAT which is built after the Balmacaan model, but with a more pronounced flare, will be seen on some smart men this Fall. It will have a new name.

* * *

A FEATURE OF THE NECKWEAR trade of the season is the reviving strength of batwings, which are meeting with a popularity remarkable in Canada, according to a leading haberdasher. A big variety of polka dots and foulards are shown, with some stripes in occasional designs.

* * *

A PATENT ON A NEW BELT has been secured by A. Hoffman, Montreal, the object of which is to enhance the appearance of trousers, particularly outing trousers, at the waist line and to save the loss and displacement of the belt. It is formed of two pieces permanently secured to the trousers, buckling in front and having the tightening arrangement in the rear. It is buttoned without causing any fold at the waist and is a novelty which is claimed to be extremely effective.

* * *

SOMETHING NEW in sleeping attire is the Brighton "Pajunion" which is a one-piece garment. The effect produced, however, is that of a well-made, two-piece suit of pyjamas, and there is an imitation belt, pleated back and turned up trouser ends.

What the King Wore at the Paris Races

An Intimate View of the Apparel of His Majesty at the Big French Social Event—The Perfect Frock Coat Costume—Prince of Wales Shows Quiet Tendency in Dress, While Prince Albert is a Fashion Plate for New Creations.

MEN who are followers of fashion now that styles in men's clothing originate in London. This is a wide statement, but, generally speaking, it is the whole truth. There may be modifications, and in this country there may be American or Canadian adaptations, but it is in London that styles for men are born.

In England, prominent men—or perhaps it would be more correct to say their tailors—have the faculty of designing the distinctive clothing. They do not follow the styles; they make them, and in many cases make them to suit themselves. Some of these styles will remain distinctive with the individual, while others will become generally popular. It is then of interest to note what the prominent personages of England are wearing, and, when the opportunity affords, to glance at the apparel of the first gentleman of the Empire—King George.

On his previous visit to France, King George was very much in the social as well as the official limelight. While on the majority of occasions his Majesty wore either the uniform of the High Admiral of the Navy or that of Field Marshal, but when he visited the races there was an opportunity to study him in "mufti."

On the morning of the great race King George visited the English Hospital and the English exposition of decorative arts. He wore a black frock coat, unbuttoned, and lined with silk, with a buttonhole of violets.

At the races his Majesty had on a

frock coat of medium dark gray worsted. The collar of the coat was very long and the notch of the lapel was horizontal, and placed even with the middle of the armhole. The wide lapels fell in a soft roll to a point a little lower than the waistline. They were half faced with black silk. The body of the coat was decidedly form-fitting, and there was a vertical seam between the edge and the two buttons of gray mohair silk. His Majesty did not carry a handkerchief in his breast pocket, which was cut at the height of the armhole. The skirt of the coat was rather ample, extending to the knee. The sleeves were of medium width, terminating in a false cuff, stitched, and opening at the side, this opening being fastened by three buttons.

The vest was double-breasted in form, the bottom terminating in a rounded point, and not notched. Both it and the trousers were of material similar to the coat, the latter being wide at the top and gradually narrowing toward the bottom. A slip of white pique was worn at the vest opening.

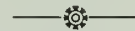
The silk hat which was worn with the costume had a rim turned up high on the sides and narrow and long in front and behind. The collar of linen was of medium height, and turned over, with rather a decided opening and rounded corners. With the collar was a silk cravat in deep blue silk, fastened with a gold ornament and spread out below. The shirt front was of white and sky blue, striped in equal widths. White chamois gloves with black stitching, shoes of glazed kid, and a cane of rose-

wood with a curved handle completed a perfect costume.

How the Princes Dress.

The British monarch is usually looked upon as a creator of style; what he wears has a wide influence. It is interesting then to give some attention to the tendency in clothing of the Prince of Wales. The outstanding feature of the apparel of the Prince is simplicity and sedateness. He goes in for dark materials, and usually the only departure that he makes from the strictly conventional is a soft collar at a sporting event.

Prince Albert, on the other hand, takes his position with much less gravity and is a lively young man, whose ideas of life are evidently to some extent exemplified in his apparel. He is showing decided taste where men's clothes are worn and goes in for the latest colors and designs.



ONE STRAW HAT IN WINDOW.

An effective window display in which the whole attention was centred on one straw hat was attraction sufficient to attract a considerable crowd in London. The window was a large one and the lone hat rested on a cane, the latter being on a table in the centre. On the table also appeared an inkstand and pen and a handwritten letter describing the hat. The floor, roof and sides of the window were entirely draped in black velvet against which the display stood out most emphatically.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to *Retail Advertising Complete*
\$1.00 POSTPAID

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

THIRTEEN CHAPTERS

Here is a sample:

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

ABSOLUTELY NEW JUST PUBLISHED

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

Technical Book Dept., MacLean Publishing Co.
TORONTO

WANTED First-class salesmen

for
Shirts, Collars and Men's Furnishing
Goods
wanted for Spring, 1915

Territory: Northwest.

Territory: Maritime Provinces.

None but experienced in above lines, with a clean record, and good references considered. Address application with terms to—

SANDOR WEISZ,
220 Fifth Avenue, New York City

Soft Collars Are Out This Season

English Tailored Clothing and the Fashion of Wearing the Vest in the Hot Weather Have Had Effect—Large Ties Demand Open Collars—Linen Must be Worn With Pleated Fronts.

THE whole tendency in collars is and will be for shapes and designs which will permit of the comfortable wearing of the large ties now so generally fashionable and which will at the same time permit of generous four-in-hand knots. The large tie has brought about a complete change from the close-fitting turnover, which worn with the narrow tie, created the impression usually of a cravat without a knot at all, and to-day there is not only a call for new designs in turnovers, but the wing is returning to a goodly share of popularity, being worn in some cases with puff ties and making a good appearance with other large shapes.

Three Popular Styles.

There are three designs which appear to be the leaders. The round corner turnover, despite the fact that it has had considerable run, is still very strong and is being worn in varying heights with the two-inch as the standard.

The long-point collar is proving strong for Summer, as it permits of reduced height with a generous display of linen and with the hot weather the vent is being enlarged to permit of further reductions in the height under the chin.

This is being varied by the turnover with vertical pointed corners where the wide vent is given by setting the edges some distance apart and making a V in the back wall of the collar. This last style seems likely to have a strong run for Fall. Wing collars will also come stronger for the cool season.

For the Summer trade there are a number of novelties in the shape of stiff collars with the same design running through them as seen in the shirt, and one of the latest things is a design with a tinted background and a stripe running round the full length of the outer band. There is a strong demand for the madras figures effects for the Summer business.

Soft Collar Passe.

But few soft collars are being worn and it is quite evidently a season of linen, so far as the decoration of the shirt-band is concerned. After the big run on the soft collar last year there has been a distinct change and on this point there was a big difference of opinion with the manufacturers at the close of last season. The linen collar is distinctly the proper thing with the close-fitting English tailored suits, and particularly so as the tendency with the form-fitting clothing is to wear the vest

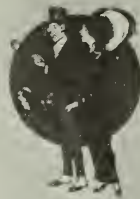
throughout the Summer, and a negligee collar does not go well with the high-cut waistcoat.

The soft collar went well with the generously tailored garments and the vestless Summer fashion, but it will not fit in with the present styles, and looks particularly incongruous with the pleated front shirts which are so popular.

Many purchasers of shirts with soft collars have been made on the strength of the selling feature of the combination, and some merchants are this season finding it advisable to keep the soft collar in the background, so as not to give the impression of an out-of-date style.

Stop Use of "Balmacaan"

Kenneth Durward, Originator of the Loose Cover-All Coat Now in United States Investigating His Rights to Take Action Against American Manufacturers Using the English Name.

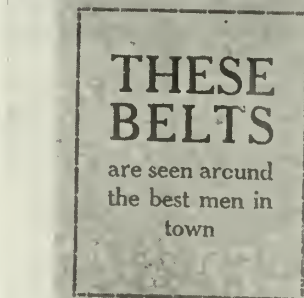


Wedding attire requisites in quality exquisitely correct, yet conservatively priced.



STRAWS

The smart, snappy style you've decided you want is here waiting for You



THESE BELTS

are seen around the best men in town

"Something different" in summer cards, with reading matter printed. The "straws" card has a realistic sample of the dried article attached to the side. The wording of these cards is catchy, although the first is slightly cumbersome. Courtesy of Semi-Ready.

THE opinion was expressed in The Review in the last issue that the popularity of the Balmacaan coat was on the wane. This opinion was based not on the idea that the style had been killed—although it is not likely to take generally with Canadians—but that the coat had so quickly been put on the market in the cheaper grades that the name would not last with good dressers. Already many modifications of the style are being advertised under new names, although the names like the style are usually to be identified with the original.

Now has arisen a more impelling reason for dropping the name "Balmacaan." Kenneth Durward, of Ulster House, London, England, who was mentioned by The Review as the man who originated the Balmacaan many years ago, and who had the name registered in England, is in the United States making an investigation to determine whether or not he can maintain legal action for damages against manufacturers on this side of the water. He believes that manufacturers using the name in connection with their garments are violating the rights of his trade mark; but there is a weakness apparent in this contention, because the name was not registered in the United States. Manufacturers who have been using the name believe there is no ground for action.

Many coatmakers throughout the States who have been advertising Balmacaans have received letters from Mr. Durward's solicitors to the effect that they must immediately cease using the name, except under Mr. Durward's authority.

Tried to Register Name.

It is understood that the course which has been taken by Mr. Durward was directly caused by the advertising of the firm of Samuel W. Peck & Co., who made an announcement warning other dealers that they must not make use of the term Balmacaan, on the ground that it had been registered by them in the United States patents office. However, the patents office explains that this was not a registration of the word name, but of a label showing a young man wearing a mackintosh and holding a staff, on which the name Balmacaan appeared, and that the registration applied to the artistic features.

Whatever the effect of the action of Mr. Durward may be, it is to be noted that in the United States there is still a lot of advertising in which the word Balmacaan is used, although such modifications as "Philmacaan" are noted.



Norfolks for Boys

Predicted That They Will Have a Run For Fall in Preference to the Double-Breasted Style—Balmacaans For Little Men.

THE modern idea in a clothing store or in the clothing department is to draw a line between the showing for men and for boys. For this there is a reason. To-day there is almost as much need for attention to the details of style and design in the making of the wearing apparel of the rising generation as there is for the grown-up—but the point is that the same styles do not necessarily follow. A boy's suit is no longer a reduced model of the man's—at least until he attains the age of extended trousers.

While there has been a distinct favoritism shown for several seasons for the single-breasted coat for men, coupled with the close form-fitting tailored effect, the boy has been wearing double-breasted designs. For the Fall it is predicted that there will be a popular demand on the part of boys for Norfolk suits in grays and blues and some stores are stocking lines of this design.

For the Summer business well designed suits of serges in plain white or white with a light stripe are shown and they cover a big range of sizes. The serge will generally be found more serviceable than the white flannel.

A popular coat with the boy to-day is the Balmacaan model which has been taken up strongly by some houses catering to boys. It is made in all sizes and shows the tendency to cater to the style ideas of the little man just as is done for his father or big brother.

Uniform Series of Men's Wear Cards



An attractive series of uniform window cards, with the price feature as strong as the merchandise. The larger cards are sufficient, one in a window, the smaller could be used two or even three at a time, so closely is the style of the one followed in the others.

The color scheme is carried out with a white card mounted on purple and white lettering with purple air brush shading. The cross stripes at the top and the H. P. (Hickey & Pascoe) monogram are also carried out in purple.

The large lettering on the left hand card at the top is brush-stroke script; as is the "Silk Scarfs" card on the lower row. The balance of the display lettering is in brush-stroke Roman style with readers of straight and slant pen Roman. The monogram idea is used with good effect in men's wear in exclusive stores.

These cards were not prepared for sales, but for showings of new goods, where it was thought best to make the price prominent.

Coming and Going in Neckwear

The Wash Tie Has Gone Out With the Soft Collar—Roman Stripes Having an Inning—Softer Tone Combinations in Weird Patterns Are Coming—The Futurist Influence.

THE haberdasher who is displaying a line of neckwear with Roman stripe effects can have the satisfaction for himself—and can pass it on to his patrons—that he is in step with the men's furnishers in Paris; and it is from Paris that most of the novelties in neckwear come. Roman stripes are the thing for a season; that is if any one design or coloring, or combination of designs or colorings can nowadays be said to be the thing in neckwear for a season or even a shorter period.

The Roman stripes come in many highly-colored combinations, the narrow contrasts being most favored, but they are distinct from the Bulgarian stripes. Then there are other stripes and the English Oxford effects are having a good sale, the colors being very bright and combined in sharp contrasts although navy blue and white, and black and white effects are in good taste.

But while the stripes are having an inning just at present they have not got the field to themselves to any extent. The male can walk into any of the many stores he may encounter and be shown something different in each and still be looking at stylish stuff all the time. Styles in neckwear to-day, so far as the individual is concerned depend to a large extent upon the taste of the store buyer and the buyer in making his selection has to look over a collection of samples which would do credit to the inventive brain of a gold cure graduate.

Wash Neckwear Dead.

One point is very emphatic, however, and that is that the demand for color in neckwear has killed off the demand for the wash necktie. In the seasons when the negligee shirt was worn without the vest and when the soft collar and the close-fitting linen neckgear were the vogue the wash tie flourished. But now there is a difference. The pleated shirt is coming in strong and with it the vest is usually worn, especially with the form-fitting clothing, and there is not the demand for the wash tie; then, too, there are the wide-open collar and the general popularity of large ties to change the trend of fashion. The soft collar has gone and with it the wash tie. For outings, of course, both will remain popular, but for street wear they are little in evidence.

While there is an unlimited range of colorings in the cravats, in shape there is certainly a predominance of the large four-in-hand which are so worn as to



Cravat in futurist design. Late importation by Bilton Bros., Toronto showing tendency for large figures.

No. 3.—Solid color with Swiss embroidered figure said to show tendency for quieter effects. Carter & Holmes, Chicago.

practically fill the small vents of the tight-fitting vests. With the coming of the wing collar there has been some demand for the puff tie, but this is exceptional, and a much stronger novelty is the bow tie which comes in polka dots, stripes and figured patterns in a great

variety of colors and usually large in shape.

Buying for the Fall business shows some new tendencies and from some quarters there is the prediction for much quieter colors. But while there may be a softening in some of the color-combinations there appears to be a tendency to introduce some almost weird designs. Scroll effects in rich deep colors, in which the figuring might be described as serpentine, and in which the patterns weave one into the other in a manner which is bewildering at close range, will replace the stocks of figured and definite patterned neckwear now shown. These are the richest of silks and will come at a very high price, the flag end being of unusual width.

The post impressionist and futurist schools of art will have a marked effect in some of the designs, in fact this tendency is more or less general and the pattern silks which have been described evidently found birth in these advanced ideas, although as a usual thing the futurist designs will be in large designs but with the pattern distinct.

Colorings have a tendency for getting darker and properly so with such rich combinations which would not be possible in the lighter shades. Those who advocate more quiet effects point to some new lines of two-tone materials in which two quiet colors are used in equal proportions with the division running almost vertically through the scarf end. Another novelty is of solid color with embroidered spots.

NEW GAMES.

To the long list of games two new ones are added this season—one is the Grand Auto Race and the other is called Cortilla. Both these games resemble Parcheesi in being played with dice, only they are more exciting than the well-known game.

HALF HOLIDAY AT PRESTON.

In addition to the list published in last issue, the dry goods and men's furnishing stores of Preston, Ont., observe a Thursday half holiday.

STOLE TWELVE NEW SUITS.

Burglars entered the store of B. McGolrick, tailor, Port Arthur, and stole twelve new suits.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING, WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, or small plique, two studs showing	Foke	Butterfly, with round ends, plain white or small plique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, with semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff if latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Cbamols best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield s. or d. breasted.	Black or grey lamb's wool, undressed, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs,	Poke or wing hand	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white huck	Dark colored silk	Button, kid tops, or patent, varnished leathers, plain, cross tips on toe	Gold or pearl uncut jewelled ornaments, jewelled plu
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, hut without braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Foke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxony's Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, cbamols, colored or white buck	Cotton, wool lisle, shades in harmony harmonize.	Black or brown, plain or fancy uppers, lutton or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, chevlots, homespun, flannels	Single breast or like suit or fancy knitted lamb's wool	Same as suit or flannel; knickerbockers with strap and buckle, knickerbocker breeches	Clotb, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to barmouize leather looped leggings, Highland gaiters	Black or brown lace or high pull tip or full brogued	Same as above

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

Samples of Distinctive Ads. of Men's Furnishers

Straw Hats

That ARE DIFFERENT

OUR STRAW HATS HAVE THAT SNAP AND STYLE THAT PLEASE MEN AND YOUNG MEN!



PRICES: \$2.00 \$2.50 \$3.00
\$3.50 \$4.00 \$5.00

PANAMAS From \$5.00
YEDDOS \$2.00

At the Only Exclusive Downtown Hat Store

Whittle & Roma
A Hat for Every Man
235 St. James Street.

Shirt Sale

Now In Full Swing

65c
2 for \$1.25

Fisher
134, Sparks St.
See Window.



Outing Trousers

Plain cream English flannel or striped cream serge—well tailored, altered to your exact measure. Special ... \$3.75

Fisher
134 Sparks St.

Out of the Ordinary

OUR MEN'S HAT DEPARTMENT

Special Representatives
DOBBS & CO.
Fifth Avenue Hats

CRESTON & PETIT CO.
Paris

Prices: \$3.50 to \$5.00
Absolute satisfaction guaranteed.

FASHION-CRAFT
MAX BEAUVAIS, LIMITED
225 St. James Street

Take these with you on your holiday!

BATHING SUITS, one and two piece—newest colors. One piece \$1 to \$2. Two piece Bathing Suits \$1.50 to \$4.50.

BATH ROBES of the finest English Terry Cloth. Stripes, plain colors and fancy patterns. Deep collar—giraffe. From \$3.75. A big range of the newest patterns in Beach Robes.

Bath Slippers to match \$1.00.

BLAZERS, with belts to give Norfolk effects if desired. All club colors. Washable \$5.50.

BELTS—the largest assortment in Montreal, from 50c.

HUNNY MARKS
THE HADERDASHER
145 Peel Street
Opp. corner of Catherine St.

Outing Clothes for Men and Boys

WHILE the other fellow is complaining about the hot weather, get out and enjoy yourself in our cool clothes. You do not get all the happiness out of summer that you should unless you are dressed in a way that you can appreciate outdoor sports.

KHAKI TROUSERS—Just the kind for the camp or the cottage. They have cuffs at the bottom, belt loops, and are made to stand any amount of rough usage. Price \$1.25

KHAKI SHIRTS—to match trousers, brass buttons, patch pockets. Price \$1.25

BELTS—the greatest line of belts we ever showed, including all the new novelties. Price 50c to \$1.25

DUCK TROUSERS—white well made, a large stock is ready for your inspection. Price \$1.25

TENNIS SHIRTS—Aerex brand, cool and attractive, with reversible collars, all sizes. Price \$1.25

Wash Suits



SAILOR SUITS—all the sizes to fit boys from 5 to 10 years old. Also a wide range of Buster Suits. Prices 75c upwards.

BOMPERS—We've never showed such a classy stock of Bomper and oliver twist suits as this season. Prices 75c to \$2 all

Keep the Boys Comfortable

There is nothing that does so much to keep the boys well and strong in the hot months as cool clothes.

THE NEW BUSTERS—they are a great improvement over the old patterns. No elastic bands cutting the boy's legs. These have the straight pants, so cool and comfortable. They have the short sleeves and those with the sailor collars are made very low, and others have no collars on at all. They give the boy happiness. Sizes for boys from 2½ to 6 years old. They are guaranteed fast colors. Prices \$1.50 and upwards.

EVERYTHING FOR THE BOYS **The 2 Macs, Ltd.** EVERYTHING FOR THE MEN

R.J. Devlin
OTTAWA, Ont.

Waterproofs

Men's Waterproofs,
Ladies' Waterproofs,
Misses' Waterproofs,
Children's Waterproofs.

All Waterproof, Absolutely.



Silk Hats


for
June Weddings

at Five and
Eight Dollars.

The R. J. Devlin Co.
Limited

Most of these ads. of Canadian men's furnishers indicate a preference for seasonable cuts, those of the 2 Macs particularly being full of action and likely in themselves to attract attention and study. The straw and silk hats in the upper left and lower right hand corners are quite up to date in style and are timely and brightening illustrations. The same cannot be said for the Fashion Craft cut. There may be room for difference of opinion but the effect, surely, is of out-of-dateness rather than out-of-ordinariness. Nor does the underlining help in the captions below. Of the two the second line is the more important but is overshadowed by the larger and heavier type of the upper. Note in three ads., the single item—shirt, trousers, silk hat. This is good work in all three. In two ads. devices are used to replace the cuts; a panel in the upper, with border simple; well used beside the heavier triple liner; in the lower the four initial B's,—well handled typographically. In the first ad. "Our Straw Hats" comes a little near the border. In all but one prices are well handled. Note the display type in most, while in the last, in an exclusive ad. the price is spelled out as if the \$ mark were too "commercial." Probably the ad. man was right in this case.

Our Suits
fit you
all over



—so does
the
price

Cambridge Clothés

New light shades in summer blues at \$17.50


TO-DAY and **T**O-MORROW

is about the limit these new imported English indigo dyed light shades of smooth blue serges will last. We opened them up yesterday, and they're to fill the popular demand for summer wear. Two styles, one price, and there's nothing else even at twenty can equal them. 2 or 3-button standard, or "English," with the natural shoulders, long soft roll lapel, straight trousers and high vests. They're smart—look at them in the windows to-morrow. To give variety at this price—black and-whites, small brown checks, and some unusual stripes are included at \$17.50. Cambridge clothes, ordered, or ready-to-wear, represent the last word in luxury at \$20, \$25 and \$30.



FITZPATRICK & O'CONNELL LIMITED
254 Yonge Street
2nd Door North of Sellers-Gough

A new store in Toronto, carrying out a vigorous advertising campaign. "Cambridge Clothés" seal is always at the top, with same striking phrase at either side. Exterior and interior views of this store appeared in last issue.



Nothing But Hats

This means a specialist's business,
just far enough ahead of
all others to be
noticeable.

Hats from \$2 to \$5

A.R. McMICHAEL
115 KING STREET EAST
Nothing But Hats

Sample of ad. that is run in sporting page of Hamilton papers once a week. "Nothing but hats," is a store slogan. See page 66

Let Boys Play

Novel Idea of Big House for Entertaining Youthful Customers in the Boys' Department.

THE installation of athletic apparatus, including punching bag, boxing gloves, footballs, single sticks, etc., was recently tried as a feature to attract the attention of the little man to the boys' wear department of one of the big Toronto stores. There

was no selling feature to the display; the apparatus was installed for the boys to play while in the store with their parents, and in some cases they stayed here while their elders went to do shopping in other parts of the store.

The idea was found to be a big drawing card, and in some cases when the boy got his mind fixed on the bag or the mitts it was almost impossible to get him to stand still long enough to get a new suit fitted.

Such methods of attracting customers to the store are based on strictly modern ideas, and there are many merchants who now find that they get better results from drawing crowds to the store with some attraction apart from the merchandise offered for sale than by bargain prices. The main thing is to get the people into the store, and where there are good staple lines of goods at reasonable prices careful salesmanship will do the rest. The athletic display was also based on the theory that must be considered to a large degree in advertising the boys' department, and that is the appeal to the boy himself. The majority of boys have a great influence with their parents as to where the new suit will be bought, and with the boy there are often more attractive things than price.

DEMOCRATIC FAC- TORY GOVERNMENT.

In the clothing manufacturing plant of Henry Sonneborn & Co., Baltimore, Md., there is a unique organization of employers and employed consisting of a cabinet and congress made up of Senate and House of Representatives.

The cabinet consists of the members of the firm, the Senate of the department heads, superintendents, foremen and their first assistants and the house of representatives of the rank and file of the employees. The purpose of the House of Representatives is to deal mainly with problems which affect the employees individually. The Senate is to deal with the problems that affect departments and employees collectively.

Both of these bodies have the power to investigate any business matter they see fit, and to submit their conclusions, with recommendations, to the cabinet, with whom final executive action rests.

Overcoats for Winter

THERE are many varied opinions as to the overcoat possibilities for the Fall and Winter season and the extent to which the Balmacaan model and the chincilla material will influence the heavier garments. Generally speaking a safe line will be a short coat for young men cut semi-form fitting, with or without the half belt. This coat will be especially strong as a dressy garment.

The Balmacaan coat will not be heard so much of as a name, as during the present season. However, there will be the influence of the style and a "semi" model will be made for those desiring the loose coat. As a lasting style in the popular vogue, however, the Balmacaan will be largely confined to the serviceable lightweight coat of cravenette or similar material, which serves for double service in the between-seasons. The real Balmacaan coat as made in England, is a coat with a history, and will continue as a coat of the future for the very exclusive dresser. Models are made of the very richest materials, with silk linings and broad facings; they sell up to forty dollars and there is about them a something which at once gives the exclusive impression. For the man who can afford several coats it is the

thing, but for general wear the model is too extreme for the taste of the Canadian public. In the heavy Winter coat the ulster is more to the popular mind and this coat will be a strong Winter seller, as it always is with those seeking worth and service.

In some quarters the run on chincilla for winter coats is expected to be followed by a demand for the more serviceable hard surfaced materials, but on the other hand there is a big range of materials being shown which are different from the chincilla in finish, but which which embody those qualities which made this material so popular—lightness with warmth.

One exclusive house will carry a strong line of a material known as "Montenac," which they are importing. This cloth is thick and light and the finish somewhat resembles a very fine Persian lamb.

Patch pockets are going to be popular on many of the coats, particularly the Fall models and the roll lapel will be used, the tendency being for a long roll on the close-fitting models and a higher button for the semi-Balmacaan, on which the high button collar will, to a large extent, disappear except in the storm coats.

An Outing Suggestion in New York Window



The merits of this trim, taken from *The Review* in New York, are obvious at a glance. The crossed paddles and pennants have been used before, but considerable art is shown in the ample supply of headgear lying on the "ground" in easy fashion. The whole trim is worth considering.

Overcoats and Caps

Influence of the modern styles in outerwear used by American manufacturer to good effect in placing orders for caps.

THE Balmacaan and Mackinaw coats, together with the popularity of the Scotch tartan plaid, promise to be reviving factors in the cap trade for the Fall. In the past year there has been a falling off in cap sales due in the first place to the popular run on soft felts. But the cap has long been and always will be a staple in men's headgear, and particularly so while we have autos and aeroplanes and the game of golf, the costumes for which are always shown by the designers with a cap to add completeness.

That manufacturers of caps, like the manufacturers of all other kinds of men's wear, will do well to take advantage of every change in public opinion and taste with regard to apparel, is the opinion of a prominent manufacturer. He states that all over the Western States there was a light trade in Winter caps and the outlook as found by his travelers was for a continuance of such conditions this Winter. "Taking advantage of the popularity of coats of these materials," continued the manufacturer, "our men pushed Balmacaan and Mackinaw hats and caps strong and they took very well, even as far south as New Orleans. Then the big two-inch tartan plaids of green and red combina-

tions appealed to dealers as something new and flashy, and helped to boost the orders. Business looks just a little bit better now than it did for last Fall, which was a good cap season."

FOLLOWING IN THE FOOTSTEPS OF OTHERS.

To work upon that trait of human nature which so often leads us to follow intentionally and unintentionally the lead of others, was evidently the idea of a business man at Collingwood, Ont., who was desirous of getting men through his front door. In the pavement in front of the door, arranged in a fan shape so as to make a spread from side to side and take in both directions on the street, were imbedded "brass foot-prints." These were made to reproduce the natural markings which would be made by about half a dozen men entering the store and the effect on one walking up or down the street is very striking. Apart from the drawing feature, there is that novelty which always attracts attention and which is one of the first things to be considered in nearly all forms of advertising.

SATURDAY CLOSING.

The Wanamaker, Lord & Taylor, and Altman stores in New York, announce that they will remain closed all day Saturday during July and August. The object mainly was for the benefit of their employees. John Wanamaker made the following statement in an advertisement:—

"The entire Saturdays of July and August (the first Saturday being July 4) will be given as holidays and the store will remain closed in July and August from Friday night at 5 o'clock until Monday morning at 8.30 o'clock except for telephone orders.

"This is a new experiment for this store in New York, made with the hope that it will not prove to be any disadvantage to our patrons, who, we think, will be glad to arrange their purchases in the first five days of the Summer weeks, as it is of so much interest to thousands of faithful workers.

"This action is in accord with the vision of last New Year's eve in an editorial entitled 'Now that the working hours of people are under discussion,' when the founder wrote the following paragraph: 'We shall hail the coming day when the people will buy nothing on a Saturday and we would be pleased to close the store on Saturday the year around and help make a Sunday of two days.' The heaven is working."

For several months Altman's, Lord & Taylor, and several other stores have not opened until 9 o'clock in the morning.

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 11, 12 and
13, 1914

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

Awards to be made and Prizes
Presented by Prominent Toronto
Citizens at the August Conven-
tion, 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 Acton Pub. Co.

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
 Pres.

F. J. Thompson
 Sec.
 52 Stanley St., St. Thomas, Ont.

\$ \$ \$ \$ \$ Day From the Dressing Tent

Representative of The Review Describes Selling Event as He Found it in Midland—Some of the Devices of the Merchants in Windows and Advertisements.

By a Staff Correspondent.

MIDLAND, June 2.—When one satisfied merchant, at the end of a big day's business on Dollar Day made the remark that it was "just like a circus day without the big top and with the merchants in the cash wagon," he merely struck a unique expression of the opinions of many retailers at the end of a day which has made them wish for bigger stores, heavier stocks of bargains, and larger sales forces to handle the crowds. There are other opinions regarding the Dollar Day policy to be encountered; there are those merchants who do not believe in sales of this kind; but, generally speaking, Dollar Day has proven a big drawing card in the towns and cities in Ontario and other provinces where it has been tried. It is, or rather was, in many cases a distinct novelty; excitement promised, with business in the background, and this in itself is sufficient to draw the crowds.

Circus Spirit in the Air.

For a stranger in a town on Dollar Day the circus impression is very strong. In Midland, from early morning when the stores opened, the aisles were crowded with customers—people from the town and from the country searching through the bargain counters, and in many cases waiting upon themselves where the clerks found it impossible to handle the rush. On the streets there was a free-and-easy social spirit in the air; everybody seemed to be out for a little fun, and the spending of money was not confined to bargains.

To continue the circus idea which appeals to the non-participating visitor, he is soon likely to have it brought home

to him, as occurred with a representative of The Review, that he is one of the "great, free, outside attractions." Everybody is looking more or less publicly for the mysterious Bill Dollar, and the stranger-about-town, no matter how little he may resemble the Dollar family, is bound to get acquainted informally with a lot of people who for the day do not seem to think it necessary to make an apology for mistakes in identities. This was particularly true with The Review man when several merchants got into the fun and began to point out this particular stranger as a likely prospect—really, it was a shame to disappoint so many; had the hunting ones been looking nearer home for the mysterious one they would have been closer to the rewards.

But the outward aspects of Dollar Day need no more than passing reference; every merchant knows in a general way of the idea upon which the sales are based—giving big value for the dollar and novelty attraction to bring the people to town. Of more interest may be some information from behind the scenes—or, out of respect to the circus idea, from the Dressing Tent—as to how the production is arranged and the different attractions staged.

Organizing for Dollar Day.

Dollar Day, in the first place and foremost, represents co-operation amongst the business men of the city or town—it is altogether built up around this idea, whether the merchants carry out the scheme themselves, whether it is organized by the newspapers, or whether it is carried through by an individual working with the merchants and

newspapers, as has been the case in several places in Ontario.

The merchants put up a special fund for advertising and for organization work. This sum need not be large, for the newspapers, when they do not take hold of the matter themselves, will usually be found ready to give both display and reading space, for Dollar Day means a big increase in the volume of advertising carried by the local houses. Where an organizer is employed, these matters of detail are easily arranged, and a man who is in the game can naturally be expected to carry on a very effective advertising programme.

The Advertising Campaign.

The advertising opens with a general announcement of the decision of the merchants to hold a Dollar Day—the advertisement used in Midland is reproduced in connection with this article, as well as private store announcements, which were sent out in the form of circulars. In connection with the announcements, the reading columns are, of course, used to attract attention, the whole effect being to impress upon the people that it is to be a gala day, with more fun than business.

General printed announcements are also distributed through the mails, giving the names of the merchants who are taking part in the sale and stating the lines of goods they carry; detailed advertising is left to the merchants individually, who arrange their own special bargain attractions. From the Midland announcement the following is taken to indicate the wide range of the sale as embraced in the stores of twenty-two leading merchants:—

(Continued on page 90.)

Midland DOLLAR DAY, Thurs. May 21

The Sensation of the Year 1914

A veritable Gala Day of Bargain Selling. It will be the Biggest Day of Buying and Selling in the History of Simcoe County. Everybody will be in Midland on the 21st. The Merchants will co-operate to make Dollar Day Midland's Biggest Day of business and a pleasure to all.

The Newspapers and Merchants of Midland have arranged to co-operate in a day of unprecedented Bargain Selling, on Thursday, May 21st, to be known as "Midland Dollar Day." All the leading Merchants and Businessmen of Midland are entering on this day, and there will be no consequence offerings on this day never equalled before in any conceivable article of merchandise. It is obligatory on the part of the Dollar Day Merchant that he signifies the day by giving the purchasers greater value for their money than ever before. The real object of launching Dollar Day is to bring the merchant and purchaser a little closer together on some common ground of agreement to promote and create new friendships and cement old ones.

The Dollar Day offerings will consist of Wearable Materials of all kinds, Boots and Shoes, Groceries and Drugs, Household Articles, Hardware, Jewelry, Dry Goods, Fancy Goods, Confectionery, Electrical Fixtures, Furniture, Stationery, Sporting Goods, Photography—in fact, something of every thing for One Dollar.

All that is possible to do at this time is to warn our readers to prepare for Midland's Big Dollar Day, and to watch their columns for additional original and unique features, as conspires therewith. There are tremendous things in store for you. This is no fake advertising scheme, as it is conducted by the merchants themselves. Some people claim that the purchasing power of a dollar is not what it was years ago. They are quite right, but on May 21st a Dollar Bill will buy more than ever before in Midland.

DOLLAR DAY STORES OPEN TILL 10 P. M. DOLLAR DAY.
WATCH FOR LATER ANNOUNCEMENTS.

Five Dollars in Gold will be presented to the person catching the Mysterious Mr. Bill Dollar on Dollar Day. This is an added feature to create a little fun. "The Mysterious Mr. Bill Dollar" will appear in the Dollar Day stores, and on the streets, on Dollar Day only. All you have to do is approach who you think is Mr. Bill Dollar and address him as follows: "Are you the mysterious Mr. Bill Dollar?" Then you must have a receipt from one of the Dollar Day stores showing a purchase made on Dollar Day. Mr. Bill Dollar will ask to see your receipt, and if you have addressed him with the proper words and shown him receipt, he will give you an order for Five Dollars in Gold. Watch for additional offers for Mr. Bill Dollar's capture, to be announced later.

Persons coming from surrounding country can procure Club Rates on all railroads by arranging a party of ten. This Club Rate is much cheaper, so arrange a party of ten now to come to Midland on Dollar Day. Thousands are now buying plans to be in Midland on May 21st. Everything is going to pale into insignificance compared to Dollar Day—Circus Days, Fair Days, or anything of that nature to the contrary notwithstanding.

Watch these columns for special announcements of Dollar Day Merchants. Special notices at all picture shows. Arrangements will be made with hotels to accommodate visitors.

This is a sample of the general newspaper advertising carried on before the event, in addition to the individual ads. of the merchants themselves. This occupied a full 6-col. space across the top of the page.

Selling, Rents and Turnovers in Shoe Section

Valuable Investigation Being Conducted by Harvard University
— Wide Discrepancies Between Systems at Present in Use —
What is Fair Standard?

AN exceedingly interesting and valuable investigation into the system of retailing shoes is being conducted by the Bureau of Business Research of the Graduate School of Business Administration of Harvard University for the purpose of giving the business man scientific information, to aid him in meeting and solving his problems rather than rule of thumb advice.

In starting an investigation of market distribution, the commodity selected was shoes, as illustrating practically all the main channels from maker to user. There is a fairly calculable demand for these as a whole. The production has been fairly well standardized, and is fairly unfluctuating, very different, for example, in this respect from the distribution of food products.

At the outset a slight investigation served to show the need for establishing some uniform system for retailers, for the widest variations were manifest. Some reckoned profits on cost; others on the selling price. Some charged salary for their own time and rent for their own stores, while others did not. Some meant one thing by selling expense and some meant another.

The investigators decided in making their report to estimate all percentages on the selling price as the one common basis of comparison. That is, "the net sales (gross sales less returns made by customers, and allowances made to them) is taken as 100 per cent."

It should be noted that so far the main replies have been received from fairly large cities, and it is well known percentages of cost are considerably lower in the smaller places.

Gross Profit.

Gross profit so far encountered ranges from 20 per cent. to 42 per cent. of the net sales, the report declares, according to the grade of goods and with almost exactly the same number above 30 per cent. as below 30 per cent. The Bureau is inclined to think that under present conditions the typical gross profit of shoes retailing at or under \$3.50 will be found to run from 23 per cent. to 25 per cent., and for those retailing above that price a percentage of from 30 to 33 is the type. Gross profit as treated above includes discounts.

Operating Expenses.

Total operating expense so far encountered ranges from 18 per cent., or possibly a little less, to 35 per cent. of

the net sales in going concerns. The figures as a whole centre about 24 per cent.; that is, about as many are above as below 24 per cent., with the operating percentages of medium grade stores centering around 23 and of higher grade stores around 27.

Freight and cartage is not included in the above operating expense percentages, as it is deducted from the merchandise statement. Nor is interest included, which is deducted from net profit.

Buying Expense.

Few, it is stated, keep a separate record of buying expenses. Those report-

	SUMMARY OF PERCENTAGES.	
	A Common Figure.	A Possible Figure.
Gross profit, low grade. 23-25		—
" " high " 30-33		—
*Operating expense, low grade	23	20
Operating expense, high grade	27	25
Buying expense	1.1	1.0
Sales force	8	7
Advertising	2	1.5
Deliveries	0.6	0.4
Rent	5.0	3.0
Interest	2.5	2.0
Stock turns	1.8	2.5
Annual sales of one person \$10,000		—

*Not including freight and cartage and interest.

ing showed a range between 0.8 per cent. and 1.8 of the net sales. The figures so far centre about 1.1 per cent.

Salaries and Wages of Sales Force.

The percentage of salaries and wages of the sales force has been encountered, ranging from 5.0 to 10.3. Percentages as low as 4 and as high as 13 have been eliminated because of doubt of their being genuinely comparable, and because of insufficient opportunity to verify their accuracy. There appears a marked concentration of the figures between 7 per cent. and 8 per cent. in cities of more than 100,000 population. It is sufficient indeed to point to a standard of 7 per cent. It may be possible to attain 6 per cent. in cities of this size. The bureau has eleven percentages running between 6 and 7, but in the light of its present knowledge 6 per cent. would be very thoroughly investigated before being accepted.

Advertising.

The cost of advertising runs as high as 8.8 per cent., but the tendency is to centre about 2 per cent.

Deliveries.

Delivery expense has been found to date ranging from practically 0.0 per cent. on the lower-priced stores to 1.4 per cent. on the higher-priced stores. The figures of the stores making deliveries centre around 0.6 per cent., with a marked concentration between 0.4 per cent. and 0.6 per cent. of the net sales.

Rent.

This important item has furnished the greatest variation of all; namely, from 1.8 per cent. to 14.6 per cent. of the net sales in going concerns. Despite this rather astonishing range, a distinct tendency is encountered for the figures to centre about 5 per cent., as many being above that percentage as below, with three-fifths of them all falling between 3 per cent. and 7 per cent. Between 3 per cent. and 4 per cent. alone, however, there is a sufficient concentration of percentages to warrant the suggestion of not only 5 per cent., but 3 per cent. as a standard to be aimed for.

Interest on Capital Invested.

The general practice has been to charge interest on borrowed capital only. The Bureau has allowed in addition, for interest on capital invested, and this has been deducted from the total net profit to secure the final net profit. The figures thus made up have ranged between 1 per cent. and 7.9, but have centered around 2.5.

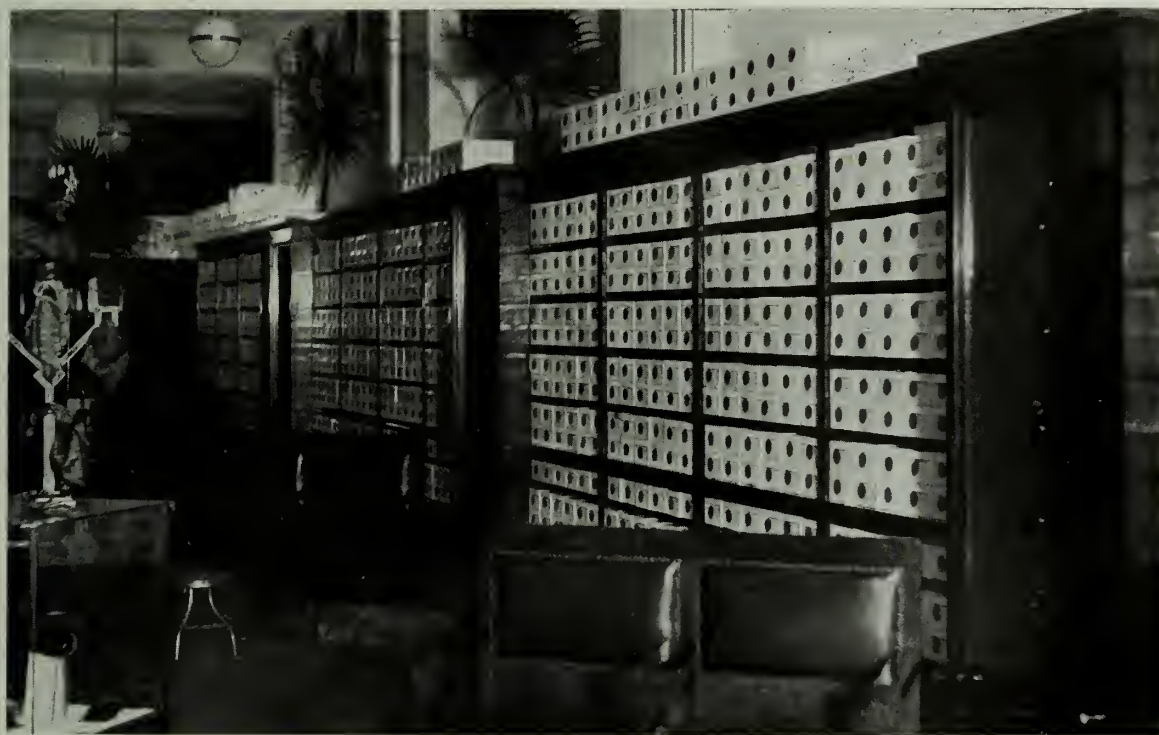
Number of Stock Turnovers.

This perhaps most important item of all—number of stock-turns—has a range so far in our data of from 1.0 to 3.6 times. It seems to centre about 1.8, and a sufficient number have stock-turns of 2.5 to warrant accepting that as a realizable standard. That is, a shoe store has been encountered whose stock turned over no more than once in a year, and another whose stock turned as many as 3.6 times. The majority, however, turned their stock more than 1.8 times, but less than 2.0 times.

The Bureau's measure of stock-turns is obtained by dividing the average inventory into the cost of goods sold, not into the sales. Usually not more than three inventories are obtainable in a year for an average, and sometimes not

(Continued on page 90.)

Edmonton Store Keeps Samples in Glass Cabinets



THIS is a view of the fine-looking and extensive shoe department of Pennant Stores, Limited, of Edmonton, which extends almost the full length of the building on the right. There are three sets of shoe fixtures here, as can be seen, for men only. These are finished in oak and are about ten feet high, and the cartons containing the shoes are of uniform appearance.

There is a feature in these fixtures that could be introduced into every shoe store with profit. It is a showcase, built into and projecting a little from the fixtures, and is seen in the photograph at the extreme right. There are three of these cases. They contain representative types of shoes carried in stock, black and tan, heavy and light.

Men often find it difficult to state what kind of a shoe they require; and yet that is usually the first question a clerk asks. A glance at a case like this will determine what shoe he requires, and it saves the clerk the trouble of pulling out a dozen boxes. Some customers are so modest they will often buy shoes they do not like if only shown a limited quantity. A day later they show their dissatisfaction, and become bad advertisers. These cases have glass doors, which slide upward, being weighted.

The settees and fitting stools are located near, so that the customer, after choosing a shoe, can be fitted at once. There are three settees, and three cases, allowing three clerks to operate at once. This department occupies considerable space and, together with the boys' shoe department upstairs, is an important adjunct to the clothing business.



MENS CLOTHING

A N D FURNISHINGS



JUNE, 1914

GONE!

WHAT has become of the man who wears a soft collar and a wash tie? Gone. He has faded into the mists of a fashion that has almost completely disappeared in a season. There are many who liked his appearance who will mourn; there are dealers in men's furnishings who will regret his departure from the ranks of their customers, for some had prepared for his wants this season. But he has no place in the new order of things. The negligee costume has disappeared with the broad-shouldered coat.

The man of to-day who is well-dressed wears a form-fitting coat; he wears a high cut vest and a large tie. Let the mind picture the effect of a slim-figure with high waistcoat and a soft collar and narrow wash tie; at once there is an explanation of the passing of the old familiar hot-weather figure. Fashion now favors the tucked front shirt which is seldom worn without the vest and the linen collar for the large high-colored cravat—the only concession being in the cut of some of the collars which gives less height under the chin while maintaining the width of linen by dropping the points.

The passing of the man with the soft collar and the wash tie is just another indication of the modern tendency of men to follow closely the dictates of fashion. To some dealers it meant that stocks on hand became dead. However, in the majority of cases, so far as the soft collar was concerned, it came with the shirt and in some cases it is now a good idea to hide the former so as not to take the shirt back a year in its style rating.



SCANNING ADVERTISING MEDIUMS

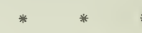
THE movement in Canada and the United States to eliminate misleading statements in advertising has now reached a logical development in the formation of a society to investigate the claims of circulation of various advertising mediums. If the public, heretofore, have been at the mercy of unscrupulous claims on the part of some retailers, and the latter have been misled by some jobbers; both alike have been preyed upon by a certain percentage of advertising solicitors whose claims were "marked up" without coming under the usual retail process of a subsequent marking down." This, as in the case of the honest advertiser, was unfair treatment for the honest solicitor of the advertising medium. Hence the formation of The Advertising Audit Association, an organization of advertisers, publishers and advertising

agencies to wipe out the circulation "liar." The Association, which already includes several Canadian members will conduct systematic examinations of the books of advertising mediums, certify to their worth, and transmit the information to the members. Points considered will be quantity, quality and distribution, the three cardinal divisions of advertising worth. A fund of over \$100,000 has been pledged for the expenses of the investigations, which promise to develop into a national campaign.



SARTORIAL NOTES

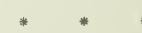
THE KNITTED TIES are holding their popularity well, and at present the new tones of gray are strong for Summer wear.



MOTOR WRAPS of fleecy wool are among the newest things in furnishings and they promise to become popular for Winter motoring. They come in a variety of colors.



A POPULAR SELLER in sox is the new combination of silk and cashmere and silk and lisle. The material has more body than the old pure silk and can be sold more reasonably.



ONE OF THE LATEST effects in neckwear for dress wear as seen in England has long square cut wings in the collar, conforming with the shape of the tie, giving the impression of a double diamond.



A NEW COLLAR IS ON the market, made of soft, woven, figured madras, with end to end stripes along the center, shot with white to tone down the color. The collar comes in two different patterns and three different colors, blue, heliotrope and gray. It is reported to be a good seller in the novelty trade.



A PATENT HAS BEEN granted in the United States for the Rollapel dress waistcoat, which is claimed to be so constructed that its lapels, notwithstanding what the opinion of the laundryman may be as to the manner in which they should be worn, will be soft rolled. The lapels are laundered flat and then turned back and fastened to the shoulder with one small button on either side.

Fable of the Gink Who Wanted a Raise

BY FRANCIS GROVER HARRISON.

ONCE there was a clerk who wanted a Raise.

Not that the Species is Rare, but it has Unlimited possibilities.

Very Often, Late at Night, when he came home all tired out from Playing Billiards he could not sleep for thinking of how to get a Bigger Pay Envelope.

Somewhere he had read that to him that waits all Things come.—

But if this Raise was on Its Way, it must have been Lost in Transit, for not even a Bill of Lading showed up.

So one Bright Day, he threw over the Crank, set the Motor working and got his Courage up to the point of asking for it.

Full of Bright Shining Hope he entered the Firm's Office. With Hope congealed into a Solid Mass of Ice he made his Exit.

To be Brutally Frank, there was Nothing Doing.

Of course, the Firm was unappreciative. They always are. But he would give them Something to be unappreciative of.

From that Date, there would be no more working his Head off, even though in its present condition that would have been an Easy Accomplishment.

So he sulked behind the Counter and did only what he was paid for. In fact he not only scraped the top of the Measure even, he shaved off a Bit More.

And then one morning as he listened to the Alarm Clock ringing for the Third Time, he had another Brilliant Idea.

The Way to get that Raise was to get in "Solid," he would do the Tammany Stunt and play a little Politics.

So he began making Friends with those who were Next. Private Secretaries to the Big Bosses were his Particular Meat.

Day after day he lunched with them, and blithely paid the Bills for the Games of Pool he tossed their Way.

Not only was This the Life; it was the Highroad to Success.

But strange to say somebody had strewn Broken Glass along the Highroad, and his Hot-Air Tires blew up with a Dull Moaning Thud.

Not only did the Private Secretaries fail to see any Connection between Playing Pool and using their Influence in his Favor; Influence itself was mostly not.

So one day he casually strolled into the Firm's Office and tried Method Number Three. He incidentally mentioned a Certain Mysterious Offer from a Firm out West at a Bigger Salary.

But of course, he would rather stay, provided the Salary matter was fixed up.

It was the Old, Old Gag, only he didn't know that Big Business had quit being held up in this Way about the time Dewey captured Manila.

And when they called his Bluff, he simply had to string along for want of a better Job to go to.

But he had still another Card up his sleeve.

He took to himself a Wife.

Ah, that was the Panacea. They could not fail to Come Across when they considered the High-Cost of Married Life and the Pitiful Pittance he was getting.

Unfortunately, they were as Blind to Cupid as they were to Real Ability, and the Raise still refused to be Shooed from its Hiding Place.

So he and Wife had to Jog along on the same old Salary.

Now, if Johnny had put all the Energy into his work, that he did into thinking up Schemes, he would have had the Raise long, long before.

But it happened that Necessity was not only the Mother of Invention, she was the Step-Mother to Advancement.

So Johnny began to try the Only Course left open, Hard Work.

Of course you've guessed the Moral. He did a little More than he was paid for and Got Away with it.

Wrong Again! He began doing just what he was paid for Doing. But he did it so Darned Well that the Firm began to take notice.

And in a couple of Years Johnny and Mrs. Johnny moved into a Better Flat where John could get to Work Earlier, for it just did seem that the Days weren't long enough.

MORAL: Most Minds can think of but One Thing at a Time. Those that are filled with Self-Pity haven't much Room left for Concentrated Endeavor.



This "Demonstration Sale" was a plan of the Collingwood merchants to beat out a transient trader who was pretending a run of cheap prices. The trader whose tax-paying and other citizen's duties were in the same weak position of all itinerant vendors, was soon forced to leave town at the "bargain" rivalry of the old-established stores. Note novel decoration of men's store of C. C. Begg, "Heart to Heart Talks" on one side, and "We Shield You From High Prices," on the other.

Hasten the Tent-folding of Cheap-Sale Arab

Collingwood Merchants Put on "Demonstration" Sale of Real Values for Ten Days and Thus Drove Itinerant Out of Town—Three Autos Covered District With Circulars.

By a Staff Correspondent

COLLINGWOOD, June 15.—Meeting a cheap-sale, short-term merchant at his own game—that is, to the extent of price competition—and offering staple lines instead of bargain stocks secured for the occasion, were the tactics employed by the aggressive business men of Collingwood when one of these business adventurers came to the town a short time ago and started in the usual programme. A big ten-day sale was launched in the leading stores of the town, and The Review is informed by officers of the Retail Merchants' Association that the result was all that could have been expected, and "the sale of the cheap goods man was knocked as flat as a pancake by the competition of regular goods sold at bargain prices."

Collingwood merchants took the method of hoisting the opposition on his own petard, not so much because of the competition offered, but as a matter of principle, and for the good of business in general. As a usual thing, the cheap sale man works a town only a short time, for as soon as the people get wise to the game and begin to appreciate that they are getting cheap prices only and not by any means bargains, they return to the regular stores where satisfaction is guaranteed, while the erstwhile, alleged public benefactor, like the Arab, folds his tent in the night and steals away. However, in this instance the idea was to hasten the tent-folding feature, and the merchants have the opinion that the course taken in killing off the first of the sales will have the desired effect—certainly so far as the first sale was concerned the merchants say it was

a pretty dead affair for the newcomer, and was followed by a period of marked inactivity in his vicinity.

A Co-operative Campaign.

Collingwood merchants conducted their big demonstration sale for ten days. It was organized through the Retail Merchants' Association, and eight of the leading firms of the town entered into the scheme. Advertising the big event was left almost entirely to circulars, and each one of the firms issued a printed announcement, together with certain lines, in which prices were cut so as to make the bargains especially attractive.

Circulars Spread by Autos.

The distribution of these circulars and posters was arranged co-operatively. Three automobiles were used, and each store supplied the services of a man. For three days the distribution continued, and in that period every house in Collingwood and practically every home within a radius of fifteen miles was visited.

That the merchants were right to the point of the matter will be noted from the announcement issued by C. C. Begg, a reproduction of which appears in connection with this article, and from the big front which was put up for the event, as shown in the cut. From the announcement we quote:

No Circus Advertisers.

"We will demonstrate to the people our facilities for bargain giving. Big buying is the power for right selling; we buy in large quantities for four large stores. We buy for cash; no quantity

is too large when price is right. We don't buy old-fashioned goods, that are dear at any price, nor do we advertise bankrupt stocks that never existed. We go direct to the manufacturers and buy salable goods that the people want at the lowest possible price. We buy goods we can guarantee; our guarantee is your money back if not satisfied. The sale will be conducted by our own staff. We cannot afford to import sales companies and pay then 10 per cent. commission on all goods sold. Besides it is not necessary. Our goods do not require smooth talkers or circus advertisers to sell them."

Also note the lettering on the shield and heart design: "We shield you from high prices" and "Heart-to-heart talk about quality."

Ignored in Meaford.

Meaford, too, has had an experience with a cheap sale specialist, but recently he quietly disposed of his store there and disappeared to some distant pasture—it would not have to be a very green pasture to be a tempting one under the circumstances, say the merchants of Meaford.

In Meaford the attitude of the merchants in general was to pay no attention to the cut-throat campaign. They came to the conclusion that the best method was to ignore such competition. They say that the result was that the people soon came to appreciate that they were paying good money for goods that were not good, and that a bargain sometimes is not a bargain at any price. In any event, the sale specialist did not thrive long.

The Established Business Policy of a Big Firm

Too Many of Us Get on the Car of Business Without Having Any "Getting Off" Place in Mind—The Four Stones and Capstone of an Established Business Policy.

By Ben F. Corday.

IF YOU were to board a street car and say to the conductor that you wanted to get off at Twenty-third street, I suppose he would ring the bell at that street and you would get off.

But, don't too many of us get on the car of business without having any "getting off" place in mind, and after riding to the end of the line, we sometimes pay another fare to ride back again, and so we keep on going and going, making circles, so to speak, and finally, arriving at no place in particular, we "get off," sometimes by invitation and other times because our fare runs out.

Let's stop chasing the rainbow and come down to earth, applying common sense methods that will not only help us out, but our competitors as well. Let's be more generous to our competitors. Don't always accuse the other fellow—maybe we are to blame for some of the inconsistencies as much as he. Put the shoe on the other foot occasionally.

Here I am reminded of one of Mark Twain's stories.

Some years ago the famous humorist asked a neighbor if he might read a set of his books. The neighbor replied ungraciously that he was welcome to read them in his library, but he had a rule never to let a book leave the house. Some weeks later the same neighbor sent over for the loan of his lawn mower.

"I shall be very glad to loan you my lawn mower," said Mark Twain, "but since I make it a rule never to let it leave my lawn, you will be obliged to use it there."

This type of man is gradually becoming extinct. I believe we are learning to give as well as to take, and that the future holds much in store for us, if we will learn to give first.

I wonder how many of you have an established business policy—have a clearly defined idea of how your business should be conducted. Let me read you our established policy. A copy of this policy is signed by each individual member of the entire organization and filed away in our safe, but each member has a copy and is thoroughly familiar with this policy, both in letter and in spirit.

"We, the employees, officers and directors of the The Corday & Gross Company, recognizing that Justice is the

greatest good and Injustice the greatest evil, do hereby lay and subscribe to, as the first stone of our policy, the greatest of all good.

Justice.

"The fullest meaning of this word shall be the basis of all our business and personal dealings—between ourselves as individuals, between our Company and those of whom we buy, and between our Company and those to whom we sell, as well as to our competitors.

"Justice shall be the first stone upon which we agree and determine to construct broader character as individuals and broader commerce as an institution. We realize that merit must be recognized whether in ability, or merchandise. With this certainty, we cheerfully, hopefully and courageously press forward to certain and unqualified success.

Co-operation.

"To accomplish the greatest possible results as individuals, and as an institution, we find Co-operation a necessity.

"We recognize that business without Co-operation is like sound without harmony. Therefore, we determine and agree to pull together and to freely offer and work with the spirit of that principle, Co-operation.

"So we shall grow in character and ability and develop individual and commercial supremacy.

"Difference of opinion shall be freely and fearlessly expressed, but we shall at all times stand ready to Co-operate with and heartily support the final judgment in all matters."

The third stone is

Economy.

"As each moment is a full unit in each hour and each hour is a full unit in each day, so each well-spent unit of thought and well-spent unit of action makes for each victory, and the final success.

"Life is like a bag in which, each moment, we place a unit of value or of rubbish, and our present and future happiness depends upon the contents or that bag.

"Recognizing that Economy is time, material and energy well spent, we determine to make the best use of them and so shall time, material and energy become our servants while we become the masters of our destiny."

The fourth stone is

Energy.

"As Energy is the power back of action, and action is necessary to produce results, we determine to energize our minds and hands, concentrating all our powers upon the most important work before us.

"Thus intensifying our mental and physical activity, we shall 'make two grow where one was,' well knowing that our individual and commercial crop of results will yield in just proportion to our productive and persistent activity.

"This power of Energy directed exclusively toward sound and vigorous construction leaves no room for destruction and reduces all forms of resistance."

The capstone of our Policy is

Service.

"We believe that the only sound and sure construction of success as an individual or an institution, depends upon the quality and quantity of Service rendered.

"We neither anticipate nor hope to be unusually favored by fortune, but we are thoroughly persuaded that fortune favors the performer of worthy deeds of unusual Service and we, therefore, determine that our days and our years be occupied with such performances.

"Quality shall always be the first element of our Service and quantity shall ever be the second consideration.

"Thus shall we establish not only the reputation but the character of serving best and serving most.

"Therefore, by serving admirably, we shall deserve and receive proportionately."



A BUSINESS CHANGE.

F. C. Tate, Ingersoll, Ont., for several years manager of Malone's store in Tillsonburg, has taken charge of T. Waterhouse & Co., Ingersoll.



CLOSING ALL DAY SATURDAY.

The Duffy-Powers Co., of Rochester, N.Y., will follow again the unusual policy inaugurated last year of remaining closed all day Saturday during July and August. The store will remain open on Friday evenings.

The Call of the Card to the Public

Strong Influence Behind Artistic Taste Blended With Forceible Talk—Like Personal Cards, They Serve as an Introduction—Samples of Work Along Original Lines.

Written for The Review by Will Surman.

THERE are very few business men who would be willing to say that the day for the show-card has not yet come. I have known some, but their actions have contradicted their words, for in some way or other the very principle behind the word show-card has found expression in some form or other in their own every-day life.

For instance, I know a man who denies the power of the show-card as a force in the advertising world for his goods, yet his own personal show-card is being constantly produced in the form of his pocket cards, containing his name-plate and profession, and I have also noticed a name-plate on his door.

If only as an introductory force, the show-card is worth the time and expense and space it takes up, but if it adds tone and if the very selling force of the display can be made to depend on the card itself, how much more its value is increased; yet this is being done every day and every hour of the day.

There has been so much written about show-cards that it is practically impossible to say anything new, and this short article is but the re-expression of something the reader must have seen scores of times. I believe that a card is as necessary for a display as a man's own name is for the man himself, but the display must attract and hold the attention and not the card alone.

If there is influence behind the misspelt, mis-shapen and badly-written cards one so often sees, what an added influence there must be behind those cards in which artistic taste is blended with forceible talk, and the latter is within the reach of everyone.

Every magazine, every paper, every catalogue is full of ideas that readily lend themselves for simple expression. For the cards that illustrate this article

I do not claim any especial brilliance. They are original, and I do know from experience that they have all helped not only to add tone to the display, but also to really sell goods and to bring merit to the store.

The card with the "little niggers" is stenciled, and is one of a series used with great effect during our January white sale. The others are examples of cut-outs treated simply with brush and pen. I believe that in show-cards as in all other things the business world is marching forward, and there is an ever-expanding field of opportunity for the fellow who is willing to make a start, and then to "stick to it" and "live and learn."



SELLING, RENTS AND TURNOVERS.

(Continued from Page 84.)

more than two. These inventories are taken at low stock periods, and, therefore, probably do not represent a real average stock, but rather an under figure, and, therefore, the real number of stock-turns is without much doubt somewhat less.

Sales of Clerks.

The averages of sales run from \$5,000 per sales person per year to \$16,500, centering around \$10,000, but one going as high as \$30,000. The \$10,500 sales were found in great business thoroughfares—Broadway, New York; Chestnut Street, Philadelphia, and State Street, Chicago. Sellers of mens shoes average higher than those of women's. Percentages of cose range from 5 to 10.3, with 8 as an average and 7 considered as attainable.

In future issue The Review will keep its readers informed of the progress of the investigation.

DOLLAR DAY FROM THE DRESSING TENT.

(Continued from Page 83.)

"The Dollar Day merchants whose names are printed on this bill will offer at reduced prices wearing apparel of all kinds, boots and shoes, groceries, drugs, household articles, hardware, jewelry, dry goods, fancy goods, confectionery, electric fixtures, stationary, sporting goods, furniture, musical instruments; in fact, something of everything for one dollar."

Placarding Windows.

The stores which are taking part in the sale are placarded with posters two weeks before the sale, and special windows displays are most effective. Shortly before the day of the sale additional posters are added of a different color, merely announcing "Dollar Day Bargains." Slides in the picture shows are also found to be an effective means of advertising, especially in towns where there are only weekly papers, and it is thus fore difficult to keep the matter before the public.

Some Novelty Effects.

An effective window was seen in the clothing department of the Playfair-Preston Company, where dollar bills were suspended from the top on strings, and when an electric fan was turned on the result was startling—who will resist the temptation of looking at a whirling cloud of dollar bills.

In another window the announcement was seen: "We are not displaying our \$\$\$; we haven't many to display; but we are displaying values that defy competition."

Another effective window may be worked out with paper, the word "prices" appearing under a hammer marked "Dollar Day," with the words "Driving down prices."

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BERESFORD

THE LATEST ADDITION TO THE SUCCESS RANGE

New Season's style for Summer wear — rather larger tie space, specially suitable for the large tie effect which is the accepted style for men. Made in 2, 2¼.

Ask your wholesaler for this new Success shape—
Made to retail at 2 for 25 cents.

The Canadian Converters Co. Limited
Montreal

*The
Windless
Three-in-One
Cooper Cap*



what the Cooper Cap is doing
for others---and can do for you

What does the Cooper "Three-in-one"—the cap that automatically adjusts itself to three distinct sizes—mean to **you**? To hundreds of other merchants who have stocked the "Windless" it has meant the cutting down of their hat stock by two-thirds: it has meant doing the same amount of business on one-third the capital, and it has permitted them to use the space formerly utilized by the cap stock for other merchandise.

And the numerous selling points that you can use when showing your cus-

tomers a "Windless" will mean a sale. Show him how this cap fits the head in such a way that the "stormiest breezes that blow" will fail to dislodge it from the head. It makes a splendid cap for motorists—a good trade to develop.

Then again, every three-in-one cap is guaranteed to give the greatest amount of service or will be replaced if defective.

Cooper Cap can be depended upon to be absolutely correct in style.

THE COOPER CAP COMPANY
260 Spadina Ave. **TORONTO**

MEN'S WEAR REVIEW.



Men's Clothing Department, Hudson's Bay Store in Calgary

JULY, 1914

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

IT WILL PAY YOU
TO SELL
AND RECOMMEND

FLEET FOOT

SHOES

for every sport and
recreation.

Canadian Consolidated Rubber Co.,
Limited

Montreal, P. Q.

28 Branches Throughout Canada

Penmans Balbriggans

Are Foremost In Demand

THIS is the season of the year when light knit fabrics are so much in demand.

Penmans

BALBRIGGANS

are built along the lines which will appeal most strongly to your discriminating trade. Made in:—

Two-thread Egyptian lines—Nos. 46 and 8.

Mesh Stitches—Nos. 206 and 207.

Perus Knit—Nos. 13 and 16.

Two-thread Combed Egyptian—Nos. 19 and 47.

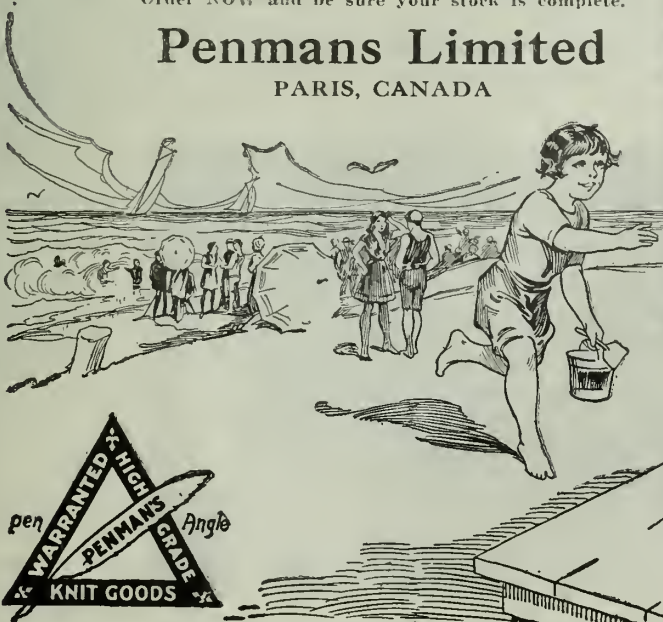
Also many other fabrics—in Two-Piece and Union Suits, Short Sleeve, Knee Length and Athletic.

SPECIAL NOTE All Union Suits have the Patent Cooper & Johnston Closed Crotch Feature.

Order NOW and be sure your stock is complete.

Penmans Limited

PARIS, CANADA



MEN'S WEAR REVIEW.

JULY, 1914

How Clown, Dog and Two Rabbits Sell Hats

Novel Method of Publicity in Bill Boards of Tom Campbell Store in Calgary—Gentle Hint to Finder of Stray Hat—Stock Numbers of Hats and Prices Entered on Register—Vancouver Men in Enterprising Business.

By a Staff Correspondent.

CALGARY, July 11.—(Special).—Visitors to Calgary must have admired the enterprise of Tom Campbell in encircling the city with posters, individual and unique, to advertise his hat store. He has used posters for two years, and always the same ad—a clown, a dog with hat in its mouth and two rabbits. He declares this to be the best publicity, because his customers refer to them. There is better evidence: his business has increased at a greater rate since he commenced using posters. He does not confine his advertising to the boards, however. At certain periods he gives away pennants of various cities and provinces to purchasers, and the pennants are made by the firm themselves. He also advertises in the newspapers.

"Say! You Mutt!"

The cash register in the store is somewhat of a novelty, and Tom Campbell claims that it is the only one of its kind in Canada. It is arranged so as to supply the customers with a receipt, bearing the stock number of the hat purchased, the clerk's initials, with an advertisement on the back for the firm, and the words:

Say! You mutt!
This ain't your
hat; it belongs
to

It is intended that the purchaser place this inside his hat, so

that if ever it is taken by mistake, the proper owner will be known.

Can Buy Another Like It.

There is another virtue in this receipt. Lots of men are so hard to please with hats, when they get one to suit they often desire to have it duplicated. The number of the hat being in the receipt makes this possible.

The number of every hat sold is also recorded on a slip inside the register. At the end of each day this slip is taken to the office, and the bookkeeper enters the stock numbers of the hats sold, together with their prices, on sales sheets. Then by taking the cost of each hat from the stock book, the proprietor can determine what profit has been made each day.

Came From Vancouver.

It is interesting to know how an exclusive hat store was begun in Calgary. Three young men—Colquhoun, Ostrosser and Campbell—were operating a hat

store in Vancouver. They conceived the idea of opening a branch at Calgary under the name of the Tom Campbell Co., Ltd. Within six weeks of this, the store was open and doing business. At that time it was difficult to secure a lease, but the office of the Merchants Trust and Guarantee Co. being offered to them, opposite the old Hudson's Bay store on Eighth Avenue, they rented it and put in suitable fixtures and a modern front. A stock of men's hats and caps was ordered by wire, and business begun. The novelty appealed to the people, and together with the fact that a good many people would rather choose from a store full of hats than from one devoted to several lines, it became a success.

The stock is valued at \$25,000, and is contributed to by the leading hat manufacturers of the world. Hat values range from \$2 to \$20. Over 100 dozen caps are shown in cases, being displayed the same as the hats, on brass rods.

Access to All the Hats.

The hat cases are built in such a manner that a customer can choose at his leisure. Sliding doors have been abolished, giving the customer access to the inside.

The store is equipped with duplex mirrors, allowing the back of the head to be seen.

The display windows are ten feet square, and



Type of Tom Campbell's signs. Note clown, dog with hat and two rabbits that appear on all of them.

Front of Exclusive Hat Store in Calgary



This shows the store front of Tom Campbell's exclusive hat store. Note on the right-hand side every hat has its price ticket. A feature of the window is the display of pennants of Eastern Canada, for visitors and those who cannot take advantage of "Old Boys' Weeks."

are always trimmed in good taste, as will be seen by the accompanying pictures. Like many other hatters, Tom Campbell carries imported ladies' Panamas, which are trimmed and blocked by themselves. They have done excellent business in this line.

Owns Some Bulldogs.

Mr. Campbell is a member of the Board of Trade, of the Commercial Club, and takes an interest in the work of the Calgary Ad Club. He has been in the gents' furnishing business practically all his life, securing his early experience with two large Eastern firms. He is a well-known fancier of bulldogs, owning several prize winners.

Messrs. Colquhoun and Ostrosser continue to manage the Vancouver store, though they spend half the year alternately assisting at the Calgary branch, in which they have an interest.

**SAY! YOU MUTT
THIS AIN'T YOUR HAT; IT
BELONGS TO
NAME
TOM CAMPBELL, THE
HATTER,
105 Eighth Ave. W., Calgary.**

A HOODED FINGER.

An improvement in gloves is being introduced by a Canadian house, which has secured the patent rights for a new hood idea. This new finger will be introduced into the guaranteed lines. This firm has found that the chief trouble they have found with their gloves has been in the ripping of the stitching at the ends of the fingers, where there is little protection. The new hood is stitched into the end of the finger below and is then turned back over the end,

and is considered by the firm using it as a great improvement.



Max Tailoring Co., Saskatoon, are opening a branch in Kerrobert.

Bernard Kortosk, Montreal, who spent 50 years in the fur business there, died in June at the age of 74.

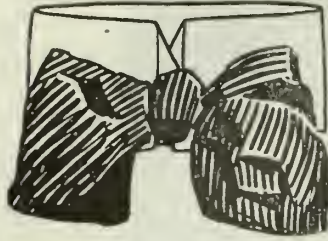
Daze & Co., Arnprior, have bought the clothing business of H. R. Pollock, Ltd. Messrs. A. Bremmer & Co. will run the tailoring department of Pollock's.

Albert Dale, Toronto, who opposed Thomas Hook in Southeast Toronto in the Liberal interest, is a partner in the firm of Robinson & Dale, wholesale dry goods merchants, and also a partner in the Dale Furniture Co.

T. L. Hamilton, Pembroke, Ont., formerly manager of the Pembroke Clothing Co., has been appointed manager of Mendel's new clothing and men's furnishing store.

Odd Twists and Fancies in Men's Fashions

HERE IS SHOWN one of the bow tie models which is very popular this season, the tendency being for large shapes in all kinds of neckwear. Note too the small wings on the collar.



THE WIDE LAPEL on both sack coats and on overcoats is being favored by some of the manufacturers. In fact some of the overcoat models show the lapel in triangular shape—just about as broad as the length.

THERE IS NOW AN OVERCOAT model being put on the market in which the balmacaan model and the convertible principle are combined, the bid for popularity being made on the ground that the Prussian collar of the balmacaan is not satisfactory for all occasions when such a coat may be worn.

ONE OF THE NEWER THINGS IN SHIRTINGS being shown by furnishers who do a custom trade is a Norfolk model. The strap effect is produced by heavy pleats and the garment is a very attractive one for the Summer trade.

COMPARED WITH SOME of the novelties in the hat trade this season the sennit is almost a smooth material. There appears to be no limit to the extremity of roughness in effect which finds popularity.

SHIRT THAT IS BEING SHOWN IN PARIS. The collar is entirely new and presents some attractive features for outdoor wear. The garment is known as the



“American” shirt, although it has been originated on the other side of the water evidently.

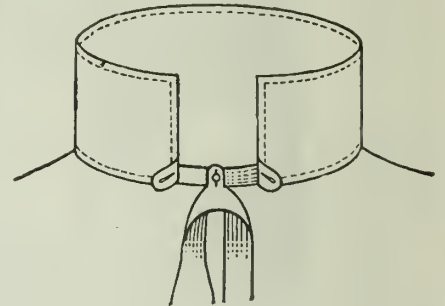
A NEW SUMMER COLLAR importation is the Pall Mall which is made similar to the curved corner model but has the appearance of being squeezed down in front with the result that the vent is much wider and the curve more pronounced.

A U.S. HOSIERY house reports that there is a big demand for light shades in both the gauze silk and pure silk lines for men and women. White, pearl gray, mode and the new Palm Beach shades are very popular.

DURING THE RECENT visit of King George to Paris neckwear manufacturers took advantage of the opportunity to get out a novelty. This was a four-in-hand with a shield in the center of the scarf end, coming just under the knot, which bore the design and colorings of the Union Jack.

A NEW STYLE OF DRESS TIE is shown by Horn, of New York, as here illustrated.

The novel feature is the attachment which fits over the end of the collar button and under the collar and holds the tie in position, thus getting over one of the difficulties of keeping the dress tie in its place.



THE LATEST IN DRESS HATS show an even stronger tendency towards the tapering crowns and there are some extreme models which appear as almost direct copies of the head coverings which are associated in the popular mind with Irish melodrama.

WITH THE OUTING shirts for the hot days a novelty is being introduced in fancy pearl buttons which can be detached when the garment is sent to the laundry. The buttons are on a narrow tape and instead of being sewn to the material they go through button holes, the shirt front being made with two rows of these holes.

HERE IS SHOWN a fancy soft cuff on a silk shirt which was worn with a morning coat and seen in London. It indicates that the demand for hot weather comfort is overcoming some more of the conventions in dress.—From Men's Wear, New York.



IT IS NO LONGER a joke to speak about putting on Summer garters; garters for the hot weather are being made by several manufacturers. There are two styles which have been advertised, one with the band material narrower than formerly, while another is made of mesh and is supposed to relieve the hot feeling around the leg.

ONE OF THE LATEST novelties in neckwear introduces a butterfly design in a big range of color combinations.

Special Fixtures in a Montreal Men's Store

Brass Rod Along Front of Wardrobes for Displaying Suits — Stock Boxes of Uniform Color—Case for Gloves Giving Good Chance for Display—Only Two Sales a Year.

By a Staff Correspondent.

MONTREAL, July 13—(Special).—The new men's furnishings and clothing store at 482 St. Catherine street, west, Montreal, which was opened a couple of months ago by B. H. Swift & Co., has a number of features which mark it as out-of-the-ordinary. One of these is the lighting arrangement, by which a soft and mellow glow is diffused over the store. The store is long and narrow, the front getting daylight from two large show windows and the rear being taken care of by a large skylight. While this light is sufficient on a very bright day, it is necessary to have artificial light for the dark, dull days as well as at night, and this is supplied by a number of ceiling fixtures which throw the light upward against the white ceiling, from whence it is reflected downward. The lighting effect is the nearest to real daylight that Mr. Swift was able to find. He got the idea from Altman's of New York, where it was very highly recommended, and he considers it an important feature, inasmuch as it enables his customers to see the exact shade of the cloth.

Special Wardrobe System.

Another feature of interest is the wardrobe system for handling suits and overcoats. These wardrobes occupy 52 feet of space along both sides of the store and were made specially to order. They are about 5 feet in height, with glass paneled tops to admit light, and are open at both sides with three-foot passages between. The two end sections are 2½ feet in width and the center sections are 4 feet wide. The garments are placed on hangers and suspended from a heavy brass rod, two rows in a section. Along the front of each section is a horizontal brass rod from which suits may be suspended for display purposes, or hung up temporarily when being shown to a customer. This is considered a much better plan than to throw the garments down on a table where they get mused up and disordered.

In showing suits it is customary for the salesman to ascertain from the would-be buyer the style and shade preferred. With this idea to work on, he can then select a few suits which he considers likely to please, or if desired the customer can step inside the wardrobe and point out from the array any gar-

ment he would like to examine more closely. This is then taken out, and it is in the process of trying on a coat or in looking over several different models that the rods along the front of the wardrobes come in handy.

There are fitting rooms at the rear where the entire suit may be tried on.

The tops of the wardrobes are utilized for show purposes and attractive trims, which are changed frequently adorn them.

22 Feet by 102.

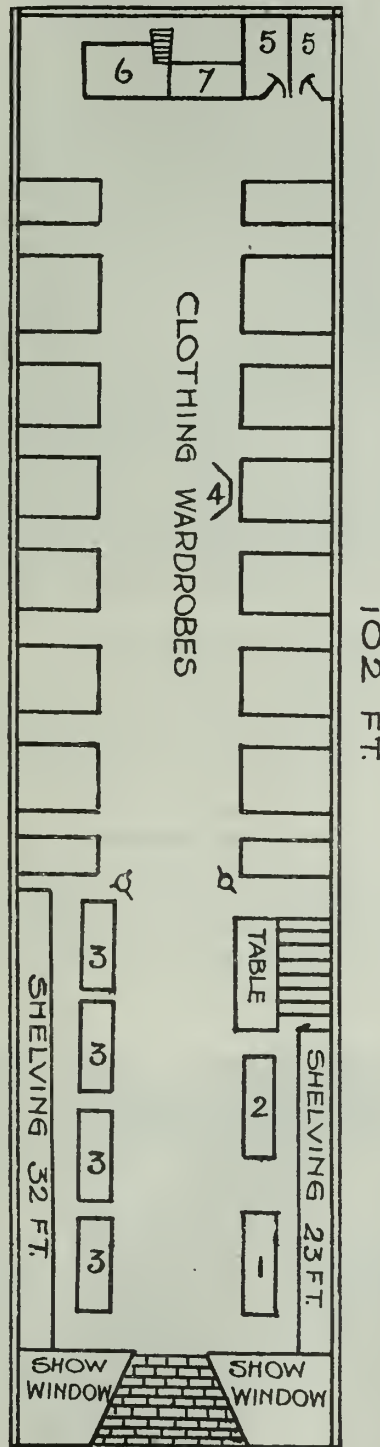
The store is rather out-of-the-ordinary in dimensions. It is about 22 feet in width, but extends back about 102 feet. The rear portion is lighted by a large skylight, as previously mentioned, so that all portions are equally bright. The front of the store is laid out with shelving on either side for the stock of furnishings.

The stock boxes are uniform in color, and shirts, collars, underwears, etc., are kept therein free from dust. Silent salesman counter cases are used for displaying shirts, ties and haberdashery in general, and there is a specially designed case for gloves. This case measures 26 inches across the top, is eight feet long and the upper-glass portion is 10½ inches deep. It overhangs the base seven inches. The base is used for stock and the top for display. Attractive trims are arranged along the top of the shelving and small counter fixtures for ties, belts, collars, etc., are used on the counters. Several forms are utilized for showing raincoats and overcoats.

A cash carrier system has been installed, stations being located on either side of the store and the cash desk at the rear. A reserve stock is kept in the basement.

Only Two Sales a Year.

Mr. Swift has had considerable experience in the clothing business and was for four years clothing buyer for Goodwin's Ltd., of Montreal, leaving there to open up the present store. He is a firm believer in advertising and uses generous space in the local papers. He is counting on getting and holding business through giving prompt and satisfactory service, and by buying often and turning stock over quickly while it is new and fashionable. He is opposed to sales except twice a year, Spring and Fall, to clear out slow-selling lines.



22 FT.

PLAN OF STORE.

1, Show case, furnishings; 2, show case, gloves; 3, show cases, shirts, haberdashery; 4, triplicate mirror; 5, fitting rooms; 6, cash desk; 7, proprietor's desk.

How Big Western Store Displays its Goods

Devices That Have Been Adopted in Hudson's Bay Co.'s Department in Calgary—Special Arrangement of Clothing by Patterns—Low Hat Cases Easily Reached—Show Cases Packed With Shirts.

By a Staff Correspondent.

CALGARY, July 11.—(Special).—It has been discovered that men will not trade at a department store where it is necessary for them to go beyond the ground floor. Women are different, and for that reason the ladies' ready-to-wear department can safely be located above. When the Hudson's Bay Co. planned their store, they decided to devote a good portion of the ground floor to men's clothing and furnishings, as near to the main entrance as possible. So important was this matter considered that it was under discussion for a long period.

None of the photographs gives a clear idea of the methods for displaying high-class clothing. These are carried in solid mahogany wardrobes, the glass doors of which slide inside on runners, allowing the racks to be pulled bodily from the wardrobe. These are two-high; i.e., they carry two lines of suits at top and bottom of the rack, this making four lines of closely-packed clothing.

The wardrobes are lined up along the walls of the department, with a fitting-room between each, from which access is secured to the display windows. The doors to these fitting-rooms make excellent mirrors, and the pillars throughout are also mirrored.

Impression of a Large Selection.

A system is followed in the arrangement of clothing in wardrobes. In each

they are kept as near to one make and pattern as possible. Silk-lined goods are shown together; also new patterns, grey tweeds and checks, browns, hairline stripes, grey worsteds, blacks and blues, Norfolks, and so on. The effect of four rows of grey checks or browns is to give the customer an impression of a large selection, which would not be achieved if the suits were not sorted. It also means uniformity and good appearance.

By examination of the views, the reader will be able to see for himself the type of revolving rack in use. Here are shown three smaller wardrobes, with glass roofs, these being only one-high, with two rows of suits. Through the glass roof one can plainly distinguish the spindle around which the clothing revolves. This, as explained before, can be pulled completely outside the glass case.

Cheaper clothing is handled on mahogany tables, equipped with drawers for carrying odd trousers, vests, and other pieces that would look unsightly above. On the tables men's suits are carried ranging in price from \$12 to \$50.

Boys' and Children's.

The boys' and children's section is located separately. The better grade of goods, ranging in price from \$12.50 to \$18, are carried in smaller glass ward-

robes on revolving racks, similar to these just described. Cheaper lines are shown on tables, the drawers beneath being utilized for holding knickers and other lines of merchandise.

Different models of new suits are displayed on the glass roofs of the wardrobes, a finishing touch being given by artificial palms and flowers.

Passing mention should be made of an excellent display of boys' clothing, in silent salesmen, situated on the main aisle. At the time of the writer's visit to Calgary, black and white checks were on view, with hats and caps to match. These were shown on various models, both in and on the cases, which were illuminated.

If the reader will refer to Fig. 3, he will catch a glimpse on the left of the men's hat section. The case shown is seen from the rear, but it will be noticed that the hats are ticketed from this side, and can be reached. This is to enable a salesman in the clothing department to effect a hat sale without having to direct his customer around the case to the hat section.

The hat case is low, much lower than in the average men's furnishing store, about 35 feet long, has sliding doors, and the hats are carried in two rows on brass rods. The drawers beneath are filled with caps. The silent salesmen are kept constantly trimmed with latest



No. 1. Men's furnishings. Note excellent display arrangements for ties, pyjamas, etc., with underwear in shelves to the left.



No. 2. Shirt and collar section. Cases closely packed with shirts in wire racks, arranged according to quality and sizes.

styles. The hat tables between are equipped with machines for punching initials.

Boys' Furnishings.

On the other side of this aisle is the boys' furnishing department, pyjamas, shirts, belts, etc., being carried in silent salesmen. Boys' hats and caps are also stocked here, and are in charge of a very efficient saleswoman.

To the left of this aisle is the men's shirt and collar section. Show cases are densely packed with shirts contained in wire racks. Each case has its own quality of goods, and each rack its size, so that selection is simplicity itself. Some criticism may be leveled at the number of shirts displayed, but it will

be seen that if all these shirts were carried in boxes, a much bigger department would be required. Then, again, the whole of the stock is displayed, which means larger sales. It will be noticed that soft cuff shirts, silks and taffetas are shown in cases behind the counter, with glass sliding doors. Better class shirts, ranging in price from \$2.50 to \$8, are usually displayed on tables, in individual boxes, which are closed every night. Collars are stocked in a fixture adjacent to the shirt department.

Men's Underwear

Proceeding to the left, beneath the mezzanine floor, is the men's underwear section, where are also carried pyjamas.

coat sweaters, and working shirts. The underwear is stocked in open fixtures, and is displayed freely on the polished surface of the mahogany counter.

Men's Furnishings.

The reader need only glance at Fig. 1 to see the location of the men's furnishing department. In the rear is the underwear section just described, and the show case on the extreme left of the picture faces the men's shirt section, so that a customer who has purchased a shirt has only to turn around to secure neckwear to match.

The method of carrying neckwear is one of the neatest the writer has seen. The fixtures, with their glass fronts, are
(Continued on page 60.)



No. 3. Showing type of one-tier wardrobe with glass top. Hat case on extreme left.

Tell the Customer About the New Stuff

Great Variety of Furnishings and Novelties in Modern Men's Store Demands That Salesmen Should Study the Power of Suggestion—Make Use of the Positive Tone When Talking of the New Things—Where \$5,000 Came in.

Third of series on salesmanship by J. Willoughby.

A SUPPLIER of men's needs, who is in the front rank of haberdashers in Canada made the statement to me not long ago that there was in his store to-day five thousand dollars' worth of stock that was not required five years ago. This did not refer to the increased volume of business, but illustrated the point he was making, that there is nowadays such a variety of models and styles in clothing, in hats, in shirts, neckwear, etc., that in his store it meant that it took five thousand dollars more to keep the different lines and ranges stocked than it did five years ago.

Where the \$5,000 Comes In.

That five thousand dollars bears a direct relation to salesmanship, or perhaps it would be better to say a double relation. In the first place if a store increases its stock by five thousand dollars there must be a larger turnover—more goods sold—and in the second place if the different lines of goods for men have spread out to that extent, then there must be a greater field for the right kind of selling to supply the want of the individual. Here let me emphasize again the point made previously that there are no two tastes alike and that it is for the clerk to study the customer with the idea of finding out the characteristic features of that man's idea of what he should wear—it will be for him to decide whether the better course would be to coincide with those views or to make suggestions.

Selling to men a decade ago was an entirely different proposition from what it is to-day. There was a time when men could pretty nearly buy as well by mail as by entering a store personally; everybody wanted the same thing and for the average man there was nothing of individuality about his apparel. Manufacturers did not give much attention to catering to the individual taste and a man would probably be as well suited with a necktie purchased by his wife or his grandmother as one picked out by himself. But now all is different.

Individual Selection Necessary.

To-day, with the great variety and range which is to be seen in every article of apparel an individual selection is necessary. It is in assisting in making that selection that real salesmanship lies, whether it be for a suit of clothes or a pair of socks. The salesman should endeavor to sell the customer something which in his judgment will give satisfaction and will be in good taste, but great care and judgment must be used in the extent to which the patron is influenced. There are some men of positive disposition and ideas who will come into the store and demand a tie that will neither suit their complexion nor the clothing they may wear with it, and the best thing the clerk can do is to pass it over and say nothing, for the customer will probably never develop enough taste to know the difference. There are others who would welcome a suggestion as to a color shade. It all depends upon the man and it is here that a knowledge of human nature is necessary.

An Aversion to Red Neckwear.

I can still remember an experience of my own in connection with buying cravats which brought home to me

strongly the influence that an experienced clerk can have if he uses good judgment. When young I had a pet aversion to red neckwear and I was of such a dark complexion—and of course still am, only more so—that it was the one color best suited to me. One day a salesman whom I knew well personally, undertook to tell me something about what I should wear around my collar. Taking out a tie of dark red he seized the right moment to put it around my neck loosely and pushed the ends inside my coat. It was not a perfect effect but enough to get the idea, and since that day there have been few cravats that I have purchased in which red has not been the predominating shade. The same clerk could not have done the same thing with every customer who came into the store, but the general idea is one worth consideration.

Make Suggestions.

Making suggestions in the men's furnishings business to-day is a necessary duty of the salesman, that is, generally speaking. The average man who goes into a store looks to the salesman to help him in his selection. Of course he does not walk up to the counter and tell this to the clerk; it is something for the clerk to know, but something he should not let the customer know that he knows. A salesman can often make forceful suggestions in such a subtle manner that the patron will think they are his own.

The frequency with which styles change at the present time and the number of novelties which are being introduced for men to wear make it necessary that the salesman should pay considerable attention to the education of the customers of the store. The average man cannot devote the time which would be necessary to keep him in touch with what is being done by the manufacturers—if he did nowadays he would probably not have time enough left to attend to that daily occupation which means the money to make purchases. He is open to suggestion and will usually be found interested in the new things which are appearing. An up-to-date store must carry the new stuff. One man says it means five thousand dollars in his store and others will be in the same position. The way to sell the new stuff is to show it to the store's patrons.

The best way to bring novelties to the attention of the customer is to keep posted on what is doing in the fashion centers and be able to talk smoothly of what well-dressed men are wearing where men are well-dressed. It is not difficult to get this information if the trade journals are studied as they should be. Sometimes photographs taken from illustrated publications can be used to advantage on neat cards to show that a certain novelty is being worn by well-known men.

Following Up Window Suggestions.

The new things which are being shown should be put on display in the windows, but see that the display is an effective one or they had better not be shown at all. A patron of the store is almost certain to notice what is in the windows. He may or may not mention what he has seen but he is likely to have retained an impression. This is where the salesman can do good work. The window suggestion is often half a sale if it is properly followed up. Bring up the new stuff in a positive manner if you

(Continued on page 59.)

Large and Indefinite Patterns in Neckwear

Vague Designs and Rich Colorings Worked Out in Large Four-in-Hands for the Fall Neckwear Business—Under the Knot and Border Designs Still Making a Bid for Popularity—Some Basket Weaves.

THE neckwear situation, while covering almost everything that is possible or impossible in the way of color and design, is beginning to shape itself for the Fall and Winter business sufficiently to bring large, indefinite patterns, cut in large shapes, and with the colors toned down, to the top of the heap. These large patterns cover in themselves a very large range of color combinations, but they are usually in dark reds, greens, blues and browns and made of all silk satin goods which give some splendid shot effects. Some of the old staple colors will be found predominating, such as red and black, gold and black, etc., but the patterns are such that the toning down of the high colors is lost sight of in the general impression which is hardly one of quieter effects.

Under-the-Knot Effect.

In this country there is every indication that the under-the-knot effect is going to continue popular with and without borders. A Canadian manufacturer makes the statement that this style of tie will be strong for Fall and Winter although there is an attempt on the part of American manufacturers to put it out. His conclusion is that the latter cannot make the particular wave successfully, most of the materials being imported from England.

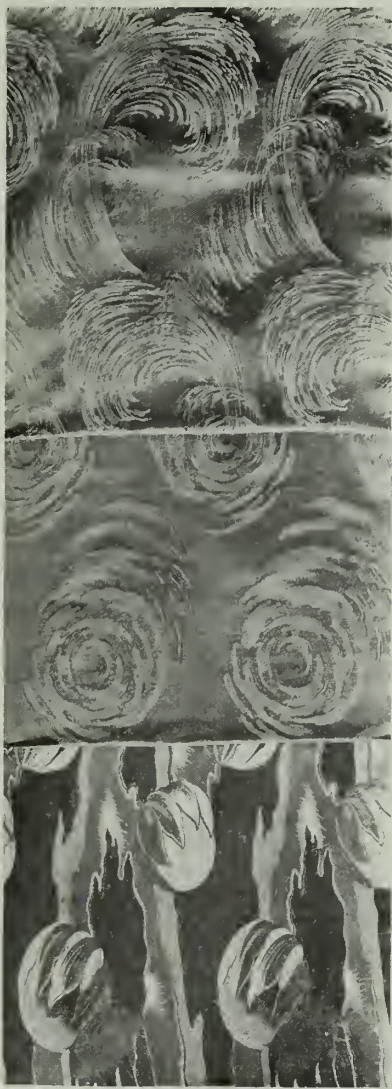
About the only thing that is being much shown in goods which might be said to have a definite or clear-cut pattern is the basket weave, and this is coming in a larger design which gives the impression of a much coarser material. The color contrasts are very emphatic in this style of goods which in this respect is altogether different from the new tendency.

Largest for the Money.

As to design, it is the large four-in-hand to the front. The "largest tie for the money" seems to be the idea of the trade, and when the large shapes are made with the very high class silk satins then there are bigger prices. The stylish man this Fall will pay more money for his neckwear than he has for some years. Not only is the knot large, but the scarf ends are being made larger and larger and on some of the new styles the amount of silk is increased by a number of folds.

The influence of the cubists and the other ultra-modern schools of art is be-

ing felt in connection with neckwear and there is no saying where this tendency may take the designers in their search for something new and novel.



Showing the newest tendency in neckwear, huge patterns in rich and fiery color combinations in rich, heavy satin-silk. Some of the effects are very beautiful, and the shades employed are darker than for several seasons. Shown by Wm. Milne.

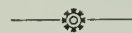
TELL THE CUSTOMER ABOUT THE NEW STUFF.

(Continued from page 58.)

think it is something in which the customer is likely to be interested. Don't ask him if he does not think that such and such an article is "nobby," or "effective;" tell him that it is nobby or

effective. Don't say that you think such and such a cravat would suit him; if you think so tell him that it would suit him.

Suggestion can be made responsible for a great many sales, but suggestions must be backed by judgment and judgment is largely the result of studying the customer.



Jobbers' Profits

Wholesalers Tell the Manufacturers at Philadelphia Convention About the Small Profits They Make—Working Close Together.

RELATIONS between knit goods, jobbers and manufacturers were discussed at the tenth annual convention of the National Association of Hosiery and Underwear Manufacturers of the United States, at Philadelphia, by President Smyth and Secretary Fernley of the National Wholesale Dry Goods Association. The latter made the statement that it cost the jobber 13 to 15 per cent. to take the manufacturer's goods to the retailer while the average net return was about 2 per cent. and the average turnover did not exceed 4 per cent. The return, therefore, was very small.

President Smyth dwelt upon the very friendly feeling existing between the members of the different organizations. The knit goods buyers, he said, realized that the interests of the manufacturers and the wholesalers were mutual, and that helpful aid had been given along the line or standardizing sizes. He laid particular emphasis upon the importance of the jobber in relation to the business generally.



1,000 MEN MAKING GARTERS.

There recently appeared in a popular United States weekly a full-page advertisement of men's garters, which goes to show to what extent business in small things can be developed. This ad stated that the firm using the space had developed in twenty-seven years from a business in one small room to a huge manufacturing plant, employing one thousand operatives. This is certainly an age of specialization in manufacturing.

Play Suits and Uniforms for the Boys

Now is the Season When the Little Man is Much at Play—Serviceable Clothing, and Not Much of it, is What is Wanted—Scout Idea Has Developed the “Grown-up” Idea in Play.

THIS is a good season to call attention to the lines of Summer clothing for the boy. The school bell will not be heard again for weeks and play has taken the place of study in the routine of the youth of the country. This will be a hard period upon the clothing of the rising generation and careful mothers are looking for something cheap and serviceable and of material suitable for the hot days and vigorous exercise.

The usual Summer uniform of the boy is simplicity itself; there is little more or less to it, from the standpoint of style, than the uniform of a hod carrier and considerably less as to extent. The Summer definition of a boy might be put down as something like:

“The male of the species of uncertain age, but usually between five and fifteen clad in a pair of kharki knee trousers upheld by means of a belt and a shirt of the same or some other equally serviceable color with the collar attached, a hat and a pair of running shoes; this to be mixed with health, good spirits and devilment in about equal quantities.”

Of course there are boys and boys, but this hits the average about in the middle. Exceptions there are as to the nature of the being and exceptions also as to the clothing. Sandals may be used for the feet instead of running shoes—with stockings optional—or the neither digits may be allowed full freedom to encounter stones, thistles and railroad cinders. The trousers or pants may be extended after the fashion of grown-ups, and overalls are sometimes worn, and there may be some differences in material but these things do not get away from the general idea. Light trousers of washable material and white shirtwaists make a nice combination for the little man but usually this will be found suitable for wear a little more formal than the regular daily escapades. For dressing him up there are tasteful suits of white serge or other light Summer material but for the usual boy the regular program is to be dressed up as seldom as possible, and the rough and ready apparel is the thing that will be in demand.

Developing Play Suit Business.

A feature of the boys' suit business for the Summer season which has been developing very rapidly of late years is

the supplying of play suits and uniforms. The uniform idea has been brought rapidly forward by the Boy Scout movement and the general interest which has been displayed by boys in the Scout work. There is a good branch of the business to be developed in selling scout uniforms, either official or otherwise.

However, the play spirit of make-believe, and imitating the grown-ups, has not stopped with the Scout movement.

AMONG THE AD MEN.

DURING the convention of Ad men in Toronto there were noticed:

A sailor straw made of material so coarse that the weaving took on the appearance of twisted rope. It had the heavy English crown.

A sack coat cut with only slight regard for the English tendency in clothing, with the back giving a square cut rather than slim effect. The front was held by one button and the roll came unusually far down.

A sailor straw, in which the droop effect was introduced in the brim. The brim dipped down all the way round like an inverted plate.

A form-fitting overcoat cut with close waist and ample skirt, which formed a sharp contrast to the Balmacaan and other loose models. It was of dark brown material.

The scout idea gives the play idea of some reason for scouting, and as it is more realistic to the boyish mind to sneak after redskins than after other scouts, there is a demand for Indian uniforms and feathers. There are other scouting uniforms which appeal more to the boyish mind than the regulation uniform, and there are cowboy suits which fit into the youthful idea of life on the prairies.

For Baseball Nines.

A good line to give attention to from the boy's trade standpoint is the baseball uniform. Canada is a close second to the United States for interest in the

great Summer pastime, and in the cities there is not a vacant corner lot which is not a home diamond for some juvenile nine. The spirit of the boy to do as his elders can be counted on here for orders for baseball uniforms, particularly if there is a boys' league organized as is usually the case. If one of the teams secures uniforms it may be taken for granted that the others are not going to be far behind.

A Single-piece Bathing Suit.

Boys' bathing suits too are a good selling line for Summer for wherever there is water which can boast of the proportions of a swimming hole, up to the ocean beaches, there will be found the boy on the hot days. One of the latest models which has been brought out for the boy is a combination one and two-piece garment; it is really a two-piece garment attached with the result that there is an overlapping skirt and the appearance of the usual two-piece suit.

At this season merchants might well give some attention to boys' clothing in their window display plans. Attractive settings for play suits can be very simply arranged. A very effective showing can be made with a camp scene, a couple of figures and a tent being the principal requirements.



HOW BIG WESTERN STORE DISPLAYS ITS GOODS.

(Continued from page 57.)

ranged so as to disappear when not required, are easily seen in this picture. Each “family” is carried in a narrow wire rack, and can be taken from the fixtures to the counter, and shown with the greatest of ease.

The furnishings are distributed among the show cases, one being devoted to white and colored silk handkerchiefs, the next to suspenders and belts, the next to gloves, and so on.

Gloves are carried in shallow drawers, easily shown at the counter. These are divided into sections for sizes, and carry about eight dozen each. There is a separate drawer for each line.

At the main entrance, not far from the shirt section, is a glass case, 12 feet long, containing men's jewelry, including links, buttons, fobs, guards, clips, pins, etc.

"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

*There
is
satisfaction
in
handling*



Imperial Pure Wool Underwear

Satisfaction for us because our 34 years of manufacture has given us a garment that has attained a standard not yet reached by any other brand.

There is satisfaction for the merchant who handles "Imperial" because he knows the highest recommendation he can give it will be lived up to.

"Craftana"

THE HALL-MARK OF Registered No. 282,005

**Maximum Comfort and Durability
at Minimum Cost.**

FIRST In the Field and STILL LEADING.

Made on the **GRADUATED PRINCIPLE**, and starting with **TWO THREADS** in the **TOP**, it increases in **WEAR-RESISTING PROPERTIES** as it descends. Thus **THE LEG HAS THREE THREADS**, **THE INSTEP AND FOOT FOUR**, and the **HEEL AND TOE FIVE**. By this process the **WEIGHT** and **STRENGTH** of the Sock are where they are most needed **IN THE FEET**, making it essentially

**A HALF HOSE
FOR HARD WEAR**

**Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable**

**THE ACME OF PERFECTION IN
FOOTWEAR**

To be had from any of the Leading
Wholesale Dry Goods Houses

For
years
the
standard
of the



Canadian
Under-
wear
trade

There is satisfaction to the wearer because of the many exclusive qualities that are embodied in Imperial Pure Wool Underwear.

Goods returned as unsatisfactory are not only a financial loss, but result in a bad reputation for your store. Do as many dealers throughout the Dominion have done for years past—stock this old reliable line and proof your men's department against dissatisfaction.

Men's natural wool, men's elastic knit, men's high-grade Imperial and men's double-thread balbriggan are lines on which we specialize.

Kingston Hosiery Co.

—Established 1880—

Kingston, - - - Ontario

High Crown Sailor Absent from the Polo Games

Smartly Dressed Men at Meadowbrook Had on Wide-Brimmed, Low-Crowned Hats of Rough Material, With Wide Black Bands—Freak Models Said to be Already on the Wane.

NEW York, July 10.—(Special.)—Never in any season have there been so many freak styles in straw hats, and the manner in which the high-crowned models have taken with the public certainly shows that the manufacturers had well gauged the tendency of men to wear something different. But as was the case with the Balmacaan coat, which became a general style shortly after its first appearance, and was very soon dropped by the makers of exclusive garments, for the reason that it got into the cheap lines, so there already is a noticeable change of opinion among the better-dressed men with regard to the high-crown hat. No stronger evidence of this could be obtained than by comparing the high-crown, narrow-brimmed models to be seen in Broadway with the low-crowned, broad-brimmed styles of rough straw which were generally worn in and about the Meadowbrook Clubhouse and in the west stand during the polo games—and it is at the polo games that the best display of styles is to be seen on this side of the ocean.

No High Crowns or Fancy Ribbons.

On the Meadowbrook lawn the hat that was outstanding with the smartly-dressed men was the Italian leghorn with wide brim, plain black band and quadrangular shape crown. Next to the sailors, these leghorns were the most numerous. There was not a single hat of the high-crown design to be seen on the lawn, nor were there any narrow ribbons or fancy bands. The bands were wide, an inch and a half to two inches, with plain conservative old-fashioned bows. The sailors were, of course, in the majority, but there were quite a number of panamas. These usually had the round crown without indentations, plain black two-inch bands and rolling brims. The rims in no case were turned up or down at either back, front or side.

The hats worn at the polo games certainly showed the tendency of the well-dressed man to get away from anything in the way of freak styles, and it looks as though the high-crowned sailor, which sprang into the limelight in a few weeks, was going to die as the result of its own popularity. To keep a style alive with well-dressed men there must be something of exclusiveness about it, and

there is certainly nothing exclusive today about the hat with the high crown.

Ridiculed by Cartoonists.

Already it is reported that the campaign of ridicule which is being carried on in the newspapers by the cartoonists and humorists, who are always ready to make capital out of anything that will tickle the funny bone of the public, is beginning to have its effect in the order end. One manufacturer makes the statement that his competitors are suffering from the novelty-at-any-cost disease; that in the past the idea has been novelty at any cost, and that it is being overdone. Many manufacturers are get-

ting the tip from the retail outlets to let up on the freak styles, and it is a pretty safe prediction that there will be more conservative models shown for next year, especially for the better-class trade.

There is some speculation in the trade as to the effect of the change of opinion with regard to the straw models on the stiff and soft felt hat orders, and whether changes in the direction of conservatism may be looked for in these departments of the hat business also. However, this is not considered very likely, as there does not appear to be an alternative course open for the designers.

Mackinaw Coats are Stronger

THE Mackinaw coat gives every indication of being a popular seller again this Fall and Winter—even more so than a year ago. This garment is coming to be considered as less of a novelty, and its warmth and usefulness are more generally recognized. While, of course, it will continue as a strong favorite as a garment for the woods, where activity of the limbs is desirable, and for those who are driving horses, there is now a demand for this garment for Winter sports' wear and for general use. It is also popular with auto drivers who desire to have freedom in the control of the clutch, transmission and brake. Women, too, are following the style, and there are some striking designs which have been used for street wear.

Various Styles.

Mackinaws are made in a variety of styles—the double-breasted, the single-breasted and the Norfolk—and with these there are different combinations with the shawl or military collars. The materials are mostly in dark color combinations, with large and indefinite checks; there are reds, browns, blues, greys, and whites used in combination with black. For ladies lighter materials are used, and the models are, of course, more shapely. Added effects are also given by fancy cut pockets and cuffs and

the use of buttons; in the majority of the models the belt is used.

Business in West Picking Up

Mackinaw coats are usually classed with the heavier clothing, and there is a good business in the districts where there is outdoor work for the Winter season. Important shipments are made to the West, and the manufacturers of this line and other heavy clothing for the western trade report that business for Fall is picking up again, and that they are making shipments to the prairie and mountain sections which are very satisfactory in view of the general conditions. These lines include heavy shirts, sheepskin-lined coats, mocassins, leather and woolen mitts and gloves, etc. Needless to point out in connection with this business there is little tendency to change the styles, and it is service first that the trade is looking for.

Frost-defying Glove.

Gloves and mitts for the man who works out of doors go from season to season without change. For the western business, where there is severe cold to be defied, warmth is the first consideration, and large leather mitts are made expressly for the purpose of being worn over woolen ones. For the Yukon trade there is a real buckskin glove made to fit over a silk glove, and the combination is said to be a splendid frost-defying one.

The Postmaster General versus the Merchant

A Complete Review of the Events Following an Attempt by Hon. L. P. Pelletier, Postmaster-General, to Secure Power Over the Press of Canada and Thus to Discriminate in Favor of the Big Papers Which Circulate Mail Order Advertising.

A BILL to amend the Post Office Act of Canada was introduced into the House of Commons by the Postmaster-General, Hon. L. P. Pelletier, during the session of Parliament recently closed. After certain amendments had been proposed and the bill had been passed back and forth between Commons and Senate, it was found that a satisfactory agreement could not be reached and the bill was not passed. The Postmaster-General has since, in a statement sent broadcast throughout the Dominion, made the charge that his bill was killed by the Liberal majority in the Senate, laying stress on the fact that thereby some 1,400 postal employees are deprived of an increase of salary provided for in one clause of the bill.

Under the circumstances it is felt necessary that a full explanation should be given to the public, not only in regard to the terms of the proposed legislation, but also with reference to the manner in which it was introduced. The explanation will serve to make clear the attitude of the press of Canada in opposing the bill, and, if it bears hard on the Postmaster-General, it must be borne in mind that he has forced the press into a defensive attitude. The question has never been a political one in any sense of the word—which is attested by the fact that the publishers of Canada, Conservative and Liberal alike, have opposed the measure—and it is largely to remove the impression that it is a political issue that this explanation is made. It is felt also that the public, being directly interested, should be fully informed in the matter. If legislation detrimental to the publishing business were put into force, the public would suffer either through a curtailment of service rendered by newspapers and periodicals or the other alternative of higher subscription and advertising rates.

A Plea For Higher Rates.

In order to give a clear understanding of the case, it will be necessary to review the matter from the very beginning. During the administration of Sir John A. Macdonald, newspapers and periodicals were carried in the mails free in recognition of the educational and national work they were doing. As the expense of distribution grew, however, the Post Office Department felt that this privilege could no longer be extended, and during the tenure of office of Sir William Mulock rates were fixed of $\frac{1}{4}$ cent and

$\frac{1}{2}$ cent a pound on all second-class matter. Later the Senate reduced this to $\frac{1}{4}$ cent all round. It was recognized that this change would completely upset the plans on which publishers had been basing their operations, and accordingly some papers were allowed five years in which to adjust themselves to the new conditions.

Nearly two years ago the Postmaster-General, Hon. Mr. Pelletier, notified the Canadian Press Association (which includes in its membership a very large majority of the publishers of Canada) that a higher rate of postage would be necessary on second-class matter. The publishers promptly informed him that, if it were found that conditions warranted it, they would cheerfully comply with whatever Parliament in its wisdom and after careful investigation found was right. In order to secure information on the relation of the increased cost of mail service to the carrying of second-class matter, the publishers employed M. E. Nichols, then the editor of a Winnipeg Conservative daily, to prepare a report for them. This report was submitted at a special joint meeting of the Canadian Press Association and Canadian Press Ltd., held in Toronto on November 20, 1913. In it Mr. Nichols dealt with the congestion in the mail service. He went further and appended a series of recommendations as to new rates and regulations which the Canadian Press Association should, in his opinion, suggest to the department. After some discussion, the Canadian Press Association accepted some of his recommendations, amended others and struck out others altogether, agreeing on the whole to an arrangement that would mean a very considerable increase in rates. The report as thus amended was submitted to Mr. Pelletier at once by Hal. B. Donly, president of the Canadian Press Association, and J. F. MacKay, president of Canadian Press Ltd. It is reported that Mr. Pelletier expressed the opinion that the suggested arrangement was generally quite satisfactory, but that there were some features included in the original report which he wanted re-inserted. As the original report had been a strictly confidential one, the question may be asked how information as to its contents had become known to the postal authorities. Finally, the Postmaster-General stated that the recommendations would be con-

sidered and the views of the department submitted in a short time, when, he urged, another meeting of the Press Association should be called at once to consider his proposition.

The promised memorandum was never supplied although the Association made repeated requests for the information.

Before going any further it will be necessary to show what excuse Mr. Pelletier had for not fulfilling his promise. The Canadian Press Association heard nothing from him until it was discovered that on May 4 bill No. 147 had passed the House of Commons containing a clause which took the fixing of postal rates on second-class matter out of the hands of Parliament and vested it in the person of the Postmaster-General. Prompt steps were taken to oppose the measure in the Senate—the only recourse left—and in the course of the fight which ensued a deputation waited upon the Premier, R. L. Borden and the Postmaster-General to protest. Mr. Pelletier defended his action in bringing the bill forward before carrying out his promise to submit a proposition to the Canadian Press Association by stating that, at the conference with the two presidents, they had agreed to have M. E. Nichols prepare a supplementary report for him, and that as a result of the non-receipt of this report he had not been able to submit the promised memorandum. In reply, President Donly expressed his clear understanding that neither he nor the president of Canadian Press Ltd. had agreed to have Mr. Nichols prepare a supplementary report. He remembered that during the interview the Postmaster-General had asked Mr. Nichols to secure some information regarding the custom in certain countries of grading newspaper rates according to the proportion of advertising to reading matter. This request was proffered by the Postmaster-General himself in quite an incidental manner, and it was clearly the understanding of the two presidents that this report had nothing whatever to do with the arrangement that the department was to submit an early memorandum to the Canadian Press Association covering the official proposals. That the supplementary report was to be prepared for the Post Office Department has since been confirmed by Mr. Nichols himself.

Clearly, therefore, in failing to keep to his arrangement with the Canadian

Press Association and in seeking to put through legislation which would give him the whip hand over the publishers before submitting his proposals to them, the Postmaster-General was not playing fair.

The Introduction of the Bill.

This charge of unfairness will seem mild when the circumstances surrounding the introduction of Bill No. 147 are reviewed. The newspaper parliamentary reports of May 5 contained an item to the effect that on the preceding day a bill to amend the Post Office Act had been given its third reading and passed in the House of Commons. That was all that was said. No references were to be found as to the nature of the amendments. But when the Hansard reports came to hand it was found that Bill No. 147 contained a clause which took out of the hands of Parliament the right to fix the rates on second-class matter and transferred that power to the Postmaster-General. No notices had been sent out of this bill. The members themselves were ignorant of what it was for. When the House went into committee on the third reading, Hon. Mr. Graham asked the Postmaster-General what changes were to be effected, receiving the following reply:—

“The main object of the first change—that is, in paragraph E—is to make it clear that the right of looking at newspapers, parcels, and so on, is absolutely confined to those, and that there is no right to open letters. The section as it stands at present, as my hon. friend from Rouville (Mr. Lemieux) knows, leaves the question open as to whether or not it is right to open letters. I want to make it clear that the right does not exist. We are amending the clause so that there is no possibility of doubt, by inserting the words, ‘except in the case of letters.’ There are other matters of detail, but this is the main object of the clause.”

Now let us see exactly how clause E reads:

(E) “Established the rates on postage on all mailable matter, not being letters, and prescribe the terms and conditions on which all mailable matter shall, in each case or class of cases, be permitted to pass by post; and, except in the case of letters, authorize the opening thereof for the purpose of ascertaining whether such conditions have been complied with.”

It will be noted that the “main object of the clause” is added at the bottom, while the “other matters of detail” include the right to arbitrarily fix rates on second-class matter in each case or class of cases. A mere “matter of detail,” this power vested in the hands of one man which would enable him to fix, if he so desired, prohibitive rates, to put any or all classes of publications out of business!

Mr. Pelletier's misleading explanation of this clause in the House can be accep-

ted as proof of either one of two things.

First, he did not himself realize the importance of the first part of the clause.

Second, he was deliberately endeavoring to deceive the members and rush the bill through before its real importance became known.

The first explanation is not tenable. Mr. Pelletier is an able man, a man of broad experience and considerable astuteness. No one would insult his intelligence by assuming that he really believed that the question of taking from Parliament a power which had been vested there since Confederation, a power which might involve millions of dollars, was a mere “matter of detail”—an item of minor importance as compared with the rest of the clause which fixes that the Postmaster-General can open newspapers but not letters! It is not to be thought for a moment, we repeat, that the head of the most important administrative department could be deluded into actually believing anything of the kind.

But, further, if the right he was thus prepared to assume of fixing second-class postal rates was a mere “matter of detail,” why did he hold up the whole bill when he found that this one “matter of detail” was not acceptable? The bill also provided increases for some 1,400 employees of the department, who are badly in need of the raise, he says. If a little “matter of detail” could not be adjusted, why did he not accept the amendments and let the bill go through this session? The “matter of detail” could be fixed to his satisfaction at the next session and, not being of sufficient importance to be worth explaining even to the members of the House, it could not matter much either one way or the other.

No. The Postmaster-General's subsequent course bears convincing testimony to the fact that this mere “matter of detail” was to him the most important part of the whole bill. Why, otherwise, should he permit his whole bill to be shelved because of it?

If further proof of the purpose of the astute Postmaster-General is required, the following facts will serve to establish the contention that he deliberately attempted to rush the bill through before interested parties would have a chance to stop it.

When it was learned through the Hansard reports that this bill had been passed in the Commons, the secretary of the Canadian Press Association sent a request to the Post Office Department for a copy. The reply received from Dr. Coulter, Deputy Minister, was dated May 8 (the bill passed May 4) and read in part:

“With reference to your letter of the 6th inst. asking for copy of the Postmaster-General's Bill to amend the Post

Office Act which passed its third reading in the House of Commons the other day, permit me to say that none of these will be printed until the bill has been signed by the Governor-General, and when this has been done, I will be pleased to immediately send you a copy.”

Yet the fact remains that hundreds of copies of the bill had been printed.

The secretary of the Canadian Press Association received copies of the bill from another source, the day before he received this letter from Dr. Coulter in which the latter states that the bills were not yet printed!

Why had not a copy been sent to the Canadian Press Association? Surely the interest of newspaper publishers in the proposed change was sufficiently great to entitle them to a copy of the bill pending! Why was the request for a copy refused?

Why Fight Was Carried to Senate.

If the purport of the bill had not been discovered, almost by an accident, the measure might have passed through the Senate in the same quiet way that it slipped through the Commons, before the publishers received copies of the bill. They would not have learned of the new power acquired by the Postmaster-General until it was too late to even protest. Can it be that this contingency had been foreseen, had in fact been counted upon?

Mr. Pelletier at various stages of the fight complained of what he termed the unfairness of publishers in carrying the fight before the Senate, a body politically opposed to the Government and himself. By skilful manipulation of this complaint he has endeavored to create a political issue out of it and to make it appear that his bill was thrown back through the caprice of a hostile second chamber instead of as a result of the opposition of a united press.

As a matter of fact, the bill had passed the House of Commons before the publishers knew that such a piece of legislation was even contemplated. What course was left but to fight it in the Senate in sheer self-defence?

The publishers of Canada would have much preferred to have fought the bill on the floor of the House, where the question could have been thrashed out without any suggestion of partyism creeping in. Mr. Pelletier was afraid to have the bill discussed in the House. He has openly avowed his fear. If he felt that his measure would be beaten in the Commons, where any party bias would be in his own favor, why does he charge that its practical defeat in the Senate was due solely to political animosity?

As a matter of fact, the press has presented a united front on this question. P. D. Ross, editor of the Ottawa Journal, who led the fight for the Canadian Press Association, is perhaps the foremost

newspaper supporter of the Government and who because of this very justly commands the respect and confidence of the Prime Minister, more perhaps than any journalist in Canada. Many of the publishers who went to Ottawa to protest were strong Conservatives. Opposition in the Senate did not come from the Liberal side of the House alone.

What is more, if the issue is reviewed next session, the publishers of Canada will go before the House of Commons to present their case, and if Mr. Pelletier relies upon carrying his point by appealing to sheer party loyalty, he will undoubtedly meet a series of surprises.

The amendments proposed in the Senate, which Mr. Pelletier refused to accept, were framed with an earnest desire to make the bill workable in the interests of both departments and press. It is not stretching a point to assert that the objections raised by the Senators were precisely what Mr. Pelletier would have encountered in the House had the members been aware of the purport of the bill when it was first introduced.

Objection Based on Principle.

The publishers of Canada objected to the bill purely on principle. It is contrary to the spirit of the British constitution for arbitrary powers to be vested in one man, without the right of appeal to Parliament. What sane man would suggest that the fixing of the tariff should be placed in the hands of one member of the Cabinet? In a lesser degree this is exactly what was contemplated in the postal amendment. It would rest with the Postmaster-General to say what rate must be paid on the printed matter circulated throughout the Dominion.

The danger would be two-fold. Not only could an unscrupulous official unfairly penalize any paper or class of paper, and discriminate against papers or party purposes, but the man responsible for the fixing of the rates would himself be placed in an invidious position. He alone would have to bear the brunt of discussion and criticism. On what man alone would all the influence of competing interests be brought to bear. Would it be wise to place such power in the hands of one man?

A significant admission was made by Mr. Pelletier before the Senate committee when the matter was first discussed. He had pointed out that the new rates suggested by the Canadian Press Association bore heavily on the metropolitan daily newspapers. "I cannot fight these big papers," he declared. If he feels unable to withstand the influence and power of the metropolitan dailies when the question rests with Parliament, would he not have been even more impotent if the sole responsibility of fixing

the rates had been placed in his hands, thus making him the target against which such influence would be directed? In view of this admission, what could the smaller paper, whose interests are almost diametrically opposed to that of the big "dollar daily," expect if the adjustment of rates rested with one man—and that man professedly afraid of the big fellows in the publishing world?

But it is not necessary to go on conjecture alone in considering the effects that the measure would have. At the same session of the Senate committee Mr. Pelletier declared that the publishers need not anticipate any arbitrary use of the power he was seeking to get into his hands. Colonel MacLean, publisher of class papers with a combined circulation of over 100,000, including Printer and Publisher, the organ of the publishing industry, spoke before the meeting, objecting strongly to the proposal. In the course of the discussion that ensued, the Postmaster-General, forgetting his pledge that the power would not be used in an arbitrary way, stated that, if Colonel MacLean would not consent to the proposals, he would increase a rate of 8 cents a pound on class publications.

What more telling proof could have been adduced of the use that might be made of the arbitrary power that the Postmaster-General sought?

A rate of 8 cents a pound would put every magazine, trade, technical, and farm paper in Canada out of business. Thus would one man have the power to cripple, kill or, on the other hand, to unfairly foster by privilege any particular paper or class of papers.

The Status of the Class Press.

One of the main points of contention since the question of increasing the postal rates first came up has been the status of the class press. Despite the fact that trade and technical papers have become a necessity in every line of industry, despite their acknowledged worth as an educational factor, despite finally, the fact that the governments of Canada spend large sums of money annually to send out free printed matter of an instructive nature to the farming community, thereby performing the same work for the farmer that the trade paper does for the engineer, the mechanic and the merchant; despite this, there has long been a prejudice in the Post Office Department against trade and technical papers, a prejudice which has manifested itself in close surveillance, dogmatic interpretation of statutory details and open threats of a higher rate than is placed upon daily newspapers. As soon as it was announced that postal rates would be advanced, it became known that it was intended to seize the opportunity to penalize the trade press. The report submitted by the daily newspaper-

man, commissioned to report on postal matter, contained recommendations to that effect—recommendations bolstered up with reasons couched in terms so concisely the same as employed by the postal officials that one trade publisher was impelled to exclaim: "It's the hand of Esau, but the voice of Jacob."

The Canadian Press Association, with loyal appreciation of the real value and the just claims of the trade press, refused to countenance the suggestion that the newspapers escape their due share of the advanced cost of postal transportation by putting a larger load on the trade press, voting with practical unanimity to throw out the resolution.

It was not the intention of the writer to enter into a discussion of the position of the trade press at this time, but the above explanation was necessary in order to show the next inconsistency into which the worthy Postmaster-General strayed. At the meeting of the Senate Committee already referred to, Mr. Pelletier stated, in replying to Colonel MacLean, that in the course of the interview he had had with the presidents of the Canadian Press Association and Canadian Press Ltd., when they laid before him the report as adopted in November, he was told by these gentlemen that it was the spirit of the meeting of the Canadian Press Association and Canadian Press Ltd. that a higher rate should be placed on the trade press. As the instructions of the two presidents had been to merely wait upon the Postmaster-General and lay before him the findings of the meeting, it was inconceivable that they could have made such a statement. Printer and Publisher at once communicated with both Mr. Donly and Mr. MacKay and received their unreserved and emphatic denial of the statements imputed to them by the Postmaster-General.

The Position of the Postmaster-General.

Throughout the whole course of the fight, the representatives of the press made it their earnest endeavor to keep the personal element in the background. It was made very clear that their objection was not to Mr. Pelletier having the power he sought, but to any man having that power; that it was too dangerous a power for one man to have from the standpoint of the good of the country as well as the good of the press. But as the matter progressed and the part that Mr. Pelletier was playing became more transparent with each move that he made, the conviction was driven home that it would be a particularly dangerous policy for such a man as Mr. Pelletier to exercise. He convicted himself of inability to exercise that power with absolute fairness to all concerned by his own

statements in the course of the debates. On several occasions he voiced the opinion that he could not antagonize the powerful metropolitan newspapers. At the meeting of the Senate Committee on Banking and Commerce, on May 29, he said: "But I cannot afford to have all the papers in this country banded against me." If one proceeds to analyze this statement, it becomes apparent that the man who made it is not a proper person to hold a power which would enable him to summarily penalize the press and, moreover, would put him in the position of having the influence of all sections of the press focused upon him. Let us proceed upon a supposition. If he "cannot afford to have all the papers banded against him," he could not be expected to do what was right if the interests of the country at large should at any time demand that he take such action as would cause all papers to band against him. He has tacitly acknowledged that his fears would not permit him to exercise his power in a way that the interests of the country would demand. If he does not feel that he has the backbone to withstand any kind of influence which might be brought to bear, why does he endeavor to take a position where his lack of backbone might some time constitute a menace to the country at large?

The Postmaster General has wide powers now. It is part of his duty. He would have to decide, for instance, how far the metropolitan papers can go in dumping their products in all parts of the country at ridiculously low subscription prices, thus seriously jeopardizing the local press. The investigation made by Mr. Nichols showed conclusively that the congestion in the mail which had created the necessity for higher rates, was chiefly around the big cities and was due to the enormous quantities sent out by the "dollar dailies." In recognition of this fact, the Canadian Press Association recommended that a minimum subscription price be set for daily newspapers with a view to preventing the "dumping" of big city dailies and thus reducing the congestion.

Before the Senate Committee on May 27 Mr. Pelletier said that "he was not prepared to put into effect the recommendation of the two associations in respect to a minimum subscription price for daily newspapers." Before the same committee on May 29 Mr. Pelletier said: "Fifteen days ago we took eight carloads of one paper in Montreal out to the coast, and they gave us \$84.50 as a revenue, though it cost us \$502.00." This instance shows that the Government loss is sustained through the circulations built up by the "dollar dailies" through their low outside prices. But Mr. Pelletier, calmly ac-

knowledging the truth of this, had nevertheless announced his intention not to apply the obvious remedy, preferring to make up the deficit by making all papers pay a higher rate, and specially penalizing trade and technical newspapers.

And that is exactly why one man should not be allowed to decide such big problems without any right of appeal beyond him. Individuals are too prone to errors of judgment. Mr. Pelletier's error of judgment in this matter is but a foretaste of what might happen if he were permitted to gather the reins of arbitrary power into his own hands.

The Progress of the Fight.

All that remains is to recount the events following on the fight in the Senate.

On June 2 the Senate Committee on Banking and Commerce passed the bill, with an amendment as follows: "Provided always that the maximum rate which the Postmaster-General may fix as the postage of newspapers and periodicals defined by section 53 of this act shall in no case exceed — cent for each pouch pound weight or fraction of a pound weight, however the rates may be graded according to distance and zones of transportation, and said rates so fixed and levied shall be submitted to Parliament at the ensuing session for revision or ratification."

As thus amended, the bill was passed by the Senate and sent back to the House. The executive committee for the Canadian Press Association were not satisfied, however, as it was felt that when the principle was wrong, the curtailment of powers as per the amendment would not suffice. A deputation, therefore, waited upon Hon. R. L. Borden and Hon. Mr. Pelletier, requesting that "(a) the clause of Bill No. 147 which amends present newspaper postage regulations be withdrawn for the present session, inasmuch as a delay of a few months in amending the present conditions which have existed for nearly 20 years can matter little. Or (b) that the schedule of rates suggested by the Canadian Press Association in December last be adopted until the Postmaster-General can submit revised rates next session."

A promise to consider the request was received from the Premier. In view of the promise of the Premier, it was deemed advisable to place the facts before a number of representative newspapers throughout Canada, in order that they might, if thought advisable, wire their views to the Premier and other members of the Government, and thus make it clear that the position taken by the Executive Committee of the Association was the position of the individual newspapers throughout Canada. To this end night lettergrams were sent on Wednesday evening to approximately 125

representative newspapers throughout Canada, and it is known to the officers of the Association that on Thursday a large proportion of these newspapers wired the Premier and other members of the Government, urging the principle that newspaper postage rates should be fixed by Parliament.

On the evening of Thursday, June 4 it was intimated to the Chairman of the Postal Committee that the Premier wished to discuss the matter further with him. Mr. Ross, chairman of the Postal Committee of the Canadian Press Association, had an audience with the Premier that evening, and Mr. Borden expressed the willingness of the Government to meet the views of the Association to the extent of having the rates fixed by the Treasury Board instead of by the Postmaster-General, with the provision that in no case should the rate exceed one and one-half cents per pound, and with the understanding that the Association would be consulted before the increase in rates now proposed was fixed by the Treasury Board.

After the interview with the Premier and again on the morning of Friday, June 5, Mr. Ross consulted the president and other members of the Executive Committee who were in Ottawa regarding the Premier's suggestion. All were agreed that it would be inadvisable to agree to the compromise suggestion, first because it was contrary to the principle that newspaper postage rates should be fixed by Parliament, and, second, because consent to the provision of a minimum rate of one and one-half cents per pound might be interpreted at a future time as an admission by the Association that the Post Office Department would be justified in imposing any rate of postage up to the rate specified as a maximum.

However, Mr. Pelletier introduced a resolution in the House of Commons making an amendment to the Senate amendment that the fixing of the rate be vested in the Treasury Board, the rates fixed to be put before Parliament for ratification or revision.

On June 10 the bill again came before the Senate and was passed with still a further amendment which practically re-established the old order, inasmuch as it provided that rates fixed by the Treasury Board should not come into force until revised or ratified by Parliament.

The bill as thus amended was returned to the House of Commons, and, on the motion of Mr. Pelletier, a message was ordered to be sent to the Senate that the House would agree to the amendment if it were again amended by striking out the words "and shall not take effect until so revised or ratified." Mr. Pelletier's contention was that these words would have the effect of preventing the

(Continued on page 72)

Half a Century in the Men's Wear Business

Experience of Edward F. Wheaton in Toronto—The Days When Four Collars and as Many Ties Covered the Range in Neckwear; When Housewives Had to be Persuaded Not to Make Shirts—A Big Business in Paper Collars About 1870 — Price Advertising Effective.

WHEN there are now changes in the men's wear business about once a season—and usually oftener,—it is interesting to look back fifty years through the furnishing trade—through half a century of business in the same locality. It is just fifty years ago, in 1864, that Edward Wheaton, fresh from school in Toronto, at the age of fourteen, entered the employment of Jas. W. Gale in the men's wear store which he had established the previous year at the corner of King and Bay streets. To-day, this business, after over half a century, is passing out, severing a link of the business history of the city. For 30 years it has been conducted by Mr. Wheaton under the name of Wheaton & Co.

"Changes? It would be impossible to describe them," remarked Mr. Wheaton, when asked on the point. "The business has been revolutionized half a dozen times in that period."

Had to Buy by the Case.

He put his hand on a bale of special imported shirting material—and this firm has always specialized in custom shirts—and explained that when he first knew the business it was not a case of securing these goods in bolts but they had to be bought by the case, and an importer had to wait until he could fill a case before getting his order through.

Then, too, fifty years ago, importing materials meant a special trip across the ocean for a buyer, for it was not until later that purchases could be made through agents. Also there was the important factor of time to be considered and purchases had to be made far enough ahead of the season to allow for slow transportation.

Make Shirts—Save Trouble.

Half a century ago it was not with the shirt factory that the custom shirt maker was competing, but with the home product, for in those days it was usually the wife who made these garments for the family.

"Our argument was that we could save them the trouble," said Mr. Wheaton, who pointed out that then as now arguments with the customer made sales. "When a woman came in to buy three and a half yards of material to buy a shirt, we would figure the cost of the material and then, adding a quarter to the price, would offer to give the manufactured shirt for that figure, arguing that it was not worth her trouble to bother with the making. Such an argument went home and we would have to adjust our prices to be able to get business after this manner."

The outstanding feature of the men's store to-day as compared with half a century ago, in the opinion of Mr.

Wheaton, is the big range of lines that are carried and the number of novelties in both designs and materials.

When Paper Collars Sold.

"We used to carry four styles of collars and about four different lines of neckwear," he remarked to emphasize the point, and he waved his hand at the shelves of collar boxes and the racks of neckwear in rainbow colors to illustrate the contrast. "Then about 1870 the paper collar was introduced and for some years it had a big sale. We used to get them by the case and it was good business," he added.

The business established by Jas. W. Gale, who also had a department store at the corner of Yonge and Richmond and who was the founder of the Gale Manufacturing Company, was moved from the corner of King and Bay to the corner of King and Jordan, and later to the present location at 13 King street west. The store is much as it used to be, and with regard to the attitude of the buying public in relation to the stocks offered, Mr. Wheaton does not see such a great difference. He explained that fifty years ago there would be men buying three-dollar neckwear just as there are to-day, and there would not be the range to carry.

An Advertising Policy.

Mr. Wheaton is a believer in advertising. He has always depended upon the newspapers and circular work as a factor in creating business, but his experience is that in the high class men's wear trade there is little in style talks for the retailer. His faith in advertising is in price values. As an example of this kind of advertising attention is called to the reproduction of an ad., used during the closing-out sale. This brought a business on the opening day of the sale that filled the store from the hour of opening.

"We expect to be here until the end of the year," Mr. Wheaton explained, "but if (Continued on page 74.)"



After 51 Years

We are giving up business after fifty-one years. Over half a century of unswerving quality behavior for the integrity and reliability of our methods and the loyalty of our patrons. Our lines is about to expire and we have decided to withdraw from Toronto and let our name pass into history with the other landmarks of Toronto's trade which have preceded us to make way for unobstructed business and enterprise. We are among the last, or next to last, of the best of the old timers of this most famous Old Street district.

Wheaton & Co.
13 King St. West

SALE PRICE SALE

CLEARING ENTIRE STOCK OF MEN'S FURNISHINGS

WE have no trash to clear out, no special purchase of secondary goods to make a big profit on, nor is there any difference in our stock in preparation for this sale. We have our regular goods, regular qualities, regular prices. Everything is marked in plain figures, and our decision to retire from business is not one made for the purpose of holding a sale, but for well-considered reasons of our own.

No Stock of Men's Furnishings in the City Can Surpass Ours in Quality, and We Stand Behind Every Article, Every Price and Every Statement With the Guarantee—"Money Back if Not Satisfied."

Our goods are current styles and up-to-date values. New goods coming in are offered at the same cut price to clear, as the stock is already on the shelves. This is really and truly a genuine opportunity to **SAVE MONEY** on standard, branded Men's Furnishings. You know the goods and the makers, and you know the values. We want to **CLEAR OUT** this stock. You can save a whole lot of money by purchasing your summer furnishings now.

<p>SHIRTS</p> <p>Colored shirts, regular price \$1.50, for \$1.00</p> <p>Colored shirts, regular price \$1.75, for \$1.17</p> <p>Colored shirts, regular price \$2.00, for \$1.33</p> <p>Colored shirts, regular price \$2.25, for \$1.50</p> <p>White shirts, regular price \$1.25, for .83</p> <p>White shirts, regular price \$1.50, for \$1.00</p> <p>White shirts, regular price \$1.75, for \$1.25</p> <p>UNDERWEAR</p> <p>Woolsey, Pique, Marcella, or Delmonico, Superior, S. V. D., True Knit, W. O. R., Cesare, Zilvermatt, etc.</p> <p>Two-Piece, regular price \$ 5.00, for \$ 3.50</p> <p>Two-Piece, regular price \$ 7.50, for \$ 5.00</p> <p>Two-Piece, regular price \$ 10.00, for \$ 7.00</p> <p>Two-Piece, regular price \$ 12.50, for \$ 9.00</p> <p>Two-Piece, regular price \$ 15.00, for \$ 11.00</p> <p>Two-Piece, regular price \$ 17.50, for \$ 13.00</p> <p>Combination, regular price \$10.00, for \$ 7.00</p> <p>Combination, regular price \$12.50, for \$ 9.00</p> <p>Combination, regular price \$15.00, for \$ 11.00</p> <p>Combination, regular price \$17.50, for \$ 13.00</p> <p>Combination, regular price \$20.00, for \$ 15.00</p> <p>NECKTIES</p> <p>Thin, regular price \$ 1.00, for \$.75</p> <p>Thin, regular price \$ 1.25, for \$.94</p> <p>Thin, regular price \$ 1.50, for \$ 1.13</p> <p>Thin, regular price \$ 1.75, for \$ 1.32</p> <p>Thin, regular price \$ 2.00, for \$ 1.51</p>	<p>HALF-HOSE</p> <p>Elite Thread, regular price 25c pair, for 17c</p> <p>Elite Thread, regular price 34c pair, for 23c</p> <p>Superior, regular price 50c pair, for 35c</p> <p>Wilk. Dist. Colors, regular price 25c pair, for 17c</p> <p>Wilk. Plain Colors, regular price \$1.00 pair, for 70c</p> <p>Wilk. Dist. Colors, regular price \$1.25 pair, for 87c</p> <p>Wilk. Plain Colors, regular price \$1.50 pair, for 1.07</p> <p>Cashmere, regular price 25c pair, for 17c</p> <p>Cashmere, regular price 34c pair, for 23c</p> <p>Cashmere, regular price 50c pair, for 35c</p> <p>Cashmere, regular price 75c pair, for 52c</p> <p>NIGHT ROBES</p> <p>Night Robes, regular price \$1.00, for .75</p> <p>Night Robes, regular price \$1.25, for .94</p> <p>Night Robes, regular price \$1.50, for \$ 1.13</p> <p>Night Robes, regular price \$1.75, for \$ 1.32</p> <p>Night Robes, regular price \$2.00, for \$ 1.51</p> <p>BATH ROBES and DRESSING GOWNS</p> <p>Regular price \$1.00, for .75</p> <p>Regular price \$1.25, for .94</p> <p>Regular price \$1.50, for \$ 1.13</p> <p>Regular price \$1.75, for \$ 1.32</p> <p>Regular price \$2.00, for \$ 1.51</p> <p>BATHING SUITS</p> <p>Bathing Suits, regular price \$1.00, for .75</p> <p>Bathing Suits, regular price \$1.25, for .94</p> <p>Bathing Suits, regular price \$1.50, for \$ 1.13</p> <p>Bathing Suits, regular price \$1.75, for \$ 1.32</p> <p>Bathing Suits, regular price \$2.00, for \$ 1.51</p>	<p>PYJAMAS</p> <p>Cotton Crepe, Carlon, Flannel, Lustratta, Silk, etc.</p> <p>Pyjamas, regular price \$1.75, for \$1.17</p> <p>Pyjamas, regular price \$2.00, for \$1.33</p> <p>Pyjamas, regular price \$2.25, for \$1.50</p> <p>Pyjamas, regular price \$2.50, for \$1.67</p> <p>Pyjamas, regular price \$2.75, for \$1.84</p> <p>Pyjamas, regular price \$3.00, for \$2.00</p> <p>Pyjamas, regular price \$3.25, for \$2.17</p> <p>Pyjamas, regular price \$3.50, for \$2.33</p> <p>Pyjamas, regular price \$3.75, for \$2.50</p> <p>Pyjamas, regular price \$4.00, for \$2.67</p> <p>Pyjamas, regular price \$4.25, for \$2.83</p> <p>Pyjamas, regular price \$4.50, for \$3.00</p> <p>Pyjamas, regular price \$4.75, for \$3.17</p> <p>Pyjamas, regular price \$5.00, for \$3.33</p> <p>Pyjamas, regular price \$5.25, for \$3.50</p> <p>Pyjamas, regular price \$5.50, for \$3.67</p> <p>Pyjamas, regular price \$5.75, for \$3.83</p> <p>Pyjamas, regular price \$6.00, for \$4.00</p> <p>Pyjamas, regular price \$6.25, for \$4.17</p> <p>Pyjamas, regular price \$6.50, for \$4.33</p> <p>Pyjamas, regular price \$6.75, for \$4.50</p> <p>Pyjamas, regular price \$7.00, for \$4.67</p> <p>Pyjamas, regular price \$7.25, for \$4.83</p> <p>Pyjamas, regular price \$7.50, for \$5.00</p> <p>Pyjamas, regular price \$7.75, for \$5.17</p> <p>Pyjamas, regular price \$8.00, for \$5.33</p> <p>Pyjamas, regular price \$8.25, for \$5.50</p> <p>Pyjamas, regular price \$8.50, for \$5.67</p> <p>Pyjamas, regular price \$8.75, for \$5.83</p> <p>Pyjamas, regular price \$9.00, for \$6.00</p> <p>Pyjamas, regular price \$9.25, for \$6.17</p> <p>Pyjamas, regular price \$9.50, for \$6.33</p> <p>Pyjamas, regular price \$9.75, for \$6.50</p> <p>Pyjamas, regular price \$10.00, for \$6.67</p> <p>Pyjamas, regular price \$10.25, for \$6.83</p> <p>Pyjamas, regular price \$10.50, for \$7.00</p> <p>Pyjamas, regular price \$10.75, for \$7.17</p> <p>Pyjamas, regular price \$11.00, for \$7.33</p> <p>Pyjamas, regular price \$11.25, for \$7.50</p> <p>Pyjamas, regular price \$11.50, for \$7.67</p> <p>Pyjamas, regular price \$11.75, for \$7.83</p> <p>Pyjamas, regular price \$12.00, for \$8.00</p> <p>Pyjamas, regular price \$12.25, for \$8.17</p> <p>Pyjamas, regular price \$12.50, for \$8.33</p> <p>Pyjamas, regular price \$12.75, for \$8.50</p> <p>Pyjamas, regular price \$13.00, for \$8.67</p> <p>Pyjamas, regular price \$13.25, for \$8.83</p> <p>Pyjamas, regular price \$13.50, for \$9.00</p> <p>Pyjamas, regular price \$13.75, for \$9.17</p> <p>Pyjamas, regular price \$14.00, for \$9.33</p> <p>Pyjamas, regular price \$14.25, for \$9.50</p> <p>Pyjamas, regular price \$14.50, for \$9.67</p> <p>Pyjamas, regular price \$14.75, for \$9.83</p> <p>Pyjamas, regular price \$15.00, for \$10.00</p>
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SALE BEGINS FRIDAY, JULY 3

Stock up for your holidays, stock up with extras for later in the season, stock up for next year. The prices make it worth while. Friday and Saturday are the opening days. Come to it; be present at the least of bargains. Good service is assured, as well as good values. Cover.

It Will Pay to Buy Your Needs for the Next Five Years at These Prices

Your summer needs at saving prices. A dollar never bought so much high-class quality goods before. Every price genuine, every reduction genuine, your satisfaction will be genuine.

WHEATON & CO.

Men's Furnishings Established 1863 **13 King St. West**

An ad. which brought crowds to Wheaton's clearing sale. Mr. Wheaton, as a result of this style of advertising, is more than ever impressed with the advisability of quoting prices, even for exclusive lines.

The Uncertainties of the Hat Business

Fall Situation Still Unsettled When Formerly Attention Would be Turning to Spring—Contrasting Colors and Fancy Bows Will Likely be Followed by a Return to Long Dented Crown and Roll Brim—Paris Straw Hat on Derby Block.

THERE has been no branch of the men's furnishing business which has felt the influence of the changing tendency of man towards styles to the same extent as that of the hatter. For several years there has been an increasing demand for what might be called novelty hats, as contrasted with the business a few years ago, when models were practically a matter of the age of the wearer rather than his personal taste. The Spring trade of 1914 found a demand for novelties which has to some extent revolutionized the business. Felt hats of almost every shape and color were to be seen and to increase the range there were any number of novelties in the way of ribbons, bows, knots, etc., introduced.

Changes Every Few Weeks

The hatter who bought his stock for 1914 on the old plan of getting his order in months ahead found himself in a predicament for there were changes every few weeks—changes so fast that he could hardly keep up with the styles. And this has followed through the Summer season in the straw hats. Take the tapering high crown, for example, which has had such a run; it was practically unknown before it came into the market at the eleventh hour, and such was the demand—limited but very insistent—that neither retailers nor manufacturers could keep up with it. And then it meant that there were big stocks of the more moderate models left on hand to be cleared out at sacrifice prices.

The situation is now so uncertain that the Fall business has been very unsettled. Manufacturers and jobbers report that there has been a marked reluctance on the part of the retailers to place orders, for the evident reason that they are waiting developments—and where under usual circumstances the outlook for next Spring would at this time be fairly well defined we now find that there are still developments being looked for in the Fall styles.

High Crowns—Full and Flat Tops.

But it is a question if there will be the novelties introduced in the Fall hat business which made such rapid changes in the Spring. We are told that the new feature so far in evidence is the introduction of contrasting colors in bands and bindings, together with loose knots in varying widths of ribbon with the tendency narrower. In shapes the crowns are higher and the majority are full, although some show the taper. Tops are flat with the loose telescope effect



STRAW ON DERBY BLOCK.
Latest novelty in straws as shown in Paris.
Courtesy of Men's Wear, New York.

and brims are usually of the pencil pattern with or without the droop. In colors there will be any number of combinations; the popular blue will be relieved with pearl and other ribbons and bindings of the same material, while green will be connected with steel grey and other shades; then there are other colors which permit of combinations and

STRAW HAT FEDORA.

The straw hat model of the fedora shape, to which reference is made in this article as one of the stylish things seen at the polo games, has made its appearance in Toronto and was noticed in one of the fashionable hotels. The crown is high and the sides tapering with the dent pronounced and end to end in the top. The brim has a narrow roll all round which amounts to little more than a binding and has considerable rise at the sides which gives the impression of a dip at back and front and when the hat is worn on the back of the head in the approved manner it has a rakish appearance. It is quite probable that this hat will have a run next Summer, for it is in the Summer that novelties are looked for.

contrasts without number. Diamond crowns are said to be going out.

What additions the novelty designers will be able to make to this range remains to be seen.

After the long run that there has been for soft felt hats there will undoubtedly be a stronger demand for stiff models, especially for the Winter season. Full crowns of various shapes are shown and the rims have a bold roll. Such novelties as tapering crowns and knotted ribbons are shown.

A New Shape in Felts.

With the Fall business just taking definite form it is difficult to outline the program for 1915, and manufacturers are going slowly. For felts there does not appear to be much room for many new departures and some makers are counting on a continuance of the full crown and pencil brim.

On the other hand it must be taken into consideration that exclusively dressed men at such events as the polo games are beginning to wear a hat which departs from what might be termed the round model. It has a high crown and the dent is on the top from end to end with the sides straight; the dent is not pronounced. The brim has a narrow curl and moderate flare at the sides.

With the rapid changes in styles which are to be looked for it is not unlikely that a hat along these lines will be put on the market by the manufacturers at any time.

Some Straw Novelties.

After what has been seen in this season in the straw hat business almost anything may be looked for in the models of 1915, and it is months ahead of the time when anything like a definite line may be obtained on what will be popular.

This year the high crown novelty took well but one season is about its limit and there will be lower crowns next year. Rough sennits should be the staple line with moderate crowns and brims and saw edges.

As for novelties the accompanying photograph shows the limits to which ideas may be carried. This is a straw or the derby block with a lower crown and flat brim and made of woven material. It has been shown in Paris.

Other straws may be expected to follow felt hat lines and in this respect there may be something after the new soft model with the long dented high crown and rolling brim to which reference has been made.

KANTKRACK Coated Linen Collars

Cheap Collars
and
Prejudice

VS. KANTKRACK

Men prejudiced against wearing waterproof collars because of their experience with the cheap, ordinary variety, are soon won over by **KANTKRACK** which are made of fine linen (waterproofed) with flexible lips and reinforced button-holes, slit easy-fastening back. Made in all the leading styles.

No laundry bills—a few seconds—sponge, soap and water—that's all.

"One grade only, and that the best."

Made in Canada.

Sold direct to the trade by

The Parsons & Parsons Canadian Co.

HAMILTON, ONTARIO

Boys' Fall Suits with Double Seats and Knees

THE FAMOUS "LION BRAND"



The double elbows too is a feature in this boys' clothing that cannot be overlooked by the merchant whose aim it is to satisfy his patrons with boys' clothing that will stand the rough and tumble wear of the younger generation.

Our styles are dandy and appeal to the boys. Write for samples.

The Jackson Mfg. Co., Clinton, Ont.

Factories at—Clinton, Goderich, Exeter, Zurich

¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.

T O R O N T O

A Tasteful Summer Apparel Trim



Showing how effectively clothing can be arranged to enforce the influences of the season. Here we find light Summer clothing, flannel trousers, outing shirts, blazers, etc., set off with belts, canes, neckwear, etc., and the whole introduced by a card, prominent in the foreground, reminding the male of the Summer vacation and its demands. Display arranged by Paul Pepper for the Semi-Ready Wardrobe, Toronto.

JAEGER PURE WOOL

A GOOD HARVEST

MEANS

GOOD BUSINESS

You have doubtless bought lightly for Fall trade to enable you to reduce your stock. This was *good business*.

When the season starts you will need a great deal of sorting up to enable you to do *good business*.

It will be *good business* for you to place your sorting orders early before the wholesale stocks get too low.

Our travellers are starting middle of August, and will be prepared to handle *good business* promptly.

EARLY BUSINESS will be GOOD BUSINESS for you and for us.

WE ARE WOOL SPECIALISTS

DR. JAEGER'S SANITARY WOOLLEN SYSTEM CO. LIMITED

Head Office and Warehouse,

243 Bleury St., MONTREAL

---and 8c per week
will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

The "Richard"

The Greatest
Dollar Scarf
in Canada

\$5.⁰⁰

Per Doz.
Net



Bar-Tacked
5-inch Skirt
Closed End
Will Not Pull

Assort-
ment
Superb
Exclusive
Ideas
Inlaid
Stripes
Cloisonne,
etc., or
Plain Premier

SAFETY BE FIRST

Carter & Holmes, Chicago, Ill.

Clearing Up in July on Straw Hat Stocks

This Month Found Heavy Lines Which Are Being Sold at Big Reductions to Clear—Hats Should Now be Sold in Their Season as Styles Change Quickly—Inducements Also Offered in Suits.

THERE have been several factors that have this year given even greater incentive than usual for the July sale in the men's stores—particularly with regard to straw hats, which could almost be termed "perishable" goods. Coupled with the general quietness in trade prevalent during the Spring, there was very unfavorable weather prevailing, with rain in many sections and low temperatures over the whole country. This had the effect of delaying the demand, and July finds many of the furnishers with comparatively heavy stocks on hand, and the option of either making a seasonable cut in the prices or carrying old models into another season, which in all probability will develop something almost entirely different—for men's styles have a habit of doing this nowadays.

In addition to the heavy stocks, the unfavorable weather, and the modern idea of clearing lines with the season, July sales have been strong because of the attitude of the buying public towards prices and the popularity of bargains.

The chief effort of the July sales in the men's stores has, of course, been directed towards the clearing of hats. Up and down in the street in every window where men's hats are sold there are cut price displays, and in most cases the original figure has been sliced pretty close to the middle.

Freak Styles Hurt Staple Stock.

The season for straws has been a peculiar one for several reasons. The weather has been unfavorable, although the last week of May and the first week of June warmed up to the extent which made good business and gave considerable relief, and then there were freak styles introduced at the last minute which had a very active if limited demand. The high taper crown made its appearance almost unannounced, and there was a demand in some classes of the trade for models of rougher material than was usually stocked. On the other hand, some light woven hats which were strongly stocked by some stores failed to strike the popular favor and are seldom seen on the street.

The July sale came at an opportune time for the straw hat business, for with the price reductions came the hottest weather of the summer, while many of those who got their hats with the first warm spell found price reductions so attractive as to induce them to make a second purchase.

Attention Arresters.

With practically everybody in the business out with the same idea, it is the

man who can attract attention who will get the business. Glaring cards and streamers are to be found on the windows, in which the usual taste is sacrificed for price emphasis—and this is the right idea in a sale. Some of the statements which were flaunted before the buying public included:—

Any straw hat \$1.25.

Any hat in the window \$2.00—worth \$2.50 and \$3.00.

Any Panama hat \$5.00—worth up to \$8.00. Best straw hat value in America.

Straw hats **HALF PRICE**—Original prices \$2.50 to \$5.00.

Panamas **HALF PRICE**—Original prices \$10.00 to \$20.00.

Sample hats \$2.50 and \$3.00 for \$1.00.

\$2.50 and \$3.00 Straw Hats for \$1.50.

Panama hats up to \$50.00, 25 p.c. off.

Panama hats regular \$7.50 for \$3.95.

One of the light hats which did not find popularity this summer was the Yeddo, and this model at \$2.50 was offered at \$1.50, but did not seem to be going well at that.

One strong display was emphasized by an emphatic card: "Look at your hat—you need another one and can afford it at these prices."

Suits Being Sacrificed.

The sales being held by clothiers indicate general price inducements to create midsummer business. One clothing house has a three-window display of a line of suits on which a special cut to \$15.00 is made, while a big streamer announces

"MIDSUMMER REDUCTIONS—THE NIMBLE DOLLARS WORK WONDERS JUST NOW.

In another establishment there is a general reduction all along the line of suits from \$15 to \$30, the sale prices ranging from \$10 to \$20.

A special inducement is offered by a big clothing house of any \$30 suit in the place for \$18, and another with a range of \$18 to \$20 suits makes a choice price of \$15.

Wash Goods Going Cheap.

As usual at this season wash goods in men's wear are being made attractive at low prices, but these lines have not been stocked heavily, as they have been getting weak during the past several seasons.

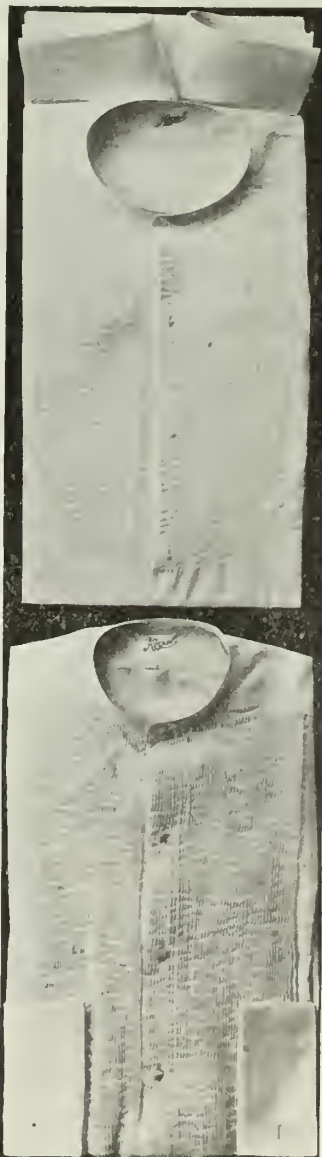
A special line of wash vests on sale at 65c was noted, and wash ties are being cleared out at any old price, for they are in very small demand, and soft collars come in the same class.

A large window of boys wash suits of many kinds was introduced by a big streamer:

Half Price on Every Boy's Suit in this Window.

THE TIME FOR HAT SALES.

THE question as to when it is advisable to start in to sacrifice price to clean up the straw hat stocks has again come up for discussion this year. The consensus of opinion seems to be a little more generally in favor of starting in to slice figures at the beginning of July, although there are some that did not fall into line before the 10th and 15th.



The fine pleated or mushroom front is here shown in both negligee and dress models, the novelty in each case being the watered effect, which is easily noted. Made by the Regal Shirt Company.

July Sales Ads. of Canadian Men's Furnishers

There's "a World of Comfort" in Hannan's Athletic Underwear

YOU wear a coat and a suit with Hannan's Underwear. On hand in our city of country, outdoors or in the office, it takes the big out of the "dog-days." It keeps you cool. Loose-fitting and drapes, it lets evaporating air go your pores. Light, woven fabric, you hardly feel that you have it on. If you desire, it comes, year-round, always—arm, leg and body—free.

Hannan's Athletic Underwear, two-piece suits, sale price \$6.00 a suit.
Hannan's Athletic Underwear, union suits, \$6.00 a suit.

One and Two-piece Rubber Suits, 1/2 to \$5.00.
Motorized Oxford Cycling Shorts, with soft collar and lustrous cuffs, in all colors. Price \$1.50 to \$1.80.
Silk and Linen Shirts, with soft fronts, soft collar and French cuffs, lustrous sleeves. \$1.25 to \$2.00.
Pure Silk Slings, with soft collar and French cuffs. Price \$1.50 to \$1.80.
Linen Duck Hats. Special at 80c each.
Duck Trousers, all sizes, latest cut. \$1.00 to \$1.50.

Ward Special!
100 dozen Silk Lisle Knitted undershirts, to clear 40c a pair for \$1.00. Ward's quality at 40c a pair. Unusual value at 2 pairs for \$6.00.

Extra Special!
100 dozen Knitted Washable Ties, just received from England. Ward's quality at 40c a pair. Unusual value at 2 pairs for \$6.00.

128 Peel Street Next Windsor Hotel

"Our New Hatery" Opens Saturday

With a hang-up assortment of the newest and latest Summer Hats shown anywhere this season. This is your opportunity to select from a brand new stock, for not in our instance have we introduced into our new store one hat from our old stock. Every hat shown in this assortment is reliable and finest quality. Come and visit us—come and see the big opening Specials.

A New Lot of Men's \$10 to \$12 Panama Hats for Saturday \$4.95
Men's \$1.50 to \$2.50 Straw Hats for Saturday \$1.49

Men's Seamed and Split Straw Sailor Hats Latest Styles \$1 to \$2.50

T. NOLAN
112 BUREAU STREET

BOUG—WINDSOR'S GREATEST CLOTHING

Two-Piece Summer Suits

Ideal for Hot Weather Wear

'10 '12 '15 '18 '20

For quality, style, character, tailoring, these suits are far ahead of anything you've seen at these prices. Tropical weights and medium weights—skeleton lined to make them extra cool—in tan, medium and light grey, black and white checks and blue serges. Another important feature of these suits is the fact that most of all builds can be fitted—medium size men, tall, short, thin, "heavy set" men. They will find in these suits all to be looked for—style, comfort and great value.

Two Specials in Summer Trousers—\$3.00

Blue serge trousers that will appeal to your fancy as well as your purse. When you examine the quality of weaves, you will be surprised—they're so fine, and especially in trousers at this price—best style—every size.

A special lot of high grade lounge-pants trousers made up in snappy styles. Never before have such trousers been sold at less than \$4.00. Our supply is limited, therefore we reduce prices to close them out quickly.

Attractive Display of Tommeters Suits \$2.50 to \$6

Many another can out fit her boys for their summer vacations at about half what she expects if she promptly takes advantage of these bargains. Optimal Buster Browns and Blue Jean Suits made up of the finest materials show the very recent colors.

COOL AND COMFORTABLE UNDERWEAR 50c to \$3

Mail Orders Promptly Filled

W. BOUG
The Clothier

Here's Next-day's Big "News Story"

ONE DOLLAR STRAW HAT SALE

No need for us to tell you the season has been unusually cold, unfavorable for the sale of straw hats. You know it yourself. Predictions are, however, that July and August will be unusually hot months. Just at the time when you need a Straw Hat most when it will give you two months wear, we announce a big cut in price. Today we give you your choice of all our

\$2.50 Straw Hats for . . . \$1

These include the fine and rough straw, in all shapes, such as the popular high taper crown with narrow band, and the light weight "fedora". The sale price is less than the wholesale cost. Never before so early in the season, have you been able to secure such remarkable hat values. While our stock is very large, we advise quick purchase, you want to get the best. See display in our nine big windows.

Men's \$8 Panamas, now \$5; Ladies' \$6 and \$8 Panamas, now \$4.25

L. J. APPLGATH & SON
The Two Big Men's Hat Stores
Yonge and Richmond Sts. OPEN EVENINGS
Yonge and Queen Sts. (179 Yonge)

BEGINNING, MONDAY, JULY 12
Notice of Our Semi-Annual Inducements
TO CLEAR

BUSINESS SUITS	Reg \$18.20	For \$12.00
BUSINESS SUITS	Reg \$22.25	For \$15.00
BUSINESS SUITS	Reg \$25.50	For \$17.00
BUSINESS SUITS	Reg \$35.	For \$24.00
FLANNEL TROUSERS	Reg. \$6.	For \$4.50
FLANNEL TROUSERS	Reg. \$8.50.	For \$6.50
CHEATERS	Reg. \$1.50, \$2.50.	For \$1.00
BATH ROBES	Reg. \$1.50, \$2.50.	For \$1.00
BATH SLIPPERS	Reg. \$1.50.	For \$1.00
SHIRTS, NECKTIE	Reg. \$1.50.	For \$1.00
SHIRTS, NECKTIE	Reg. \$2.50, \$3.	For \$2.00
SILK SHIRTS	Reg. \$3.	For \$2.50
SILK SHIRTS	Reg. \$6.50.	For \$4.95
MUSHROOM FRONTS, SILK	Reg. \$6.	For \$4.50
WASH NECKWEAR	Reg. \$1.50.	For \$1.00
WASH NECKWEAR	Reg. \$2.	For \$1.50
HOSIERY, Silk and Thread	Reg. \$6.	For \$4.50
HOSIERY, SILK	Reg. \$5.	For \$3.50
THREAD	Reg. \$3.	For \$2.00
HOSIERY COLLARS	Reg. \$1.50.	For \$1.00
PIJAMAS	Reg. \$4.50	For \$3.00
ODD WEESTS	Reg. \$4.50, \$6, \$8.50.	For \$3.50 off
ODD WEESTERS	Reg. \$4.50, \$6, \$8.50.	For \$3.50 off

STRAW HATS HALF PRICE

FASHION-CRAZE
MAX BEAUBAIS, Ltd. 215-219 St. James
DURE, Ltd. 461 St. Catherine W.

A. A. ROY 409 St. Catherine E.
HANSHER & GRENSTEIN, 23 St. Catherine W.

RAINCOAT PRICES REDUCED This Month

SNAPS IN SUITS \$12 and \$15

Coats, trousers, and other articles made in easy new patterns and materials—all reduced—lower prices.

\$18.00 TO \$25.00

This is a valuable opportunity. We'll do every garment in your wardrobe and wardrobe at these special prices. Don't miss it. Come in today.

WM. McLAUGHLIN
1881-81
21 McGill College Ave.

Here is what "Count Discount" for this week only in Men's Serge Suits

Bear in mind we don't claim that we are selling black and blue suit in our store at the ridiculous prices that follow. These figures apply to oddments or discontinued lines.

SUITS worth up to \$7.00.	\$4.9
sale price	
SUITS worth up to \$8.50.	\$5.9
sale price	
SUITS worth up to \$10.	\$6.9
sale price	
SUITS worth up to \$12.	\$8.9
sale price	

GRAFTON AND CO., LIMITED
Manufacturers of High-Grade Clothing

MEN'S PANAMAS and STRAWS

1/2 OFF 2 SALE

Commencing Friday The Dineen Co. will put on sale every Straw and Panama Hat in the store regardless of quality at regular price. All marked in plain figures.

\$2.00 Straws for	\$1.00	\$7.00 Panamas for	\$3.50
\$2.50 Straws for	\$1.25	\$10.00 Panamas for	\$5.00
\$3.00 Straws for	\$1.50	\$12.00 Panamas for	\$6.00
\$4.00 Straws for	\$2.00	\$15.00 Panamas for	\$7.50

DINEEN'S
140 Yonge, Cor. Temperance
Store Open Saturday Evening

R. S. N. BERRY LIMITED 467-68, Catherine St.

Finest Quality English Hosiery, Suits and Coats

Low 85%

Finest quality hosiery, suits and coats—made in England—now on hand—special prices—see our display—don't miss it—come in today.

Warranted Real British

111 and 113 Peel Street, Toronto, Ont.

SPECIAL—Hosiery, Ties, Suits, etc.—all at special prices—see our display—don't miss it—come in today.

R. S. N. BERRY LIMITED, 467-68, Catherine St., Telephone No. 1000

AUSTRIAN
MADE
DRESS SHIRTS
Coat Style
Cuffs attached
\$ **1.00**

Newest
Importations in
Neglige
Shirts
\$ **1.25**
the Neckwear
50¢



"THE
BROAD"
SCARF.
A FASHIONABLE
STYLE FOR PRESENT WEAR
75¢

SOISETTE
SILK PYJAMAS
\$ **2.00**

Novelty
Designs in
Neckwear
50¢

Nos. 1, 2, 4 and 5 are a uniform set of window and department cards telling a straight story with unusually prominent price marks. The absence of color is notable, as these held strictly to black and white with black border. Similar cards are used in many other departments of the T. Eaton Co.'s store, besides the men's wear annex. On the central card the color was brought out also on the scrolls, besides in the green and red of the tie itself.

Men Are Not Shy Now

MONTREAL, July 13 (Special).— In the June 17th issue of "The Review" an article appeared dealing with the rearrangement of several departments of Goodwin's, Ltd., Montreal, to provide a "men's store," within the general departmental store. A few days ago a new entrance was made for this men's store by removing one of

the large show windows on the western front and putting in a large double entry-way. There is now a wide recessed entrance, with shallow show windows on either side for displaying men's furnishings.

Since the new entry was made there has also been a rearrangement of the counters, showcases and display tables inside the store.

Finally, let it be stated that, to those who have followed the whole course of the fight, the reason for the stand taken by the Postmaster-General is quite clear. He is standing by the big daily papers against the weekly papers and the trade and technical press. He has allied himself with the big interests which circulate mail order advertising and thus work to the detriment of the smaller communities, as against the weekly newspapers, and the trade newspapers which foster the local merchant and thus help to keep trade at home, to the immeasurable benefit of the small cities and towns.

POSTMASTER VS. MERCHANT.

(Continued from page 66)

Post Office Department from collecting postage.

This the Senate refused to do, leaving the amendment as it had been drafted, but providing a clause to leave old rates in force, thus getting around the Postmaster-General's technical objection. Mr. Pelletier refused to accept the Senate amendment and the bill thus automatically died.

He thereupon issued a statement to the press in which he claimed that his bill had been killed by the Liberal majority in the Senate.

And now comes his last move, a ludicrous finale to a comedy of errors. Mr. Pelletier has publicly announced his intention of going back to the system that prevailed before '67. He states that he will leave the rate at a quarter of a cent a pound on all second-class mail matter mailed in bulk, but that he will collect one cent on every paper that is delivered to the subscriber by the mail man. This right he claims under Clause 71 of the Post Office Act. This clause gives him the power to collect one cent postage from the subscriber, so apparently this is what the Postmaster-General, beaten and confuted at every turn, purposes doing!

That is the issue—the issue which may perhaps have to be fought out at the next session of Parliament.



HALF A CENTURY IN THE MEN'S WEAR BUSINESS.

(Continued from page 67.)

the sale continues as it has a month or so will clear us up."

In selling out, Mr. Wheaton proposes to devote himself entirely to the custom shirt business, which he has carried on in connection with the store, doing his own manufacturing at the rear of the retail department.

Fall & Winter
Weights in
Unshrinkable
Underwear for Men
75¢

Delpark
Tailored Made
Pyjamas
\$ **2.00**
Suit

Columbia
Cuffturn Shirts
A simple turn and
a easy cuff
\$ **1.50**
Silk Knitted
Neckwear
75¢

Satin
Neckwear
By distinctive
Color Effects
75¢

Neat brush stroke letter in a second uniform series in same department as above, on brown mat board with beveled edges and darker shade of brown for border, and for shading letters. The captions are in bold brush stroke letter with descriptive reader in italics.

"Smile and Hustle"--A Men's Store Slogan

Clerks Are Impressed With Importance of Treating Customers Pleasantly—Catchy Cards With Pithy Mottoes Throughout the Store—Store Manager Says There Are Direct Results.

TO look casually at the range of cards displayed in the Oak Hall clothing store, Toronto, one would get the impression that the establishment was operated by the aforesaid S. & H. The introduction of this slogan and its use in the place where the firm name might be looked for is only one of the novel methods of using mottoes adopted by J. C. Coombes, the manager of the store.

The Oak Hall store is a store of mottoes. They are to be found on cards throughout and they are bright and to the point. Mr. Coombes is not only a writer of mottoes, but a believer in them; he practices as he preaches.

"Do you get results from that motto?" he was asked, the reference being to "Smile & Hustle."

"We certainly do," was the confident reply. "There is money in smiles and there is money lost in frowns."

Mr. Coombes explained that he drove home the smile and hustle idea with his clerks; that he talked to a clerk when he came into the store to take up his employment, and watched to see that what he said had effect. Personally, the writer can vouch for the effect of the "smile" talk, for it was a marked feature of the reception he received from two of the clerks to whom he spoke. As to the "hustle," he can only say that there was not enough of it to interfere with courtesy. Mr. Coombes satisfies himself as to the hustle part of the slogan and that is all that is required.

Mottoes have been features of the interior decoration of Oak Hall stores for years. Mr. Coombes states that he originated the well-known expression "Come on in," and was the first to use it. "As visitor or customer you are always welcome here," is one which was used in a prominent place in a new store opened in a Western Ontario city, and it brought in a man who remarked that he had been attracted by the display of a friendly spirit—he bought a suit.

A unique method has been adopted in this store for the display of the many cards. They are placed in frames and the frames attached to the mirrors which form squares around the pillars. These frames have three flat points of contact and the attachment to the glass is made by the use of double gummed stickers; they can also be attached to the windows in the same way. The effect is that two cards can be placed back to



"Smile and Hustle" Cards.

back in each frame and both displayed while the reflection in the mirror naturally attracts additional attention.

Smile Idea Contagious.

The "Smile & Hustle" cards have been followed up by a display of new mottoes each closing with the same idea—such as "And we go on smiling." "Then you will smile," etc.? It is hard to go through a store filled with a display of such cards without feeling that

the smile idea is contagious—one cannot look the word in the face even without feeling some effect.

Correct Posture Clothes

Manufacturing firm quick to take advantage of a new movement.

A CORRECT posture league which is concerned particularly with the sitting and standing postures of children in schools and of workers in factories, shops, offices and elsewhere, has been organized in New York. It is a national institution and connected with it are United States Commissioner of Education Claxton and a large number of men and women prominent in health endeavor throughout the country.

Acting on the right posture idea one of the large American clothing manufacturers has put out a line of right-posture clothing, for which the claim is made that it is made with a device in the coat that it patented and intended to make right the posture of growing boys.

The idea is a novel one and the manner in which it has been taken up by this manufacturer is an indication of how rapidly modern business men take advantage of anything that is likely to appeal to the public.

FRENCH GLOVE MARKET.

Reports from France to the glovers state that the skin market is very quiet. The present year is proving almost as bad a one for business as was 1913. What business there is lacks volume, and prices remain against the tanners. The chief markets are receiving very few live sheep, and thus the buyers are waiting somewhat anxiously for arrivals from Africa. Reports from Algiers state that the arrivals are restrained, and their quality ordinary, while from Boghazi comes the news that there are few lambs available, owing to the great mortality from the cold during the winter, and also from the fact that the raisers did not hesitate to sacrifice the newly born lambs, in a great number of cases where the ewes were too enfeebled by the rigorous weather to bring up their young without risk.

How Borden, Laurier and Other Leaders Dress

Premier Prefers Dark-Colored Morning Suit to Jacket—Sir Wilfrid's Best-Known Dress Feature is Tall Grey Hat — Few "Toppers" Seen in the House—Who the "Beau Brummels" Are at Ottawa.

By a Special Correspondent.

OTTAWA, June 30—(Special)—When Sir George E. Foster, Minister of Trade and Commerce, appeared in the House of Commons a few weeks ago, dressed in a light gray suit, popularly known as an "ice cream" suit, the members of the House sat up and took notice, to use a common expression, and a few of the members even made some humorous comment on the floor of the House about that suit, for the simple reason that it was very unusual to see Sir George wearing anything else but clothes of a dark color. Since then he has not worn that "ice cream" suit, and, it is said, he is not likely to depart from his usual dark gray or black morning suits for some time to come.

THE LEADERS OF FASHION.

If Mr. W. Barton Northrup, M.P., for East Hastings, or Hon. Robert Rogers, Minister of Public Works, or Mr. R. B. Bennett, member for Calgary, or Sir Wilfrid Laurier, Hon. Rodolphe Lemieux, M.P., for Rouville, Que., or Mr. A. Claude Macdonell, member for South Toronto, had appeared in the House attired in the lightest and most fashionable of garments, it is pretty safe to predict that not a word of comment would have been heard, for these gentlemen are recognized as leaders of fashion amongst the parliamentarians at Ottawa.

The "Beau Brummel" of the House of Commons is Mr. Northrup, with Mr. Bennett, of Calgary, a close second, while Hon. Mr. Rogers is justly entitled to be listed as the best dressed man in the Cabinet.

Premier Borden is more often seen in a dark-colored mourning coat than in a jacket suit. He is always neatly dressed, so, too, is Hon. George E. Perley, Minister without portfolio, and named as the next High Commissioner for Canada. In the Summer time the Premier favors for street wear a light gray jacket suit with a light gray, soft hat. It is in evening clothes that Sir Robert Borden looks particularly well.

SIR WILFRID'S TALL, STIFF HAT.

Sir Wilfrid Laurier is always exceptionally well dressed. When he attended the conference of Premiers from all parts of the British Empire held in London a few years ago, the English papers were unanimous in declaring that he was the most immaculate and best dressed Premier there. He always appears in the House of Commons in a morning coat, usually of very dark gray during the Fall and Winter. In the Spring and Summer he wears the same kind of suit in tweeds of light color set off with a tall gray hat, so popular with the Duke of Connaught. During the time Parliament is in session, Sir Wilfrid rarely wears a high silk hat, except, of course, on some special occasion. A Christy stiff or a soft fedora are his favorites for ordinary wear.

DARK MORNING COATS.

To return to Mr. Northrup, Hon. Mr. Rogers and the other members mentioned in an earlier paragraph, who the critics agree are always so carefully and immaculately garbed that they could compare favorably with any of the best dressed men to be seen daily on Bond Street, the recognized center of fashion in men's clothes; they all incline to morning coats of dark material of the latest cut, and perfectly made as to fit, etc. Mr. Northrup usually wears a four-in-hand tie with a straight collar. The others prefer the wing collar with the four-in-hand tie; and all incline to the Christy stiff or fedora for a head-piece.

MOST WEAR TWEED JACKETS.

If there is anything more than another that speaks for the democracy of Canada's parliamentarians, it is their dress. Let anyone go into the galleries of the House of Commons when the 221 members are in their seats, and he will see a body of very ordinarily dressed men, for the most part. It is safe to say that fully 200 of the members wear ordinary tweed jacket suits in and out of the House, except when they attend some

An Unusual Combination of Premier and Opposition Leader



From left to right: Hon. Martin Burrell; Hon. W. T. White, Sir Robert L. Borden, Sir Wilfrid Laurier, Sir George E. Foster.

With the exception of Sir Wilfrid whose distinguished appearance is well set off by his gray suit cut in the morning style and silver gray top hat, the figures emphasize what has been said about the democracy of dress at the capital. Four of the five are wearing ordinary sack or jacket suits, and it will be noted that they are cut with ample, if not exaggerated shoulders. Mr. Burrell and Mr. White are in gray; Sir Robert Borden has a dark sack coat with dark gray worsted trousers, and the somberness of Sir George Foster's usual attire is only relieved by his white vest. We find in the hats of all but Sir Wilfrid little tendency to follow the dictates of fashion, as it is popularly known at the present time. It will also be noted that only Mr. Burrell of the five is wearing trousers which have a cuff. Three of the party are wearing vestettes which set off the cravats, and the latter are four-in-hands with the exception of that of the former premier, the shades quite evidently being quiet. Canes are popular on Capital Hill, and the Premier, the only one of the party carrying gloves, evidently believes in being fore-armed, from the fact that he carries an umbrella.

special dinner when they don the conventional attire for such an event. On the whole the administrators of Canadian affairs cannot be called "well dressed."

The majority of the members of the Cabinet indeed are lovers of the

jacket suit for almost all and sundry occasions. Even when they went to Rideau Hall to take the oath of office nearly three years ago, not more than half a dozen donned a frock or morning coat or wore a silk hat.

So seldom is a silk hat seen in the

House of Commons that one would almost think there is a particular aversion to such a style of head piece. This, however, many people regard as an indication of the fact that the real democratic spirit prevails amongst the members.

The Passing of the Two-Piece Suit

Tendency of Style and Common-Sense is Against This Garment, Which is Not a Satisfactory Business Proposition—Clothes Now Too Closely Tailored for Loose Models of Coarse Cloth — Vests Needed for Cool Evenings—From 400 to 1,000 Suits.

THERE is a species which is evidently becoming rapidly extinct, and that is the male wearing the two-piece suit. It only requires a casual observation to bear out the fact, and if confirmation is wanted it can be had from almost any merchant in men's clothing.

With the passing of the loosely

tailored sack suit there has been a change of opinion in regard to clothing, which has led to the passing of the popularity of the two-piece, and this has been more pronounced this season than ever, especially so as there has been little demand for the Norfolk model, which had a considerable run a year ago.

In the store of one of the leading

ready-to-wear clothiers of the province a few days ago the proprietor pulled out a well-filled rack of two-piece suits. "I had a hundred suits at the beginning of the season," he said, "and most of them are here yet, as you can see." In contrast to this, he mentioned that a few

(Continued on page 79.)



MENS CLOTHING AND FURNISHINGS



JULY, 1914

CHANGING CIRCLE OF STYLES

WHERE are we going in styles? The retailer who is catering to the needs of men might well ask the question. For years there was a conservatism among men with regard to their clothing, and while this may be still said to be general, there is in the cities a tendency to take hold of the novelties. So long as the general wearers refused to take to the new styles they remained exclusive to a certain extent, especially as the volume of trade in them did not warrant cheap prices. Now, however, with the great strides which have been made by the manufacturers a style is no sooner on the market than it is being handled in a large way; the next thing is that styles worn by the crowd lose their exclusiveness, and we find the men who try to cater to this trade jumping pretty lively to keep a lap ahead in the race. It seems to be getting down to the place where the average man wants "exclusive" styles, and the "exclusive" dressers are not satisfied with a style which is worn generally. The result is that styles are changing more rapidly than ever and it is very difficult to forecast from one season what may be looked for in the next. Manufacturers are keeping the plans of their designers quiet until they are ready to go to the trade, and the retailer must be more careful than ever as to his purchases or he is likely to find eleventh-hour innovations running him into heavy overpluses of hard-selling lines. If the change of opinion does nothing else, it brings emphatically home to the dealer that he must have style, but just the best way to get the style the people want is the problem.



STATE CAMPAIGN FOR WHITE CLOTHING

DOWN in Kansas the State Board of Health is starting a campaign in favor of white clothing for men in the Summer on the ground that dark-colored clothing is not suitable for the hot weather season. Dr. J. C. Crumbine, secretary of the state board, has addressed a letter to the men of the State asking that black and blue clothing be discarded for white. The circular points out that women have learned the value of wearing white dresses in the Summer time, and it is hard to understand why men have not learned the lesson long ago.

"Anything that resists heat in the Summer time makes for health. Black, blue or any other dark cloth is a heat absorbant and injurious. White clothes in the tropics are not a whim of fashion; they are a tribute to necessity and health. Men in dark clothing are always rushing for the ice water, and ten to one they will have a grouch on, while the cool man in the white clothing is serene and

even tempered. The ice water, dark clothing and grouch are detrimental to public and private health."



"OUR STORE CONSCIENCE"

THIS is a store honest of purpose, reliable in dealings, and with a reputation for probity that outweighs all else. The integrity of this business is the ambition nearest and dearest to our hearts. From the beginning we nursed it on honesty and cared for it as we have our personal honor, because its reputation and ours are one.

Since the day when we first opened its doors we have striven with whole-hearted honesty to deal with you as we would wish to be dealt with were our positions reversed, and we the buyer and you the seller.

If we have succeeded in securing your confidence—and we believe we have—then our endeavors are rewarded and our ambition satisfied.

That we may retain the respect and good-will we have won is our hope for the future. We will never hazard it through trickery.—From editorial in ad. of D. E. MacDonald & Bros., Guelph.



TAKE A VACATION

THOUGHTS are usually turned to the question of summer holidays when the hot weather is ushered in.

Now is the time for the merchant, and particularly the one with a large staff, to arrange for the allotment of vacations. Certain members of the staff cannot get away together, and the proprietor himself must be on hand when certain other members are absent. This makes a problem which requires no little attention and should be given consideration early in the hot season.

There are too, a great many merchants who have got the impression that the store cannot get along without them. This, nine times out of ten is usually erroneous. A vacation once in a while is a tonic which every man should have. He may not think he needs it at the time, but there will come a time when he will feel the benefit of it. Some men work from daylight until dark, year after year, without so much as a day's holiday with the exception of Sundays. These men should remember that life on this earth is short and that they will be a long time dead.

But when a vacation has been decided upon, the important question is where shall it be and what its nature? There are some people who on their vacation do not have any at all. They go in for strenuous exercises which do not give the tired body a rest, and when the holiday is over they are ready for another. This is a great mistake. Far better not go away at all than come back more tired than when you left.

New Pyjamas are Made Without Buttons

“Middy” Garment Which Pulls Over the Head Like a Sweater—
Another New Idea is the Combination Night Suit Which is a One-
Piece Garment—Plain High Colors Used in Fabrics.

AN expression now made use of by the man who sells clothing and furnishings for men is that styles change over night; and now we are facing a change in over-night styles—in other words, the designer has been busy with the pyjama.

The accompanying description gives an idea of what the makers are doing with the robe of the night. The coat of the new garment is cut on the sack model. It is made like a tube, and the only way to get into it is through the bottom, sweater fashion. The neck is cut large after the middy style, so much worn by girls during the Summer season.

To many men, and bachelors in particular, the new garment will appeal on account of the fact that there are no buttons or other fastenings to get out of order. The buttons of the pyjama have been one of the weak points of the garment with men. There have been a number of attempts to get around the difficulty, and a couple of years ago a garment was brought out which had loops and knots in addition to the buttons. This did not meet with much success.

The new idea is now being worked into the lines of Canadian manufacturers, and it is being picked up by the high-class trade, but it is too early yet to say what reception it may meet with on the part of the public. As usual, with most changes of the kind it will probably take time to bring the new garment into anything like general use, but it has its strong points—ask any bachelor.

Even a step further than this has been taken by the designers. Garments are made on this combination principle, giving the night apparel in one piece. This idea has its advantages, for it is at the waist line that the difficulty lies with the pyjama. The adjustment of the waist-string is difficult in relation to comfort, although this has been obviated to some extent by the use of woven cord, which has a certain amount of flexibility.

In connection with the pyjama combination there is reported to be some difficulty in regard to getting a proper size. It is a garment which must necessarily be worn large, as without the telescope at the waist line there is need for allowance for free movement during the hours of rest; a small garment will be likely to bind.

There is a considerable range of fabrics being made into sleeping garments, but for the most part sheer materials in solid colors are favored, although crepe



A one-piece pyjama.

is being used to effect in some lines. Novelties are heard of, including everything between white and black and figures of frogs and other weird designs are being used in extreme cases. For a Winter garment for the man who travels and must move far from his own comfortable bed, heavy flannelette with a very soft finish is being used.



New type of negligee shirt with adjustable collar.

PASSING OF TWO-PIECE SUIT.

(Continued from page 77.)

years ago he would stock four or five hundred suits of this kind.

This attitude with regard to the two-piece suit was found in other stores, and in one establishment there was found to be a considerable stock of two-piece Norfolk models on hand. These had been stocked as good sellers for this season, but they will have to go over or be sacrificed at short figures.

There are several factors which are working towards the death of the two-piece garment. There is the important change in the trend of styles, and there are strong arguments against it from a commonsense standpoint—besides in the trade the two-piece is in about the same class as the straw hat trade as regards a short season.

In the first place, let us consider the matter of style. Since the coming so strongly into the limelight of popularity of the English style of tailoring and the demand for form-fitting clothing, there has not been the same place for the two-piece suit. Not only is it the usual thing with a close-fitting garment to wear the vest at all times, but the unlined garment of loose, coarse material will not permit of the tailoring which is so necessary to the appearance now desirable. In the Norfolk the two-piece made a popular suit for Summer, but the Norfolk has passed out, except for lounge wear. One merchant makes the remark that it is a fine suit nowadays to go fishing in—this is extreme, but it illustrates the point.

Then we have mentioned the commonsense standpoint. It is argued by clothing men that the two-piece suit has a small place in the Canadian trade on account of the shortness of the Summer season. Of course, no matter what the style may be, there are many men who will demand comfort first in the hot weather, but there is no reason why the vest cannot be discarded when the thermometer is at the high points. Cases have been known of men buying a two-piece suit and going to the clothier a few weeks later and asking if they cannot get a vest to go with it. The reason is that after a month or so there will be cool evenings, when a vest is comfortable, and when if there is no waistcoat to put on one must either change clothes or take the chances of getting a chill.

The clothing business has little place for the two-piece suit for both of the reasons which have been explained.

Ad Men United on Policy of Absolute Truth

Associated Ad. Clubs of the World Decide on Local Emblems—
Practical Addresses on Retail Advertising—Should Defects of
Seconds be Pointed Out?

BY the adoption of the report on next page, which was made by the committee of the executive appointed to deal with the subject, the Associated Ad. Clubs of the World took another important step towards placing advertising on a higher plane and establishing confidence with the public. This was one of the most important things done by the big convention of Ad Clubs for 1914, which was held in Toronto during the week commencing June 20th, when thousands of advertising experts from all parts of the continent and from foreign countries as well, assembled to discuss subjects of importance in the world of publicity. At this convention the change of the name of the organization to embrace practically all countries was a step significant of the advance of the movement for the establishment of the advertising profession on a broader more substantial and more responsible basis.

The Truth Emblem typifies what the organization stands for; it is the key to the method by which it is proposed to cleanse the untruth and misrepresentation from advertising as a whole and put commercial and mercantile publicity on a stronger footing with the public. The emblem had been previously adopted and it remained for the convention of 1914 to decide upon the method by which its use should be controlled.

It will be noted that the report puts the responsibility for the licensing of the emblem with each local club, and it will be for the vigilance committee of that club to see that the principles behind its use are not violated. Where there is a violation the right to use the emblem will be cancelled and this is considered as being sufficient incentive for respect of the principles which it represents. Advertisers who undertake the use of the emblem will be required to sign pledges in writing that they will observe the advertising practice ethics as set down by the National Association.

The truth sentiment in regard to advertising was a dominant note throughout a number of the session of the convention of Ad men and it was emphatically evident that among the members there was a strong feeling that for the future the outstanding feature of the campaigns of all responsible concerns will be the endeavor to secure the public confidence.

Truth for Retailers.

That there was no new thing to say about advertising unless there was a new

STANDARDS OF PRACTICE.

The following are the "Standards of Practice" adopted by the Retail Department of Advertising at the annual convention of the Associated Advertising Clubs of America held at Toronto last week:

Each head of a retail enterprise should dedicate his best efforts to the cause of Business Uplift and to this end should pledge himself:

1. To consider, first, the interests of his customers.

2. To insist on the courteous treatment of every visitor.

3. To permit no misrepresentation.

4. To discontinue careless, slurring or offensive statements on the part of salespeople.

5. To avoid misrepresentation or careless indifference in advertising.

6. To see that comparison values in printed announcements are with prices previously prevailing in his store, unless otherwise distinctly stated.

7. To avoid the use of such expressions as "Were \$10," "Value \$10," "Elsewhere \$10," "Made to Sell at \$10," "The \$10 Kind," etc., where their use would give a misleading impression to the reader.

8. To resent strenuously—to the point of withdrawal, if necessary—the "make-up" of his advertising in a newspaper next or near announcements offensive to good taste or of a debasing nature.

9. To demand of each newspaper evidence of the approximate number of its readers (based on copies actually sold), their general location and character, and a statement as to how they were secured—by voluntary subscription, by solicitation, by premium or gifts.

10. To urge on newspapers that the same care should be shown in admitting advertising to their columns that would be shown in admitting news matter to their columns or in expressing editorial opinion there; that the newspaper should feel itself as responsible for the verity and propriety of advertising and news in its columns as for its editorials—always giving assurance that he will welcome just criticism of his own advertising.

ideal or clearer understanding of truth was the manner in which C. L. Brittain, of the Kline Cloak & Suit Co., Kansas City, Me., introduced an address in which he brought forward strong arguments of both a practical and theoretical nature for advertising in which the buying public can at all times pin their faith.

"We may talk about these things for years and study them for scores of years," he said, and the one basic law will remain unchanged. All we can hope to learn of advertising or of any new or old science will have to be learned from its fundamental truth or principle.

"As it is in all kinds of advertising, honesty is beginning to be recognized as the most important factor in the retail campaign. You can all remember when advertising was looked upon as trickery and the common expression that 'It is just some sort of an advertising scheme.' Thousands and thousands of dollars are now being spent for the purpose of gaining the confidence of the advertising public.

Must Know the Goods.

"Some business men think that if the ad pulls the crowd and the selling force gets the money its a good ad and a fine combination that is as deeply as many think—just to get the money. True we advertise to get the money—no question about that, but men steal horses to get the horses.

"As advertising men we need to know the truth about what we are advertising—the whole truth and nothing but the truth; a lawyer needs to know the truth about his case in order to win. We need to be honest both in advertising and selling. Advertising is not just white space, type, pictures, etc. Advertising is business and a strong business-building factor. In order to accomplish the greatest good in the shortest time and maintain the confidence of the buying public we must know something about merchandise. We must know when it is right. We must know the truth about it. We must know the good about it. We must tell it in a plain and honest but enthusiastic sort of way that will not only pull trade but prove to be a lasting advertisement.

"It is just as impossible to write a truthful but business-pulling advertisement if the merchandise is not right as it is to write a truthful news story

Truth Emblem Issued by Local Clubs Only

The Following Were the Recommendations of a Special Committee Appointed to Deal with the Use of the Truth Emblem, all of Which Were Passed by the Associated Ad Clubs of the World:

- (1) That no action be taken to license the association's seal or emblem to national advertisers.
- (2) That the association adopt another and different form of local seal for the identification of documents and similar corporate things.
- (3) That the use of the "Truth" emblem be licensed upon the following conditions to the local clubs affiliated to the association to be licensed by them to local advertisers:—
 - (a) The "Truth" emblem shall be used by the local clubs in its present form, except that in each case the local club shall substitute its own name for the name of the national association on the upper periphery of the seal, who shall print the word "Guaranteed" on the lower periphery of the seal. Any other symbol or work similar but not identical will be considered an infringement of the property rights of the National Association
 - (b) The local club shall place the licensing of the "Truth" emblem in the hands of its vigilance committee.
 - (c) The "Truth" emblem shall be licensed by the local clubs only to advertisers who will pledge themselves in writing to the observance of such code of advertising practice ethics as may be prepared by the National Association.
 - (d) All licenses shall be in writing and shall be revocative.
 - (e) Licenses for every "Truth" emblem shall be charged to the advertiser by the local club, and,
 - (f) Twenty-five per cent. of the gross amount of license fees collected by the local clubs for the use of the "Truth" emblem shall be remitted to the National Association.

about something that never happened. We should see that our merchandise is right.

Not for One Sale Alone.

"I wouldn't give much for the advertising that only made a first sale and didn't leave the customer in a fit condition of good feeling toward the store to come back; it ought to do more than that—it ought to make them want to bring a friend. And it will if the advertisement is properly merchandised and the values are honest."

Mr. Brittain gave some strong illustrations backed up by his own personal experience. As advertising writer in a men's store he had put out a line of copy, which he felt should be bringing results; but it was not. So he made a trip himself into the store and asked to see \$2 cravats which he was advertising at \$1.65. He found \$1.50 cravats which had been marked up to \$2, and then marked down again. He found identifying buttons being cut off standard \$17 suits which were then marked up to \$25, and then reduced as a bargain to \$18.50. It was no wonder that this advertising did not pull. He left that ship before it sank.

Selling Advertises.

"We must understand and know advertising and selling to be one and the same thing. We must remember that advertising sells and selling advertises. We must know that the real advertisement is not in the printed word but in

the effect of the sale on the customer. A dissatisfied customer advertises—but in the wrong way.

The speaker looked for a new era in business for with the introduction of honesty, science and system, were given a chance and where science and system governed advertising and selling there would be less failure and more prosperity.

Deceptive advertising received a blow straight from the shoulder in the paper of A. J. Harding, which referred to truthful and untruthful advertising and embraced the ideas of the members of the vigilance committee in this connection. He asked if it was deceptive for a merchant to sell silk hose that are seconds and sortings at 19c., when he knew that if they were perfect goods the selling price would be \$1? Was it fair to the purchaser to permit him to buy advertised bargains (?) without making him acquainted with such defects? Was a merchant guilty of false advertising when he knew he was selling damaged goods to an innocent purchaser, as perfect?

"He is" was the answer of Mr. Harding. "Now let us go back to the beginning of the sale. The wholesaler offers the merchant a special lot of goods at a sacrifice in price. He buys the lot and knows the faults before he places them on sale. But he offers them at a sacrifice, without one word of explanation to his purchaser. What would happen to the wholesaler or jobber if when

he sold the lot to the merchant nothing was said about the defects and he simply featured the low price without a word as to quality. He would lose the confidence of the merchant just as the merchant loses the confidence of his patrons. He makes the sale but it is poor business in the end.

Mr. Harding asked the retailer to give the public the same consideration as he expected himself. Almost any kind of advertising would bring results but the point was whether this advertising strengthened the link between the seller and the buyer. The advertiser who deceived in his advertisements was largely deceiving himself in the end.

"There is nothing magical about writing honest advertisements? You must co-operate with and be a silent partner of public opinion. Confidence is a plant of slow growth. If it is abused by false or questionable advertising it withers and dies of exposure. If it is planted in a dependable place and that place is known for its straight-forward dealing and the reliability of its advertising, it thrives, grows and spreads out.



C.W.T.A. CONVENTION.

Don't forget the Canadian Window Trimmers' Convention in Toronto, August 11, 12 and 13 next. Three days filled with demonstrations by the best experts in America.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS
EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL RECEPTION, CLUB, DINNER, FORMAL, STAG, THEATRE, EVENING, AND WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed, worsted, plain or fancy weaves, satin facings, Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft, if latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black, satin, figured silk or color to match waistcoat	Chamolla best or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled studs, gold bar chain

DAY WEAR.

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed, worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, or patent varnished, plain leather, cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled plu
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored, if latter, cuffs, white and single	Foke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, MORNING AND EVENING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxons, Chevots	Single breasted like jacket, or fancy to harmonize	With black materials, striped or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamolls, colored or white buck	Cotton, wool, lisle, shades in harmony harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted, Chesterfield, Raglan draped, cape, s. b. ulster.	Tweeds, chevots, homespun, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knickerbockers with strap and buckle, knickerbocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogue	Same as above

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

The August Number of Canada's National Magazine

The August number of MacLean's Magazine is just off the press with a more varied and interesting list of contents than ever before. It covers the range of Canadian affairs thoroughly and powerfully. Here are a few of the leading articles:

THE MEN AROUND THE WHITE PLUME.

A sketch of some of the younger men in the Liberal party who have come into prominence since the last election. The outstanding personalities in the Opposition party in Commons are thrown on the screen by one of the brightest of political writers.

ON THE FIRING LINE IN RIEL'S DAY.

The second of series of articles on the North-West Rebellion written by one who was through the campaign and had a personal knowledge of the leading men on both sides. These articles are strongly reminiscent and present material of historical value.

WIDOWS OF FAMOUS CANADIANS.

A bright article on some of the women who have helped their husbands to make Canadian history.

PAT BURNS, CATTLE KING.

Among the outstanding figures of the West, Pat Burns of Calgary looms large. The life story of the man who controls so large a share of the meat supply of the West is graphically told.

THE ONE SECRET OF SUCCESS.

Know what it is? Concentration. Dr. Orison Swett Marden, dean of inspirational writers, has a powerful article on Concentration in this number,—an ambition stirring, soul-firing appeal that will reach to your innermost self and urge you on to higher ideals and bigger accomplishments.

THE BEST OF CANADIAN FICTION.

The new serial story by Robert E. Pinkerton, "Twisting Trails," starts in this number.

Other fiction features are:—

"The Things that Count," by Alan Sullivan.

"The Adventures of Madelyn Mack," by Hugh C. Weir.

"Spanish Gold," concluding installment, by Geo. A. Birmingham.

"The Orange Death," by Jerome V. Eberts.

"As It Was in the Beginning," by A. C. Cummings.

Is it necessary to add anything more? Can you afford to miss this monumental number of Canada's National Magazine?

Send \$2 to-day and your name will be entered on the subscription lists for one year, commencing with the August number. Write Department M.

The MacLean Publishing Company, Ltd.

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BERESFORD

THE LATEST ADDITION TO THE SUCCESS RANGE.

New Season's style for Summer wear — rather larger tie space, specially suitable for the large tie effect which is the accepted style for men. Made in 2, 2¼.

Ask your wholesaler for this new Success shape—
Made to retail at 2 for 25 cents.

The Canadian Converters Co. Limited.
Montreal

MEN'S WEAR REVIEW.

WAR AND THE TRADE



WAR WINDOW IN STORE OF GOODWINS, LIMITED, MONTREAL.

How Shipments of Fall and Winter Men's Furnishings will be Affected.
The Business Situation Covered from Many Angles
Up to Time of Issue.

AUGUST, 1914

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

Why is your stock of

FLEET FOOT

SHOES

Like an expert Acrobat?

ANY shoe retailer, or any clerk in a shoe store, sending us the correct answer before Sept. 1st, will be entitled to a pair of our new **WOMEN'S TANGO PUMPS**, which will be presented with our compliments to any lady he names. Address your answer to the *Editor of Foot-Prints, P.O. Box 330, Montreal.*

The correct answer will be published in September *Foot Prints*, which will contain the complete *Fleet Foot* catalogue of styles for 1914-15.

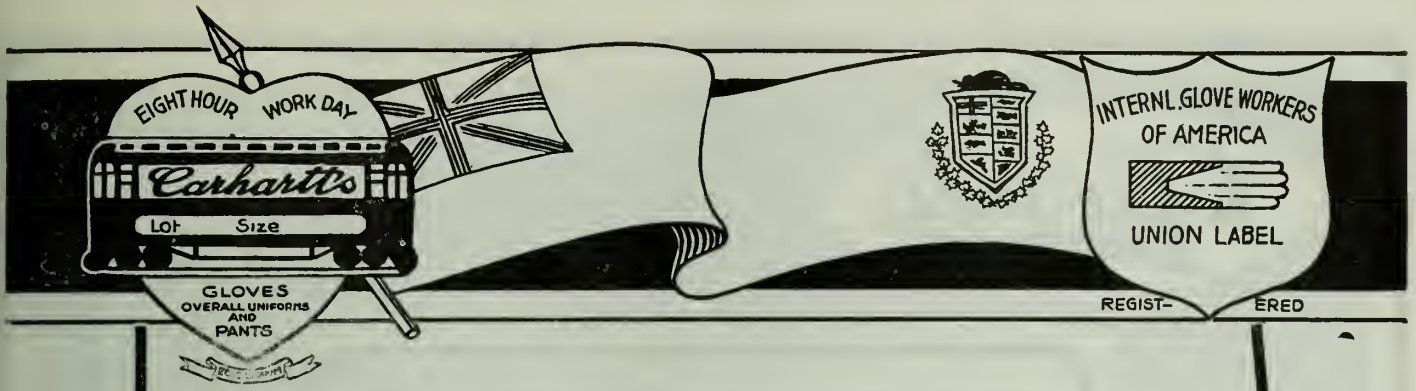


By the way, summer is not over yet. Better look over your stock of *Fleet Foots*, and sort up with a few pairs.

Canadian Consolidated Rubber Co.
Limited

MONTREAL, P.Q.

28 BRANCHES THROUGHOUT CANADA



An eight-hour day and "Carhartt's"

The eight-hour day, a direct benefit to the working man, is an indirect benefit to the merchant, because he is enabled to supply the laborer with his requirements when he wants them without keeping his store open late. He gets this trade when the workman realizes that his work clothes need replenishing and holds it if he supplies

CARHARTT'S *Gloves, Overall-Uni- forms and Pants*

The Carhartt label (shown above) means a lot to the laborer whose work requires strength. It is his guarantee that he is going to get dollar for dollar value and he knows that every vulnerable spot is reinforced in such a way as to double the garment's life, whether gloves or overalls, etc.

The Carhartt agency is very desirable if you have working men, union or non-union, in your town.

Send for our approval assortment of gloves and overall-uniforms for sixty days — what you don't sell or require return at our expense. A card to-day will bring it.

**Hamilton Carhartt
Manufacturer
Limited**

**Toronto and
Vancouver**





1915
Announcement

Full range
of Classic
HATS FOR MEN

Straw Hats
is now ready

SAMPLES NOW IN
THE HANDS OF OUR
REPRESENTATIVES
The Crown Hat Co., Limited
Main Office, Galt, Ontario.





IF you are in the merchant tailoring business you know that the two items which prevent you from making a handsome profit are your heavy unsold stock of materials and your high-priced tailors who are often idle in the dull seasons. Why not eliminate both by changing your method of selling?

Continue to conduct the merchant tailoring end, but instead of making the clothes in your own shop, cut out this overhead expense and let us make them for you to your customers' measurements.

Get into the ready-to-wear line also. A small stock of regular sizes in

Campbell's Clothine

will be quickly sold, leaving you with no unsold odd-sized lots—no out-of-style suit lengths as formerly—no expense for expert tailors—and no bargain sales. Your business will be all cash and your money will be in the bank or wherever it will bring you the best returns.

We want one representative in each town—if we have no agent where you are located, write—

The Campbell Manufacturing Co.
LIMITED

MONTREAL - - QUE.

GEO. C. POOLE *and* COMPANY

Makers of

Poole's "Paragon" Pants

have purchased and are continuing the Pant Department of *The Andrew Darling Company, Limited* business. An examination of our range will demonstrate why

"Poole's Paragon Pants Please"

When in the City call and examine the special clearing values we are offering. It will pay you at this time for careful buying

GEORGE C. POOLE *and* COMPANY

SUCCESSORS TO THE ANDREW DARLING COMPANY, LIMITED

The Darling Building, Spadina Avenue, Toronto

Challenge Collars



Selling Point

Number 7

With The Free Tie Space

Few of your male patrons do not know the distinct advantages there are in having a collar that allows the tie to slide easily.

If a collar is cut right there is no necessity for it binding the tie and ruffling the temper, to say nothing of putting the tie out of commission. Arlington collars never bind the tie, but allow it to slide easily. They come in six grades, of which the Challenge is the \$2.00 a dozen line, all styles.

Let us send samples.

The Arlington Co. of Canada, Limited, 54-56 Fraser Ave. Toronto, Ont.

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.



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MEN'S WEAR SECTION



The War and Men's Wear Supplies

No Scarcity For Months To Come, Although Some Special Lines Will be Cut off Entirely—Underwear Likely to Advance—Hats in Pretty Good Shape—No Danger for Ties.

THE influences which will be felt in the wholesale and retail business of Canada in men's wear as the result of the war in Europe operates from so many sources that it is difficult at this time to gauge their extent. These influences are direct and indirect. There will in the first place be many articles from Europe which we will not be able to get; there is the great volume of trade with the United Kingdom which will be interfered with to some extent at least until Britain establishes herself in the position of being able to guarantee absolutely the Atlantic routes; there will be higher cartage charges undoubtedly, higher insurance, dearer exchange, etc., which must be considered in their relation to the markets.

The position as regards men's clothing and furnishings is more favorable than lines of dry goods, such as dress fabrics, silks, laces, fancy goods and toys, where serious deficiencies are being felt already in the supply with prospects for a famine in some lines before a month has passed. But in clothing the present situation is not alarming. Canada is more self-sufficient in this respect—given the cloths themselves—than in many another branch of manufacture. The imported cloths for Fall and Winter, it would appear, are mostly in the country already, while the English make-up stocks that have not yet arrived, will gradually be sent over, although necessarily after considerable delay.

90 Per Cent. of Suitings In.

One large dealer in suitings for men and boys, told *The Review* that he had 90 per cent. of his imported stock on hand ready to be cut up in Canadian clothing factories. The intermediate process—the making—naturally compels these cloths to be delivered early in the Summer, and the most of it even in the Spring.

The delivery of English goods will be facilitated by the arrangement entered

into by the Canadian Government, by which the high cost and delay in exchange is avoided. In addition to this is the British Government's guarantee of insurance risks up to 80 per cent. and the steady drop in the early rates.

Canadian mills, it is certain, will be working overtime in supplementing the supply.

What effect this situation will have on prices is difficult at the time of writing to determine, but few wholesalers or jobbers who were approached believed that there would be much advance unless the war dragged on for many months or a year, when an almost limitless number of factors would have to be taken into consideration.

There are a few lines of German goods, such as dressing gowns that will not come in time, as they are not due usually before about the first of November. Nor will there be any stocks on hand to cover this demand as most dealers take care to clean them out in the Christmas gift season, but this is a very small end of the clothing business.

In men's furnishings there is not much more cause for alarm. There are some lines of course, that will be cut off en-

SOME IMPORTANT FIGURES.

A brief summary of the importations to Canada in some of the principal lines of men's wear will be interesting.

Socks—Germany, \$399,697.
Knitted Goods, Germany, \$98,854.
Hats, caps.—France, \$49,631; Italy, \$96,264.
Straw hats.—France, \$91,876; Italy, \$60,487.
Clothing, ready-made. — Germany, \$157,437.
Collars and cuffs.—Austria-Hungary, \$30,947.

In other lines it is impossible to separate between men's and women's in the official figures.

tirely. One of these naturally suggests itself, velour hats that have been coming out from Austria for several years past. So far as can be learned, none of the new stock has arrived yet, but the sales of these goods have not been increasing of late and in any event, they bear a very small proportion to the total in any store.

Italian hats will at least be long delayed and no French are expected.

There are also some lines of Austrian shirts, and some hat bands and bindings, that will be absent from the line-up of men's wear stores.

Lots of Silk For Ties.

In ties not much trouble is anticipated. One of the largest buyers in the Dominion stated to *The Review* that supplies up to Christmas were in good shape, and a scarcity of silk was not anticipated. There was no lack even when the U. S. mills had a serious strike barely one year ago. The German silks were used a great deal for ties, but as a rule Canadian and U. S. buyers had to furnish the patterns, or greatly tone down those of Europe. French silk was used only for the most expensive and 'freaky' lines, and was of comparatively little importance. His opinion was that whatever extra cost there was would be borne by the manufacturers.

Underwear From Canada.

In underwear the situation as to price, at all events, was not quite so clear. German lines, which are more popular in lighter wear, than heavier, would, of course, be cut off, but Canadian goods have been displacing these to quite an extent of late. In silk underwear the States would be used to supplement stocks along with Canadian goods, but these, of course, are a comparatively small amount of the total. The price in these was likely to advance, particularly as artificial silk was becoming scarce with Germany cut off. A U. S. buyer

*As Montreal Views the Situation***Clothing, Ties, Raincoats, Hosiery**

Woolens From Britain, Silks From Switzerland, France and Belgium, Fine Hosiery From Germany — Establishment of Transportation to England the Important Thing.

By a Staff Correspondent.

was in Canada the middle of August taking all he could get in artificial silk hosiery. Germany, and in knit neck-wear England have been large exporters.

English stocks of underwear, it was expected, would come in gradually, but Canadian, in any case, form the big bulk. One firm mentioned handling \$20,000 of "foreign" to \$200,000 of Canadian. The whole tendency, however, was in the direction of an advance in underwear. It should be remembered, also, that many retailers are pretty well stocked up from last year, and, for once this will not be an unmixed evil.

Hats Good Supply.

In hats there is not much likelihood of trouble. A large portion of the stocks in soft and stiff hats has arrived, one of the largest Canadian retailers reporting that he had enough soft hats to last until the beginning of February.

A large wholesaler reported that he had received most of his English goods, although none had arrived from any other country of Europe. This firm gets 75 per cent. of their goods from Great Britain and the Continent and 25 per cent. from Canada and the States. If the stock from England was cut off the last two sources would supply a good portion of it, but the English shipments he expected to resume very shortly.

There is expected to be an advance in hats, however, owing to the general situation, and the fact that the duty from the States is higher than from England.

Collars and shirts are in pretty good shape, as the imports bear a smaller ratio to the total than in some other lines. In any case large stocks are on hand.

**GAS PIPES TO RAISE TABLES**

A unique scheme for raising tables by extending the legs was noted in the men's clothing store of Grafton & Co., at Woodstock, Ont., where sections of gas pipe had been fitted to the supports. The tables were of the low variety generally used for displaying clothing under the old method, and it was desirable to raise them for the showing of shirts and other furnishings to bring them closer to the eye. The pieces of pipe secured were of a size which just nicely fitted to the bottom of the table legs and the desired result was very simply attained.



F. Chorniere, Granby, Que., is making the fourth addition to his men's wear store.

Fred French, Sarnia, Ont., has sold out his tailoring business and accepted a position with MacDonald Bros., men's furnishers.

MONTREAL, Aug 15—(Special). —So appalling and so unexpected has been the crisis which the business world has been brought to face as the result of the greatest conflict of history; so unhinged is the fine financial balance upon which the structure of modern trade has been built up and so uncertain is the future, that it is almost impossible to find any solid viewpoint from which to obtain an outlook.

In the supplying of clothing and furnishings for men there is nothing more affected than the importation of the higher class materials from which Canadian clothing is made. Here the whole problem hangs on the result of the conflict in the north sea. We can see only one outcome to that conflict; there is only one result from the meeting of the two great armadas which science can foresee, and with that result—the victory of the English navy and the re-establishment of the means of transportation between Canada and Great Britain — clothing men are looking for business to continue without very radical changes.

Of course there are many factors to be figured on even in the event of trade being resumed with the United Kingdom —and we do not care to look at the other side of the picture. War insurance and dear exchange may be expected to advance the costs. On the other hand it is not to be expected that there will be as good demand for some classes of clothing goods under war conditions.

Women Workers.

It is pointed out, too, that industry in England would be handicapped in a comparatively short time by the taking of men for the army and this argument is offset by the other that in the event of war continuing Great Britain will find the continental market cut off and will be glad to export everything possible to this country; also that there is a large percentage of women workers in the textile and woollen industries in England and that this percentage would probably be increased in the event of workmen being called to the front.

But as we have said before, the situation is too new to consider what the de-

velopments may be and if the worst comes to the worst the mills of Canada and the United States might be able to supply our imperative demands.

Generally speaking Fall stocks have been pretty well received, with the exception of cases where retailers are importing direct, and attention was being directed to the Spring business which gives a breathing spell in which a slight pause may be made to see what the immediate developments may be.

Neckwear From the Continent

In furnishings Canada looks to be in a position to meet pretty well primary demands at least on this side of the water. There are heavy imports of shirtings from the mills of Great Britain, but as stated before the trade is not looking for anything very serious in regard to English goods. Raincoats are also imported in large numbers from the United Kingdom and from Germany comes much of the light lisle and silk hosiery which the wholesalers would now soon be purchasing for the Spring business. However, practically all of these goods can be secured in the United States and our own country.

In neckwear the continental trade is very important, for it is from France and Switzerland that the most of our high class silks are secured. So far as Fall business is concerned, however, many of the shipments had already been received.

Spring Samples Here.

Houses which import largely report that in most lines the furnishings for the Fall business had been received, and in fact samples had been in hand for some time for Spring business. The quandary that many of the wholesalers now find themselves in is what to do with regard to orders for Spring goods and what attitude they should take with regard to taking orders for foreign manufactures which they may not be able to fill.

However, as stated before, there is little doubt that can be said of the whole situation until there comes word of the solution of the problem of the North Sea.

Satiating Public Appetite for War News

News Pictures and Bulletins Attract Crowds to Windows of Men's Stores—Patriotic Trims, With Display of Flags, Photographs of Royal Subjects, Etc.

By a Staff Correspondent.

MONTREAL, Aug. 10—(special). —Not with the idea of attracting the interest of the public at this critical time in the history of the Empire for the furtherance of business interests but rather to appease the appetite for war news at a time when the censors are trimming the news dispatches and when anything relating to the situation between the great powers is seized upon with avidity, proprietors of men's stores generally have been quick to take advantage of the public attitude. Patriotic displays in the window trimmings and photographs and bulletins have been used with great effect and when one passes along the street many of the clothing and furnishings shops are to be distinguished by knots of eager men attracted by war pictures, maps or bulletins.

Enthusiastic Crowds in Montreal.

In no part of the Dominion did the feelings of Canadians find vent in more patriotic displays than in Montreal and for many nights the crowds of the day were augmented by thousands who left their homes to march the streets until midnight and watch the bulletin boards for the news from the front. In the Province of Quebec we find the spirit of France still smouldering behind the love of Empire and at this time with England supporting the one-time rulers of Canada in a fight for continental democracy there has been an opportunity for a full display of that highly emotional spirit of the French-Canadian—and the more stolid British spirit was not slow to follow. In the port cities of the St. Lawrence, too, Canadian troops first saw actual service and the squads and detachments moving through the streets to take up their positions along the waterfront and at the strategic points along the canal met with enthusiastic demonstrations.

Between watching the troops and the bulletin boards and extras, the crowds turned their attention to the patriotic displays in the windows and many of the men's stores in their displays did their best to satiate the appetite for war information.

Simple and effective patriotic displays which attracted much interest were merely arrangements of flags with a central figure—the likeness of His Majesty; the picture of a British fleet, or some of the great dreadnoughts; pictures repre-

senting glorious chapters of Empire's history, etc.

In other cases magazine pictures of the last great naval review, charts showing the relative power of the great navies of the world, news photographs of recent events of great international import and war maps were pasted on the glass windows where they drew crowds which impeded traffic in the streets.

Ran Bulletin Service.

Two furnishing stores in the business section of Montreal ran a bulletin service of the war news on their windows by pasting up the front pages of the war extras as they came from the press and

these drew knots of busy people who stopped for a moment on their way by and took at least time to read the headings, which in most cases were discernible across the sidewalks.

A War Sale.

One large men's establishment, quick to take advantage of the war interest, commenced a war sale, the windows being pasted with large streamers on which in large bold letters in red was flashed the striking word "WAR," while in the different departments the balance of the lettering was worded to indicate war on prices of suits; war on prices of straw hats; war on prices of shirts, etc.

All Colors Now for Suitings

Men of Present Day Look to Mixtures and Patterns Coupled with Cut for Individuality—A Shade for a Season no Longer the Idea.

From interview with Ed. Mack.

THAT men are getting away from the old idea that a certain color of clothing is identified with a season and that so far as the color is concerned the business suit can be almost any shade at any time, is the opinion expressed by Ed. Mack, the well-known Toronto clothier. No longer is it necessary to wear grey in the Spring and brown in the Fall, and these colors are not confined to the seasons with which they were formerly identified, although they may be somewhat more in demand at those particular periods, nor will it be found that there will be a strong run on any one color at any time.

By this Mr. Mack did not mean that men's clothing was losing its distinctiveness as regards material, or that light-colored clothing was not the right thing for Summer, but he advances an opinion that is borne out in the clothing business generally—that it is in the patterns and mixtures that men now find individuality rather than in color. But more than pattern and color, the modern man depends upon the tailoring of his clothes, and it is in the cut that he gets distinctiveness.

One of the reasons we think for the change is the tendency of men to-day to

wear not the same as other men, but something different, and even where there is a popularity for a color for a time, that time is short and the run will not be so general as a few years ago. It has been the same with overcoat materials—a certain class of material becomes popular for a time, but the time is short before there will be a demand for something that will be different to the other fellow.

Illustrative of what he said with regard to clothing materials, Mr. Mack expresses the opinion that for the Fall business there will be a strong run on tartans, but it will be a popularity of pattern rather than of color, for there will be a wide range of colorings in browns, blues, dark grays, etc., with the tendency, of course, towards more sombre shades for the cold weather.

EARLY CLOSING IN BARRIE

An early closing by-law affecting dry goods, clothing and men's furnishings stores was passed by Barrie Town Council.

S. Jacobsen, Belleville, will open a clothing store in Picton, Ont.

"Ten p.c. Discount If You're in This Group"

Men's Wear Store in Hamilton Draws Trade from Large Area by Snap Shots—Combination Sales Successful—Special Bargains in Socks, Ties and Suspenders.

THERE'S a men's store in Hamilton that is working out a very successful "photograph stunt," as the proprietor calls it, — **Armstrong, the Make-It-Right, Clothing, Furnishings and Hats, 163 King East.**

In the window any time may be seen a photograph, a snap shot of a group of men, taken on busy King or James street, at the market, on a ball field, at the boats, or on a comparatively quiet side street.

It does not matter much which, provided the group contains prospective buyers, such a one as is reproduced in this article.

The virtue of being a member of such a group is that it entitles such a one to a ten per cent. discount on any purchase in Armstrong's from date of recognition of his photograph for one year.

It is astonishing the amount of notice, of publicity, the scheme has insured for the store. The success, to a certain extent, depends on the well-known fact, that most groups contain faces with which each one in the group is familiar, that men, particularly young men—prospective buyers at Armstrong's—do not act like Lord Dunsyre pictures a bird—going in a corner and "flocking by itself." Young men do not "flock" alone.

Half a Dozen From Oakville.

This is how it works: A short time ago a group of young men from Oakville, about 20 miles away, happened to be snapped in this way. One saw the picture in the window with the announcement of the terms, and forthwith found another, and still another, until finally six of the Oakville boys found themselves in that store, buying goods under the 10 per cent. arrangement. Chances are some of them will trade there for the rest of the twelvemonth.

"Did you see your picture at Armstrong's?"

How natural a salutation, over this novel scheme.

Mr. Armstrong in order to keep track

of those who eligible, gives each one a certificate of yellow paper, fitted in a leather case, which is reproduced here, with name and address. This certificate is good to Mr. _____, for one year from _____, 1914, to _____, 1915, for a ten per cent. discount . . . , and at the bottom appears the proprietor's name.

The influences are far-reaching. A man in England wrote the firm enquiring whether it were true that his photograph had appeared; friends in Hamilton had written him after a visit he had made to the Ambitious City.

This is one of many stunts that Mr. Armstrong has found helpful in that problem of all problems for the men's furnisher, inducing men to enter store.



Sample of photograph in 10 per cent. discount scheme.

"If I once get them in, it is the fault of myself or my clerk if they do not come back," is Mr. Armstrong's firm conviction as to the responsibility for holding a man once he tries your store.

It is also a theory of his that few men come in definitely to buy clothing; that is few in comparison with the number who do buy. They come in for ties, collars, etc., and when they are in is the time to show them lines of clothing.

But how important the effect of this visit for clothing: "If a man comes in to buy clothing and you can't suit him, he never comes again."

Another "stunt" tried in this store is a "Combination Sale," that is, on the

theory that people want something for nothing."

For \$10 you get \$2; for \$15 a \$3 gift; for \$20, a \$4 gift. If the purchase is small, perhaps a 5-cent collar, or a pair of garters.

In one case Lodge Pins were given away with purchases of \$5 or over, and there were 160 of these taken.

Mr. Armstrong believes in having one or two lots of goods always on hand: "leaders," they are often called; year in and year out.

One of the most popular "bargain" lots is: "Lisle Socks, regular 35, 21 cents, or 5 for \$1."

These; it is hardly necessary to state are bought up in large quantities, and on them the profit is small, but very large sales are made. Sometimes suspenders are sold at 20 cents, as a drawing card.

An attempt is made in socks and collars, especially, to induce buyers to take more than one. For instance, in 25-cent lines, a reduction of 25 cents is made on taking one dozen. Wash ties at \$1.50 a half dozen are reduced to \$2.75 for a dozen. An exception in socks is the 25-cent cashmere line which is kept at \$3 flat for a dozen as the margin on these is close.

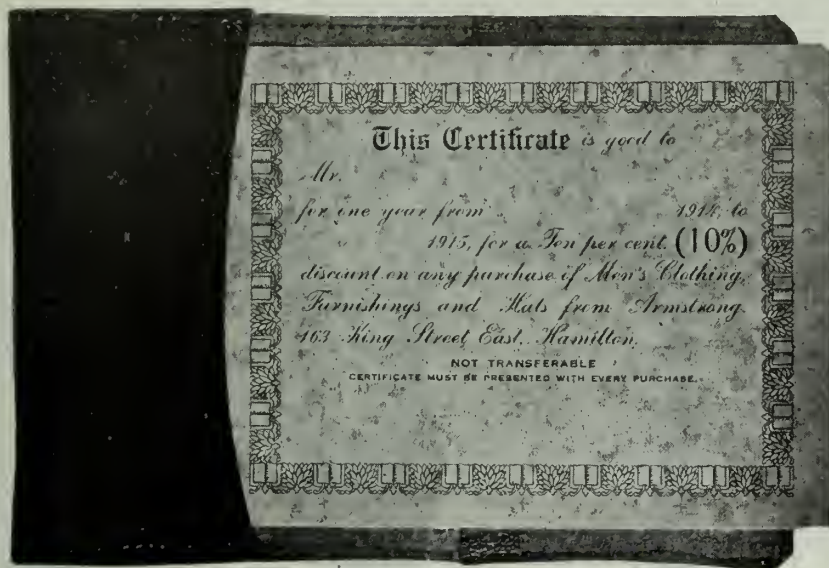
In the case of straw hat sales the firm is careful to make it clear that when a general selling price is adopted, that all hats, say in straws, are put on sale. There are no reservations. "Any straw hat in this store for \$1," is the usual announcement.

Most of the publicity work is done by means of the window, and as to results from this, Mr. Armstrong can hardly speak with emphasis enough.



W. L. T. Weldon, Chatham, Ont., tailor, is dead.

Clinkskills, Ltd., Saskatoon, furnishers, have increased their capital to \$75,000.



This shows certificate given to each person who is in the snap-shot taken every week and is good for a 10 per cent. discount on all goods in the Armstrong store.

Devices for Drawing in the Shy Male Species

Guelph Store Gave Ten Hats Away Free.—On Another Occasion Each Purchaser Had Choice Of Best Collar On Premises.—Post-card Superior To Enclosed Circular?

TO entice that shy animal, the human male, to a display of new styles in clothing and accessories, is a problem that has worried many a furnisher. Style is something which seems at once to attract Eve, but Adam—that is, the average Adam in the small cities and towns—shuns anything of the kind. Special attraction to draw the so-called head of the family and the trousered branches thereof into the store where they can be talked to and where they can be shown what is what in men's wear have been the policy in connection with the men's wear department of G. B. Ryan & Co., of Guelph, Ont.

Giving away hats free was one of the special attraction arranged to bring men to the store—ten of the best hats in stock were offered absolutely free. Each man who came into the store was given a numbered coupon. The coupons were given at the back of the store so that each man who received one had to pass all the way through. The following day the winning numbers were advertised and the lucky men asked to call for the hats.

Best Collar in Store Free.

This device was so successful that for the Spring style opening free collars were advertised. During one whole Sat-

urday throughout the day and evening every customer in the men's department making a purchase was given a collar free. These collars were not a job lot; they were not special purchase for the occasion; every customer had his choice of any collar in the store of any brand or of any style.

Mr. Ryan does not say how many collars he gave away, but he is satisfied that the experiment was a success in attracting men to the style display.

The Ryan firm has also adopted the personal letter idea in appealing to the men of Guelph. This letter gives a little talk on men's wear and the Ryan store, and is a direct invitation to come in and talk things over.

Post Cards Bring Results.

That the post card is the best method of getting advertising through the mails, is the opinion of R. E. Nelson, a prominent specialist in men's wear in Guelph. He points out that with the post card the recipient is sure to turn it over and look at it and that he is likely to read the major portion of it before he quits; with the circular there is an envelope to open, a sheet to unfold, and usually before this the idea is borne in upon the recipient that it is an advertising circular and it finds its

way to the waste paper basket, the fireplace or the kitchen stove.

Mr. Nelson says that he has not only got results from this method but that he has got them quickly. He gives an instance where cards were mailed in the afternoon and where he had closed a good sale the next morning before nine o'clock—a sale which he traced directly to the post card suggestion.

PERSONALS.

Chas. H. Reed, Edmonton, Alta., has been appointed manager of James Ramsay Co., Limited, after having served for three years as secretary-treasurer.

S. Graham, St. Thomas, men's clothier, was robbed of nearly \$400 by burglars getting at the safe.

Carn Bros., Hull, Que., were robbed of a small amount of money lately by burglars forcing the till.

H. J. Lacey, Imperial, Sask., dry goods merchant, lost his store and entire stock by fire, as the result of lightning.

Mabee Black, Tillsonburg, Ont., has decided to close out the stock in his ladies' supply store.

W. H. Scroggie's, Montreal, gave a big picnic for its employees on the 18th at Auvergne Farm, Lachine.

"Count Discount" Provides Count-less Bargains

Play on Words With New Personality That Introduced Original Note Into Summer Clothing Sales—Featured Arrival in Town and Stirred up Public Interest—Used Count on Show Cards With Reduction Mark on His Shirt.

THE flaunting of the foregoing announcement from the bill boards of the city or the advertising columns of the newspapers does not mean that some scion of a noble family is due to arrive in town. The idea is to arouse the curiosity of the public and usually that end is attained. For a couple of weeks the advertising announcements continue until naturally the question gets to the tongue of everybody on the streets—and then comes the explanation. A second big poster with a striking picture of the count appears and likewise the newspaper advertisements become more definite:—

This is the Count. He is of the finest stock, now in reduced circumstances. During the Great Price-cutting sales of Clothing now on at

A "Phony" Nobleman.

And then for several days the distinguished looking Count Discount is kept before the public eye. Perhaps there will be an announcement that he is to arrive in town on a certain train and there will be a "phony" nobleman alight and proceed to the store where the sale is being held.

Does it get the public attention?

Inquire in any city where such a sale has been held—that will be the best answer.

Grafton & Co. were one of the firms that used the scheme to give variety to their Summer sales and The Review found on inquiry, both in and out of one of the stores, that on the one hand there was no doubt about the interest which had been created through the city and on the other hand of the benefits gained by the promoters as the result.

Some Clever Advertising.

In addition to the newspaper and the bill board advertising large sheets were distributed generally throughout the city and the district announcing the arrival of Count Discount for a twenty days' visit. The introduction to this announcement shows the clever manner in which the Count Discount idea was carried out:

If you have been looking for the count you've found him now. His full name is Count Discount, and you will find him a royal good fellow in the generosity of apparel bargains he will offer you during this exceptional sale. Of course no



Form used on cards or in enlarged form as posters announcing bargains in this sale.

real live count is here, for this is a peerless sale and the bargains offered are countless, but the discounts are here; such liberal savings that it will more than recompense you for any disappointments you may feel at not seeing a real specimen of nobility. If you count the dollars that you can save here now in good clothing merchandise you will come away more gratified than if you had seen the whole House of Lords.

Another feature of the sale was the price cards used throughout the store. These were of various sizes, but all of the same design, showing the count with the percent. mark on his shirt front holding out his arms and extending his coat and with the words "The coat of arms of Count Discount." On one side of the figure was placed the price with which the article of clothing had been acquainted, and at the other the sale price—the effect being a very striking one.

Free Trips Offered.

In connection with this sale a special effort was made to bring out of town buyers to the store and the city, and an offer was made in the announcements that railroad fares to and from any point within fifty miles would be refunded on presentation of the round trip ticket and purchase checks to the amount of \$25.

The Count Discount had all the ad-

vantages of being a distinct novelty and of attracting public attention in a season when many sales were being held and when competition among merchants was unusually keen.

R.M.A. IN GODERICH.

Dry goods men are well represented in a branch of the Retail Merchants' Association which was organized in Goderich. The officers were: P. T. Dean, president; T. R. Hodgens and Wm. Sharman, vice-presidents; J. J. McEwen, secretary; John Spahr, president.

PERSONALS.

Dugal & Lacombe, Montreal, have been registered as tailors.

Benjamin's, Bancroft, Ont., a dry goods store, was destroyed by fire.

Raphael & Co., of Hamilton, have opened a women's wear store in Berlin.

W. H. Shaw, Stouffville, Ont., sustained a loss by fire in his dry goods and grocery store.

Herbert White, Briercrest, Sask., has taken over the Semi-Ready store in Regina, formerly conducted by Henderson's, Limited.

Thomas Ogilvie, of Thos. Ogilvie & Sons, wholesale dry goods merchants of Scotland, with a branch in Toronto, left an estate of \$592,260, of which \$207,140 was invested in the Toronto property.

Providing Mannish Clothing for the Boys

Montreal Store For Women Opens a Department To Handle Clothing and Furnishings for the Boy—Giving the Little Man all the Fashions and Styles of His Big Brother and Father — Popular Naval Overcoat.

By a Staff Correspondent.

MONTREAL, Aug. 15—(Special). —A department for the boys where the little man can get the same attention and the same consideration for his style ideas as his father and big brother, is the idea behind the establishment of a new department in the store of the John Murphy Co., Ltd., of this city. The innovation is being introduced as a feature of the expansion which the establishment is undertaking by the removal of the offices into an annex, and the devotion of the top floor of the building to the handling of merchandise.

For years the house of Murphy has made a specialty of catering to the needs of woman and everything that finds a place in the wardrobe of milady has been carried. Up to the present the only consideration that there has been for the male of any age has been in hose and some kinds of gloves. Now we find that the growing consideration for the wearing apparel of the boy, which has been more and more in evidence during the past few years, has had its effect, and in the expansion scheme there is space devoted to a boys' department—and it will be for "boys" alone. There will be clothing for the little chap of two years and there will be the latest thing in mannish effects for the boy of 14 or 15; but when he reaches the age where he begins to think of covering that portion of the legs between the knee and the shoe top he will have to go elsewhere.

J. E. James, who comes to give this new department his special attention, is a boy's man, and he shows it in the clothing which he has stocked pending the opening. Models are to be found in which all the style is evident which is today tailored into the clothing of men.

There are mannish coats for the little fellows as young as six which are made on the big brother style, with rolled collars, belted backs, inverted pleats, and all the latest novelties in effects; there are Norfolk coats for the bigger boys, with everything up to the moment in cut and design. In fact, almost anything in style to be found in the latest outputs of the tailors for men may be found worked into the clothing for the boy. And there are the serviceable staples, too — well tailored overcoats and suits, reefers, etc.

A Naval Overcoat.

Two of the overcoat models shown should be extremely popular with the

little fellows at the present time, with the war excitement in the atmosphere. One is a naval overcoat of the approved blue, cut on the same model as any admiral on the quarter-deck, with the high collar, inverted pleat in the back, "R.N.R." strapped over the shoulder and a silk emblem with "Canada Navy" worked on the sleeve. Another is after the army model, made in khaki, belted back, brass buttons, worked shoulder straps, etc.

To this line of boys' clothing will be added furnishings, to include collars and ties, in which the same consideration to style, color, and cut will be given as with regards to the clothing. The idea of Mr. James is that in the details as well as the garments the individuality of the taste of the boy should be catered to—a well-dressed boy is the groundwork for a well-dressed man.

An Effective Location.

The boys' department is being located on the top floor of the building and will be oblong in form so as to gain the advantage of the long row of windows which give splendid lighting facilities. From these windows there is a refreshing view of Mount Royal in the immediate distance. Such a view is sure to have an effect in drawing patrons to this side of the store, and at the same time it is not hard to imagine that it will prove an attraction to the boys.

To the Parents Also.

In establishing a boys' department of this kind there is one feature that is not lost sight of, and that is that clients will probably buy with the consent and on the final approval of their parents, and this involves the question of quality as a factor just as important as style—the former appeals to the parent, the latter to the boy himself.

And in the clothing which is being put in stock Mr. James has kept this consideration in view. There has been no sacrifice to quality to secure style—one is as important as the other.



LIABILITY FOR REPAIR GOODS.

An establishment which takes furs or any personal property to repair for the owner is not an absolute insurer of the safety of the property while under its control. For any loss or damage caused by its own negligence the repairing establishment is liable, but for nothing beyond this. The rule is, of course, different if the custodian of the goods expressly agrees to be liable for their safety; it is also different if such custodian has tacitly assumed this liability.

THE "YOU MUTT" LABEL.

AN incident in a theater in a Western city last winter showed the effectiveness of the "This ain't your hat, you mutt" label on the inside of the hat referred to in the July issue, and at the same time caused a laugh with the members of a small party of young men at the expense of one of the well-known boys about town. One of the young men of the party occupying a portion of the front row had a label of the kind mentioned in his hat, and while the performance was in progress the popular young man referred to, who was sitting next to him, got up and went out, taking the wrong hat. Before he had gone far the mistake was discovered and the word passed along with the result that there was an interested quartette waiting developments—and the developments were not long delayed. The label was so prominent that it could not be missed by any one attempting to put the hat on and in a minute or so a sheepish looking young man made his way down the aisle to the front seat, exchanged hats under the fire of a general laugh and went out again.

Of course, the idea is not to cause the discomfiture which was incident to this case, but it shows how such a label is likely to prevent mistakes in the exchange of headgear.

“Not a Store for the Masses but the Classes”

Clear-cut Policy Of New “Case” Men’s Wear Store In Montreal.
—Handsome Fittings And Attractive Service.—Crest Used In
Ads. And Window Cards.—Appeals For A Distinctive Following.

By a Staff Correspondent.

MONTREAL, Aug. 17—(Special). The new “Case Store” in the Drummond Building, corner of St. Catherine and Peel streets, Montreal, is decidedly a high-class emporium for men’s clothing and furnishings. Opened a couple of months ago in a brand new building, with a brand new stock, and some brand new ideas for getting after and holding the trade of men who are seeking exclusive and attractive articles of wearing apparel, it has nothing to hold it back.

The proprietor, Glen S. Case, has had ten years’ experience in several of the leading stores in the country, and he is brimful of ideas for making his store inviting to the man who would be dressed right. The store is finished in solid oak, with very attractive wall fixtures and show cases, and though the front is not very large it has a handsomely tiled vestibuled entrance and two advantageous show windows, which offer a splendid opportunity for alluring trims.

A special feature of the Case store is the manner in which the dressing and retiring rooms, at the rear, are fitted with lockers where customers may keep their dress clothes, to be used when the press of business, or some other reason, prevents them from going home to change.

Store for the Classes.

Mr. Case does not aim to get the popular-priced trade. He is after the high class business. In a neat booklet he has distributed he has this to say: “This shall be a store of the better order, not a store for the masses, but distinctly a store for the classes—those who appreciate the niceties of correct dress, and who bow to the dictates of fashion.” This is a clear cut statement of policy and the store, to judge from appearances and service, is living up to it. Mr. Case does not believe evidently that the two classes will mix successfully.

“Case” Crest In All Ads.

In his advertising, Mr. Case adopts a dignified style, and the ads invariably bear the “Case” trademark or crest, the name Case, with an arm and drawn dagger above, and the line: *Nouveautés pour hommes,*” (Novelties for men), in a scroll beneath. The same crest is used on the window cards, which are dis-

tinctive in design and are made up in easel form. These cards are made of stiff cover paper, similar to the cards used for mounting photographs, and they are artistically arranged with cut-out figures and neat lettering.

This firm has gotten out one of the neatest booklets seen in a long time, with pages 4 inches wide by 9 inches long. On the right hand lower corner of the first page, which has a cut of the 10-storey building in which the store is located, is this announcement:

“To the man who regards apparel not merely as a necessity of life but as true index to his character and personality, this little brochure is dedicated.”

On each of the succeeding pages appears an artistic pen and ink sketch of men in various styles of clothes, and under each are a few catchy words, to bring out the different lines of service

of the store or the types of clothes kept. Among these are the following:

A SPECIAL feature of Case service will be exemplified in our dressing and retiring rooms, properly fitted with lockers where one may keep dress clothes to be used when the press of business prevents one from going home to change.

* * *

AT FIRST blush, all suits are quite alike, but upon fuller investigation one finds the style quite different—some unquestionably smart, others undeniably commonplace. Commonplace ideas will never be shown here.

* * *

IN THIS hurrying and scurrying age one seldom hears of a man as careful of his apparel as was Beau Brummel, Lord Chesterfield or Disraeli. But much of this lack of care may be properly attributed to tradesmen who fail to provide thoroughly individual and highly distinctive ideas. Realizing this, we have assembled exceedingly meritorious ideas from at home and abroad, ideas that will soon stamp this store as the leading appareler of the Dominion.

AFTER SHOPLIFTERS.

The Merchants’ Association of Kansas City recently entered actively into the prosecution of shoplifters who have been, it is understood, very active in that city for some time, and many of those already arrested have proven to be drug victims.

“The opium evidently makes them quick-witted, temporarily, for they are the greatest and smartest liars I ever heard,” said C. Z. Coffin, manager of the Merchants’ Association.

“The pitiful stories told by the girls when arrested arouse the sympathy of the auditors, who often believe them. Local papers frequently play up the tales, which makes it more difficult for the prosecution to punish offenders. But the merchants have decided that the depraved type of shoplifters should be vigorously prosecuted, that the practice may be stamped out.”

One of the most troublesome tactics of the shoplifters is to order goods sent C.O.D. to fictitious addresses, which is an excuse handy for their being in the store. Drivers make many tedious searches for addresses given on such parcels.

CASE

LONDON MADE COLLARS
of linen wear and retain their
shape best. Exclusive shapes,
\$2.75 the dozen.

EUROPEAN SILK CRAVATS
in exquisitely blended colorings
of typical **CASE** quality, \$1.00

CASE

Drummond Building,
West St. Catherine and Peel Sts

A sample ad.

Every Salesman as an Authority on Style

Regular Customers Should Get Confidence in Your Judgment—
Crowding One Objection on New Lines—Choosing Ties—Yourself
for the Inquirer—Bringing Out the Latest Goods.

Fourth of Series on Salesmanship by J. Willoughby.

WHEN the clerk in a men's store realizes that he is the connecting link between the patron of the store and the style market, then he becomes a salesman in the true sense of the word. In the present day styles may be said to change over night. The average man who would be well dressed has not the time to keep in touch with these changes and developments; in fact so many are the changes and variations that it will keep the clerk himself pretty busy in his spare time revising his knowledge of styles and style tendencies, and storing this information in his mind so that it can be taken out for the benefit of the customer when wanted.

To keep the stock of the furnishing store up-to-date requires novelty goods which will be shown to the customers of the store for the first time. If the salesman does not present these novelties to the patron, the majority of them stand a small chance of knowing anything about them. Bringing the new goods to the attention of the customer is really a duty of the salesman.

In the towns and cities which are apart from the style centers, the point which I am endeavoring to make is particularly true. It should be the object of the clerk, particularly in the smaller cities and towns, to create for himself something of a reputation as an authority on style. This he can do by the careful handling of the customers of the store and keeping in touch with what is going on in the world of fashions for men. Then, too, the salesman who would be a success behind the counter should be careful of his own dress. He should wear the new things but he should be very careful not to sacrifice good taste for extremes in style or the good effect that might be created will be lost.

Be Known as a Style Authority.

When a salesman can get himself known as something of an authority on style, he is sure to attract custom to the store. Style works best through the advertising of the wearer. Get a small circle of young men in your city or town wearing better clothing and up to date hats and neckwear, and they will create a following. Many wear the old things because they do not want to look different, and "well dressed" often is synonymous with "different" with them. Get things moving in the other direction, and make the old-fashioned attired man appear different, or think that he is different, and you will have them jumping over the barricade of prejudice like sheep over a gate.

Keep Customer's Mind Occupied.

If you get a hat on a man's head which is a new model and which he may think is extreme or different in style, do not ask him if he does not think that it looks well. Tell him that it looks well on him; get him in front of a mirror and enlarge upon the points of style and appearance. Do not give him an opportunity to think of his own prejudices. Suggest only the points which will go towards making a sale and your suggestions will crowd the objections out of the mind.

Crowding Out Objections.

Then if you are closely in touch with what people are wearing and can tell the customer that the model he had on was what everybody was wearing in New York, or Montreal, or Toronto, or Ottawa, or any other style center which might bear relative interest, you have a strong argument. If you happen to be able to quote the authority of some trade paper

on the subject it would also help. The important point is to keep suggesting points to support your sale argument until the sale is closed. Every idea you bring up is occupying the mind of the customer to the exclusion of any objections or criticisms which might be created in his own mind. If when a man is looking at a hat in a glass you are able to keep talking persuasively of the good points of the hat you will crowd out the opportunity for objections.

Be Posted on Dress Etiquette.

This applies to many of the lines carried in the men's store. I am not talking of selling hats particularly but of salesmanship. And in connection with the idea which I am trying to drive home here, there is a great deal to be learned from the study of style charts. There are few men who are posted on what is correct to wear for different occasions. This is particularly true of formal address. Few men like to make inquiries on the subject and display their ignorance. The observant salesman will often find an opportunity for suggestions along this line in the way of general conversation; the purchase the customer is making will sometimes give the desired hint.

If you are able to show the customer that you are in touch with what is correct in clothing you are likely to find that man back again. In addition to knowing the correct accessories for dress or other formal wear, the color charts provide a fund of information which will be of great value. A customer wants to buy a necktie. Merely to show the selection is poor salesmanship. The customer will see so many and of such bewildering variety that he is not likely to get anywhere. The dazzle is likely to spoil his sense of taste and lead him to take something that will not be satisfactory.

Select a Tie From Your Own Judgment.

When a tie is asked for, reply with something to the effect that you are carrying some of the very latest things—or make some observation of a positive character that should be impressive with the particular customer. Note his complexion; dark men can seldom wear yellow or brown and fair men will not look good in bright red or orange. Ask with what color of suit the tie will be worn. Here is where a color chart comes in handy, for you can at once show the customer what will go best with his clothing and taste in neckwear is very important. Then with the exercise of some little judgment of the general tastes of the customer, his age, profession or calling, etc., produce a line which you think best suited.

If you can do this with discretion the next step is to pick out the tie you think you should sell, display it and in a positive manner put it forward as the tie the patron can wear; make him think if possible that it is the selection of the stock for him and a sale of that tie will usually result.

Looking for the Up-to-Date.

These same ideas apply all along the line—to shirts, hosiery and all accessories as well as to suits and overcoats. If the new things are to be sold they must be properly presented to the customer. Displaying them is of great importance also. A display is often the original attraction. (Continued on page 53.)

Some Knotty Newspaper Advertising Problems

Should Aggressive or Conservative Talks Be Used?—Should Space Be Given to Regular Goods or Special Lots?—Is Catering to the Regular Trade Rather Than to Transients Preferable?—One Man's Opinion.

Reported by Staff Correspondent.

ONE of the several addresses given before the Retail Division of the Associated Advertising Clubs of the World at the recent Toronto convention was that by Frank T. Black, of the advertising department of Filenes, Boston, Mass., a man with a wide experience in the various phases of newspaper advertising.

Mr. Black discussed the following questions:

- 1—Should a department store split up its advertising, running each department separately; or is it better to group the departments in one large "ad"?
- 2—What percentage of the advertising space, if any, should be given to editorial advertising?
- 3—Should the tone of the advertising be very aggressive or conservative?
- 4—Should the bulk of the space be given to the advertising of special lots or to regular stocks at regular prices?
- 5—Should comparative prices be used?
- 6—Should the character of the copy be such as to cater chiefly to transient readers or to a regular permanent audience?
- 7—Should the advertising be illustrated and should the illustrations reproduce the actual merchandise supplied?

So far as the retail grocer is concerned, it is not necessary to go into all these questions, but the discussion on many of them will probably bring out new thoughts which will be of value to all. Question No. 3, "Should the tone of the advertising be very aggressive or conservative?" is one that will appeal to every dealer who uses newspaper space, handbills, showcards, or streamers.

"In propounding this question," said Mr. Black, "I had in my mind two distinct classes of retail copy:

First, the class that says "Tomorrow when the doors open at 8.30 we inaugurate the most stupendous, epoch-making economy event," etc., etc.

Second, the kind of copy of which a better composite representation would read, "This store has for sale," etc.

There seems to be little choice here. As purchasers we all prefer to be tempted rather than to be sandbagged.

And yet we venture to say there are more stores—large stores—in this country to-day using class No. 1 advertising than there are using the second class.

"Aggressive," meaning "to fight, to quarrel, to attack"—is there anything in the meaning of the word in harmony with service, with the recognized mission of the modern store?

On the other hand, we have "conservative," meaning "the desire or power to preserve." Isn't that what we all desire, to preserve our friendly relations with our public—to preserve or conserve our mutual interests?

Good advertising "preserves" rather than "attacks"—tells what "the store can do" rather than what the "customer must or should do"—is a guide to the buyer rather than a spur, a leader rather than a driver.

Effective publicity dwells not in the aggressiveness of the language; the size or blackness of the type, but largely in the degree of intent or willingness to serve behind the publicity does its power dwell.

Advertising that helps the buyer to buy rather than advertising that sells—in such small distinctions lies the difference between success and failure.

Many Lured on Rocks of Disaster.

Question No. 4 will also be of interest. "Should the bulk of the space be given to the advertising of special lots or to regular stocks at regular prices?"

One man says, "Why talk about regular things? Use all your space for the extraordinary, the bargain. Everyone is keen to save money."

The other says, "Everybody is yelling bargains. I want to be different. I will talk good staple things at fair prices. My very modesty will attract."

Both are right. Everyone is keen to save money—but not at the expense of everything else. There is a time and place for everything—including bargain advertising.

I know a store selling nothing but apparel. It is a highly specialized store, dividing its stocks into many divisions and expecting the head of each division to know all there is to know about his

or her branch of apparel. At the height of the season, when these experts have scoured the markets of the world for the best and newest and gathered the fruits of their work together for all to see, that is big news—bigger than any temporary price advantage on a limited lot.

Later, perhaps, when the newness has worn off, when there are gaps in the merchandise ranks, when the public are supplied save those who have waited from motives of economy—then, the bargain comes into its own.

Style, fit, assortment, price—that is the order in season. Price, style, fit, assortment—so the ranking of publicity items runs after the season's zenith.

There are exceptions. I know another store that deals in nothing but bargains—a store that cares nothing for assortment—that has no regular stocks or prices. Yet even in that store the plan, the scheme that makes these constant bargains possible is a greater attraction, a stronger talking point than the bargains themselves.

The bargain siren has lured many an advertiser to disaster on the rocks. It seems but common sense to suggest that expensive newspaper space can be used with greater profit to feature something that can be supplied as well a week or a month later, than when devoted to opportunities of which many of the people we pay to reach cannot avail themselves, because of the time limitation alone, if for no other.

Transients or Regular Readers.

Many dealers have pondered over the question—"Should the character of the copy be such as to cater chiefly to transient readers or to a regular permanent audience?"

Mr. Black treated it as follows:—The question was prompted by a pet theory of my own, which I will present here as my answer to the question.

My theory is—
—that every reliable store has its own following.

—that it is a store's duty and privilege to keep that following informed as to style, value and other merchandise features and changes.

—that the store doing this most thoroughly will soon have the largest following.

(Continued on page 63.)

Complete Report of Canadian Window Trimmers' Convention

"On To New York," Display Men's Slogan

Canadian Association Decides To Accept Invitation Of International Association To Participate In Convention There Next Year. —Many Helpful Demonstrations And Addresses At Third Annual Convention.—A Change Of Name.

THE third annual convention of the Canadian Window Trimmers' Association took several momentous steps. A minor one, suggested some months ago by *The Review*, was a change in name of the organization to the Canadian Association of Display Men. This was in line with the feeling that the term "window trimmer" was too limited, not only because card writers and ad. men were included in the membership, but because the work of the men who dressed the windows had come to include display work that covered every activity of the store along this line. The change found unanimous support.

The most radical movement launched at this convention, however, was the decision to hold the next annual meeting in New York city during the first week of August next year. This was done on receipt of a cordial invitation from Messrs. Hurst and Edgell, of the International Association of Display Men, and the Greater New York Association, to take part in the International meeting which had been won from Chicago for next year by the ambitious New Yorkers. The decision was reached on the understanding that the Canadian association would maintain a separate

THE NEW OFFICERS.

Hon. President—H. W. Hollinsworth.

President—J. A. McNabb, of Richard Hall & Son, Peterborough.

First Vice-President—F. L. Kickley, C. W. Sherwood's, Regina.

Second Vice-President — A. W. Murdison, R. H. Williams, Regina.

Executive Committee — H. H. Black, *Dry Goods Review*, chairman; Roy Root, *The Robinson Co.*, Napanee; Mr. Van Potter, of *H. S. Falls Co.*, Simcoe; Mr. Jervis, *O'Reilly's*, Ottawa; Warren Andrews, *Anderson Co.*, St. Thomas.

Committee of Arrangement for New York Convention.—A. E. Hurst, A. J. Edgell, New York.

Committee of Publicity.—H. H. Black, N. R. Perry.

identity, hold a regular business meeting and elect officers next year, affiliate externally with the United States Association, and reap the benefit of its full program, and be free to choose to hold a separate convention in Canada in 1916 or continue to meet along with the other organization.

The representatives of the International made it clear that no Canadian would be accepted for membership unless he came in through the Canadian society and paid its annual fees. An effort will be made shortly by the "C. A. D.M." to bring the International Convention with its 1,000 and more attending members to Canada, and the first onslaught along this connection will be made next year.

The opportunity of reaping all the advantages in the older association appealed strongly to the Canadian members who already are planning for a special car.

"We will put up a number of stunts to show Canada's on the map and bring the convention to Canada," declared President J. A. McNabb, who was re-elected, at the closing session.

The convention brought out a number of new members and keen competitions
(Continued on page 53.)

To Do a Thing Effectively Do It Electrically

The Latest Designs For Lighting Windows, Showcases, And Interiors.—The Brilliant Nitrogen Lamp.—Fifty-foot Clocks.—Types of Reflectors.—Outlet Boxes, Time Switches and Color Caps.

Verbatim Report of Address by A. J. Edgell* at C.W.T.A. Convention.

IN the broad sense, store front publicity means not only the show windows, but every exterior feature that draws attention to the front or even the building itself. Electricity lends itself very effectively to store-front publicity. Attractive store fronts and light are the builders of a modern business street. Light will inject new life into a street and will often overcome a bad lo-

cation, as brightly lighted streets attract the public. Good illumination is the greatest aid to selling, for people are gayer and readier to spend money when lights are bright.

Wise merchants take advantage of this fact and band together for the better illumination of the business districts.

By means of ornamental posts, with clusters of bright lights, arches of light

over the streets, electric signs, outlining their buildings with lights, and effective illumination of their show windows, merchants turn these business sections into Great Light Ways. Publicity of this kind pays big dividends in increased business. A good electric sign gives a store front an air of prosperity. People can't escape an electric sign—it forces itself on their vision and burns its mes-

Complete Report of Canadian Window Trimmers' Convention

sage into their minds. The electric sign's efficiency is greatly increased if run on a flasher. The movement arrests the attention, as the eye is naturally attracted by anything in motion.

Brilliant Light With Help of Nitrogen.

For lighting large areas, both interior and exterior, a new lamp has been brought out. This is the high candle-power mazda lamp and operates at an efficiency that is thirty-three per cent. higher than ever before obtained in a commercial incandescent lamp for standard lighting circuits. The color of light given by these lamps is superior to that given by any other form of incandescent lamp. Because of the intense brilliancy of the filament, it is desirable that the lamps be used with some form of diffusing glassware. They are ideal for use with indirect or semi-indirect lighting fixtures. They may be used with a shade to throw the light into the show window. Instead of the tungsten filament burning in a vacuum as in the past, the bulb of these high candle-power lamps is filled with nitrogen gas, greatly increasing their brilliancy and efficiency without increasing the amount of current consumed. The one shown is a 500-watt lamp, giving about a thousand candlepower light. These lamps can be had in smaller sizes, and in sizes up to 1,000 watts, giving about two thousand candlepower—and that is some light! Imagine the brilliancy that it is possible to get from these lamps! Picture a business section with a row of them on either side of the street!

Fifty-Foot Electric Clock

Another important feature of store-front publicity might be an electric clock. A merchant who includes an electric clock in his store-front publicity is doing the public a good turn and incidentally makes good advertising for himself. These clocks are in pairs; a master clock which is of ordinary size and placed in the store interior, and the secondary clock, which is the one used on the exterior. The secondary clock range from twelve inches to fifty feet in diameter.

More Time at Night to Observe.

During the day people may not have time to give more than a passing glance; at night they have more time and inclination to observe displays, and therefore it is apparent that the more effective is the night showing the bigger is the result. But no matter how excellent window displays are, if they are not light-

ed properly they will not attract the attention and sell the goods they show. Brilliant lights from hidden sources will increase the selling power of the best window display. The show windows are the eyes of a business and it is important that they should be kept bright and sparkling.

No Bright Lights in Field of Vision.

In order to see a window display clearly and easily, without eye-strain, bright lights in the field of vision should be avoided, as the picture of the light source itself will be formed on the retina of the eye and other objects will appear dim in comparison. A point of light attracts the eye and so detracts from the display. Exposed lamps running around the border of the window or installed in ceiling sockets or in chandeliers, dazzle the eye and so blind the prospective purchaser that it is impos-

ELECTRICAL SERIES.

The Review has arranged for a series of special articles by Mr. Edgell on Window, Interior and Show Case Lighting, Street Lighting and Electric Service, including Elevators and Delivery. These articles will be illustrated and keep our readers in touch with the many developments in electrical illumination.

sible for him to see properly the goods exhibited. A blaze and glare of light may attract attention; but a window so lighted fails as a sales producer.

Show Case Lighting.

A brilliantly lighted show case is as attractive an object within a store as a well-lighted window is to the outside.

It is advisable to consult a window-lighting expert when lighting systems are to be purchased. There is probably more waste in the illumination of show windows than in any other department of a store, as merchants who may display great business intelligence in other matters sometimes disregard the laws pertaining to this important matter and select systems of lighting entirely unfitted for their particular types of windows. Window illumination is a different proposition from other kinds of lighting and all illuminating engineers are not competent to advise correctly in this matter.

No Light and Dark Patches.

For show case lighting special reflectors are manufactured and a special lamp is made for use instead of the ordinary lamp which would be too bulky. The filament in a lamp of this kind is a straight tungsten wire that gives a line of light. With lamps of this kind a case may be lighted without alternate dark and light patches, the line of light giving a uniform illumination. A lamp of this kind is also used with a trough reflector for show window lighting, and the same claims are made for it as in the lighting of cases—that the line of light gives a uniform illumination. In a reflector of this sort a mazda tungsten lamp of the ordinary shape might be used. It is not necessary to say that the ordinary carbon filament lamp should not be used; it is too well known that a mazda lamp gives three times the light at the same current consumption. This is a 50-watt carbon filament lamp and consumes 10 watts more current than the 40-watt mazda lamp. It is readily seen how much better light the mazda lamp gives.

The holophane system of lighting is used frequently in open windows and also in windows where it is desired to throw the light straight down, as in the case of drug store and cigar store windows. Holophane is also used when a sign is lettered on the windows or a sign of stained glass at the top of the window is to be illuminated. A sign of this kind has interchangeable letters and can be used to feature the goods carried, or special sales. Letters come in the different colors shown. This is one way to make the window lights serve the double purpose of illuminating the show window and a sign.

Silver Plated Mirrors.

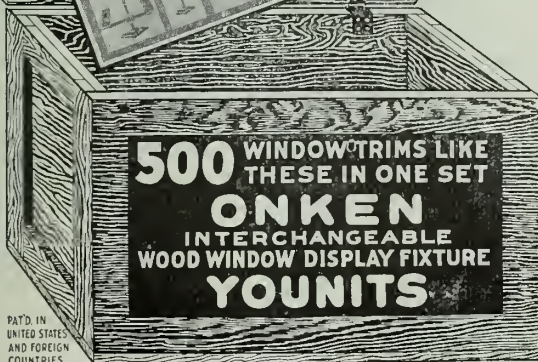
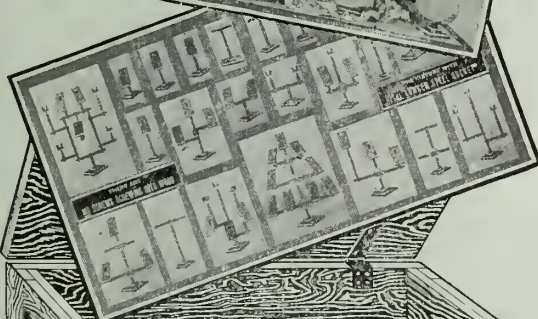
Individual reflectors are favored by many and there are many different shapes to be had, ranging from that shaped like a poke-bonnet through the scoop, visor, helmet and numerous other shapes, each having the power of effectively illuminating certain types of windows, the reflecting surfaces ranging from mirrors with quicksilver backs to pure silver-plated mirrors—one of the most powerful reflecting surfaces known.

There is a type of lighting for every window; whether trough reflector, helmet reflector or holophane depends on the window to be lighted.

No Annoying Shadows

The ideal window illumination is that in which the light units are concealed and the light itself is thrown from the

500 Window Trims Like This.



PAT'D IN UNITED STATES AND FOREIGN COUNTRIES

The Storage Chest. The 130 YOUNITS that make up this set are put up in a HARDWOOD, HINGED LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

Stock Carried In

Cincinnati, New York, San Francisco and Canada.

Address all correspondence for above points to Cincinnati, O.

Now!

A complete set of wood Window Display Fixtures for the

General Store Trade

So complete in every detail that you can make over 500 distinct Window Trims with this one set. This will keep your window in good trims for the next dozen years, for

\$25.00
Net

F. O. B. Hamilton, Ont.

Write for particulars
and special
Catalog
No. 104

You then can order through your
Wholesale Dry Goods House

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax (non-scratchable) finish.

Foreign distributor:

Australia—Chas. Ritchie, Sidney, Australia.

Write above for foreign prices.

THE OSCAR ONKEN Co.

382 Fourth Ave.,

Cincinnati, Ohio, U. S. A.

OUR NEW CONSTRUCTION: THE FIXTURE WITH "THE SUNKEN STEEL SOCKET." THERE ARE NO SCREWS SCREWING INTO WOOD

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top and front so that no annoying shadows are made. The effect of this kind of lighting is that of a well-lighted stage; all objects in the display show clearly and there is no eye strain.

A Time Switch.

A time switch for controlling the window lights is an excellent investment and soon pays for itself in that it can be regulated to turn the lights on at dusk and off after the theater crowds have passed, and so prevent waste of light. It has been wisely said that a time switch for controlling the lights is as far ahead of a clerk or watchman as a mazda lamp is in advance of a tallow candle. A time switch saves the annoyance of going back to the store once or twice every evening to turn the lights on or off.

Outlet Boxes.

To get an electric connection for any of the many devices that may be used, every show window should have an outlet box, eliminating the necessity of running unsightly cords from lamp sockets. These outlet boxes should be at the rear of the window. Two of these outlets are sufficient for the ordinary window, for with two, and devices of this kind, as many connections may be made as desired. This is a Benjamin cluster plug and has four sockets. With two of these plugs of course eight connections could be had.

In order for a show window to be a sales producer, it must carry a message. One very efficient manner is by means of show cards; but when it is desired to make the message especially strong, electric miniature signs should be used. Letters for these signs are interchangeable and require no special wiring. These letters have glass slides on either side and each side may be made to carry a different message, as sometimes might be desired in the store interior. The type of letters reading "Do It Electrically," are probably familiar to all of you because of their extensive use in show windows and interiors: in the show windows for announcing special sales, trade-mark names, and so on; and in the store interior for calling attention to departments, stairways, elevators, or any of the many other uses to which they might be put.

Many novel signs may be operated and many stunts may be pulled off with the aid of electricity, and in this way a "punch" can often be put into a display.

Small motors ranging from one-thirtieth horse-power may be used to operate window devices of this kind. Several manufacturers make a specialty

of such motors. Small flashers of this kind may be used to illuminate a sign after the window lights are out, or to wink a sign over a department.

Colored Caps.

It is no longer necessary to dip lamps in dyes to get colored effects, since color caps of this kind are to be had; they are made to fit all standard sized lamps, give a uniform color and can be had in practically any color. The advantages of these colored caps will be readily apparent to any one who has used the messy dyes for coloring purposes.

Frequently the yard-goods departments have only artificial light; and electricity, as usual, comes to the aid of a customer who wishes to match colors with a device of this kind. This color matching device filters the light so that it has the color of daylight and permits the matching even of delicate shades. A device of this kind in the show window, and a card telling the public that they may match colors in the yard-goods department day or night, will undoubtedly help this department materially.

The simplest method of removing frost from show windows is by means of an electric fan, while in the summer a fan in operation near the entrance to a show window will not only circulate the air but will prevent flies from entering.

Vacuum Cleaners, Flashers, etc.

An electric vacuum cleaner should be used in windows with carpeted floors, for instead of dust and lint rising to be breathed in by the trimmer, as is the case when a broom is used, all dust and lint are removed and the air is left clear.

An electric flatiron may be used for pressing ribbons or other materials belonging to the display department, that become mussed in the show window.

An electric flasher is of service not only for signs, but can be used for changing light effects in the show window and store interior. One is made with 30 different combinations of light and when used in Toronto drew such a crowd that the police intervened.

An electric fountain in the show window or store interior makes a beautiful centerpiece when banked with plants. This electric fountain has a self-contained motor and pump, using the water over and over and requiring no outside water connections. It can be attached to the ordinary lighting circuit and when once filled will run for hours without attention. Central stations usually have devices of this kind to rent at a reason-

able price if it is not advisable to purchase one.

Other decorative features, such as electric flowers, fruits, etc., can also be had from central stations.

Miniature lamps can frequently be used to advantage in the show window as a decorative feature, as their brilliancy is not great enough to dazzle the eye and detract from the balance of the display. During the Fall and Winter months such decorative features are especially effective. Miniature lamps, when used in interior displays, twined through artificial foliage, enhance the appearance of the decorations.

These are but a few of the many electric devices that may be used in the show window; and in closing let me give you a tip: When you wish to do a thing effectively—"Do It Electrically."

*Mr. Edgell, in addition to being in charge of the Display Science Bureau of the Society for Electrical Development, Inc., of New York, is second vice-president of the International Association of Display Men; chairman of the Educational Committee of the same association, and president of the Greater New York Display Managers' Association.



"ON TO NEW YORK"

(Continued from page 49.)

in window displays, card writing and ad. writing. The judges will make their decisions about August 25, and the results will be announced in the September 2 issue of *The Review*.

The demonstrations were of a highly practical nature, and provided a most valuable experience for the members in attendance. Among these were talks by Mr. A. E. Hurst on window trims with stereopticon views, and the connecting up of windows and advertising. Mr. Edgell on the latest electrical appliances for display work; drapery demonstrations by E. P. Burns and demonstrations on the uses of alabastine for backgrounds and other decorative work.



EVERY SALESMAN AN AUTHORITY ON STYLE.

(Continued from page 47.)

Sometimes it is an unconscious one and what is seen in the window will only be brought again to the attention of the customer by a reference to it by the salesman. New goods should always be put on display in the windows; it is there that they will be looked for and if your store has a reputation for being up-to-date you will find that there will be a following of your display; just as soon as a man begins dressing up-to-date he begins to take an interest in the changes in the styles and he will keep in touch with your windows.

D. & P. Full Wax Figures

WILL MAKE YOUR DISPLAYS A STRONGER PULLING FORCE

Buy from the factory

Don't close your eyes to the needs of your display department, thinking that you are practising economy, for the strong pulling power of your store is its display—why cripple it with poor fixtures? Keep up the big pulling force by using D. & P. Wax Figures for the true-to-life exhibiting of your Fall costumes. Anticipate your needs now while there is time to get good service right from the D. & P. factory.

Write for the catalog showing complete range of fixtures, forms, etc.

We extend a cordial invitation to merchants visiting the Exhibition to call and see us.

DALE and PEARSALL
"The Wax Figure People" Toronto



EXHIBITION VISITORS

NOTE:

We absolutely guarantee:

Natural human hair.

Finest wax.

New-fashioned hips.

No wire skirt to show where garment is tight.

Solid base completely covered by skirt.

Rubber bumpers.

Total—
Every point right.



No. 47-C
Price \$30.00

Take a "Parliament" car near Union Depot to Ontario—call at 99 and see what's new in wax figures and fixtures for Fall display

We're always pleased to have you step in and look around whether purchases are made or not. We are here to show and explain the merits of our goods.

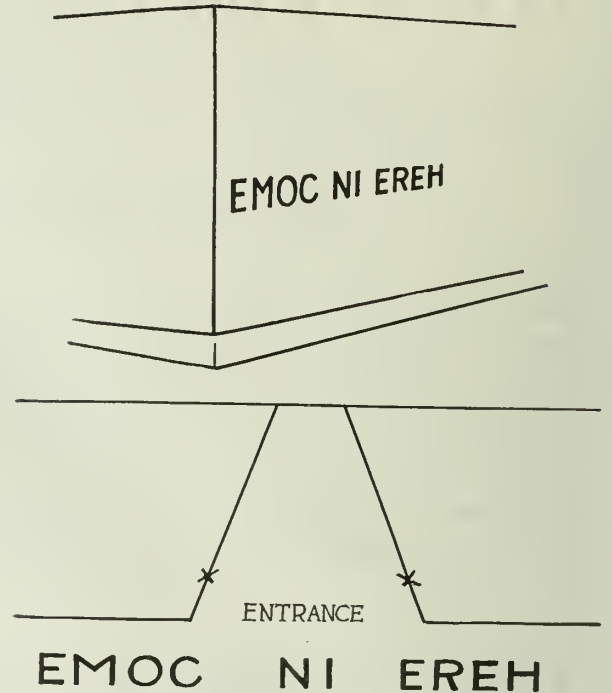
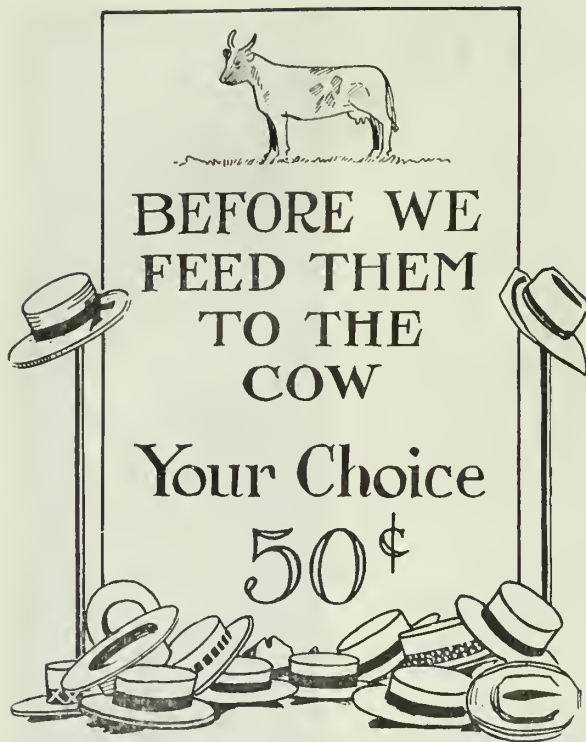
We are "on the inside" when it comes to window and department display fixtures. Call when in the city.

A. S. Richardson and Company

The oldest and still the best Wax Figure Manufacturers in Canada

99 Ontario Street (Corner Queen East and Ontario) TORONTO

Two "Stunts" in Men's Wear Trims That Proved Good Sellers



Some Stunts in Men's Wear Window Trims

Clever Devices to Attract Public Attention — How the "Sir Thomas" Was Launched—A Dutch or Chinese Message?—Red Line Across Sidewalk—His Master's Choice—One a Week Best of Publicity.

SOME stunts in men's wear window displays," or "Connecting up advertising and window displays" as a secondary title, was the subject of a bright talk and demonstration of Mr. Hurst on Wednesday morning, the second day of the convention. He illustrated his address by some sketches of his own, a couple of which are reproduced here, and the balance will follow in next issue.

He picked out as his first illustration a very recent one by Truly Warner, "the well-known hat man" of New York city. It was in connection with bringing out a new style, which he aptly called the "Sir Thomas," catching public attention at the moment when the challenger for the Blue Ribbon of the sailing world was on its way across the ocean.

"One of the best campaigns ever placed," was Mr. Hurst's admiring comment. This was done both by window and newspaper advertising. He first placed in his window a large hat-box with the lid on, and a champagne bottle, corked, beside it, and a representation of an ocean. "We're going to launch a new one," was the wording of the card.

The day before the Great Event the

card in the window read: "Watch this window to-morrow; we're going to launch a new one."

Christening To-morrow.

The same day the newspaper ad. reproduced to a great extent the window with hat-box and bottle. Under the double cut were the words: "To-morrow I Christen a New One," and directly under this a big interrogation point.

The next day the new hat rested on a stand on top of the box, on exhibition, and beside it a shattered champagne bottle. The background was a sea scene, with a yacht sweeping across under full sail. The dividers of this section were edged with rope, and on top of each a lifebuoy was hung, inscribed "Sir Thomas." The showcard read: "We've launched another success." Sand covered the floor and shells with \$2 written on them were utilized as price tickets.

Newspaper ads. the same day connected up the display window and this was repeated for several days. One read below a cut of a man's head and the hat showing across a big sail: "Sir Thomas is my latest hat success. It's new in every way—a soft brim sailor with high tapering, diamond-shaped

crown. See "Sir Thomas" in my windows," etc.

* * *

A Red Strip.

ONE PLAN TO CALL attention to a display in a window was to paint a strip with red ink across the walk and run it up the face of the glass with red or white paper, and have a strip of cardboard inside the glass meeting this and continued for 2 or 3 inches within, and from this point connected by a number of cords a paper with the display.

* * *

"Before we feed them to the cow."

THIS WAS THE CAPTION on a price ticket used in a tail end of the season display of straws. In a large panel of composition board was set a toy cow, while a number of hats were piled on either side at the base. The card read: "Before we feed them to the cow"; your choice, 50 cents each!

* * *

"Emoc Ni Ereh."

THIS, AS WELL AS the following scheme, is reproduced in an illustration herewith. The latter was an idea of the speaker's, who had the following in-



Fine
French
Wax
Figure
*for Fall
Displays*

This Is The Time To
Think Improvement

— For Fall —

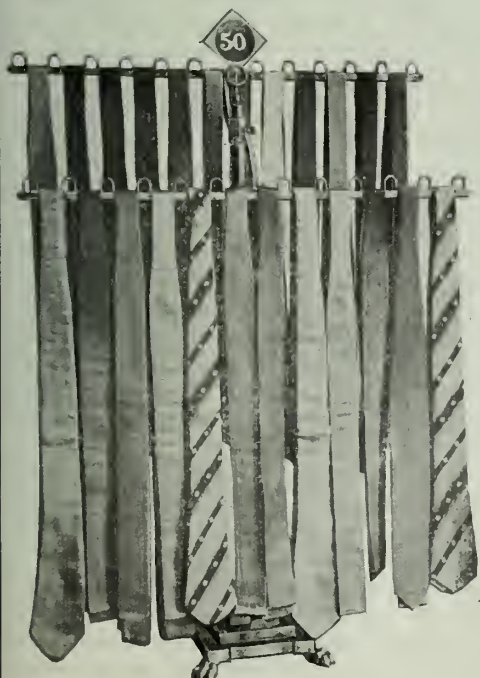
You may need a little change in your Displays — you require new Figures, new stands, to make them more attractive, write us at once for our catalogue illustrating thousands of different up-to-date stands, and Busts, Wax Figures, Mirrors, Show Cases.

DELFOSSÉ & CO.

No. 247 - 249 CRAIG STREET WEST

FACTORY, 1 to 19 HERMINE ST., MONTREAL

Two fine sales-producers
from the Clatworthy range



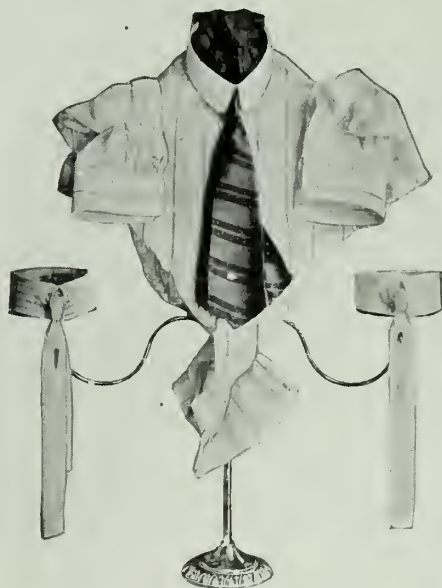
No. 1056—Price each \$5.50

“Goods well displayed are half sold” is one of the great secrets of successful merchandising. Make your displays a success by showing your merchandise on modern, scientifically-correct Clatworthy fixtures. Two fine numbers from our large range are here illustrated.

No. 1058. A splendid stand for showing shirts and collars to the best possible advantage. Makes a fine display for either counter or window.

No. 1056. Loop Tie Stand. The base is 8 inches square, heavily weighted and provided with rubber tips on the bottom to prevent scratching counter. Standard ½-inch square, 28 inches long, cross bars are ¾-inch square, and have 12 loop divisions on each. The stand is absolutely rigid in every part. As many as 2 gross of ties may be shown on one of these stands. Finished in ox. copper or brushed brass.

Price, each \$5.50



No. 1058—Price each \$3.75

Clatworthy & Son, Limited

The largest Manufacturers of Display Fixtures in Canada
161 King St. W. - - - TORONTO

scription painted on the walk in front of the window.

EMOC NI EREH.

This was repeated on the glass in both windows in letters of gold one inch high.

What was this, Greek or Dutch or Hindustani?

Nothing more formidable than "Come In Here," backwards! And yet it attracted a large amount of attention.

* * *

With Apologies.

STILL ANOTHER "STUNT" that had worked out well was to set up a hat on a stand on top of a box and a figure of a small dog beside it; then on the face of the box inscribe the words: "His Master's Choice," and in smaller letters: "With Apologies to Victor Talking Machine."

* * *

"Why Hesitate?"

FOR A NECKWEAR display a phonograph was the main need, with a piece of cardboard running out of it and these words on it: "Tango Ties! Why Hesitate?" A line of music on cardboard should be placed above this.

* * *

Fig Leaf.

FOR A CLOTHING WINDOW an idea that "caught on" tremendously was a

clothesline strung diagonally across at about the elevation of the eye. To this in the centre was attached an Autumn leaf with a clothes pin to hold it in place.

The card read, prominently: "Have You Bought Your New Fig Leaf Yet?"

A display of clothing of course, filled the rest of the space.

* * *

A Big Question Mark.

A SIMPLE DECREE good for a showing of clothes or hats, or almost any other line of men's wear was to use a large question mark of compo board, painted red. The caption of the window card would be: "Let This Answer Your Hat Question," or "Your Clothes Question," etc.

* * *

All Eyes on a Special Brand.

FOR EMPHASIZING A CERTAIN trade-mark that was widely advertised it was suggested that a series of faces be drawn and attached to the window at different points, and tapes run from the eyes to the trade-mark on the shirt inside the window. To get a more realistic effect of the famous "Mutt and Jeff" dotted line, the tape could be touched up with black dots here and there.

"All Eyes on the Blankton Shirt" would be a good card for such a display.

* * *

"It is not hard if you stop and think," declared Mr. Hurst in advocating a series of ideas like this, say once a week. The effect would be to make that window a drawing feature all over the place, so that people would say, "Let's go over and see what's doing now at Blank's this week."

Stereoptican Views.

The series of stereoptican views of windows included those in many of the largest cities all over the United States, Seattle, San Francisco, Salt Lake City, Denver, Chicago, Pittsburgh, Pa., Cleveland, Boston, New York, etc., and the running comments of the speaker were much appreciated in the interpretation of the points worthy of imitation in the building up of the displays. A St. Louis store in an opening window showed two columns with chopping bowls on top.

In one store where the bridal idea had been introduced and a procession shown, the display man had made an innovation by ticketing with price cards the gowns worn. Result: 100 gowns sold from that one window!

Be Not Classed With Long-Haired Artists

Be Known Rather as Show Window Advertisers — Points in Trimmer's Work Most Appreciated by the Average Employer is Their Sales Power, the Punch Behind Them.

Verbatim Report of A. E. Hurst at C.W.T.A. Convention.

AS an introductory remark, I want to make a statement which may not meet with your entire approval, but I can assure you it is one on which I have given considerable thought. In my opinion the one big thing that has been largely instrumental in retarding the growth and progress of the display manager and window trimmer as a greater important factor in retailing is the fact that he is often called an artist instead of an advertising man, as he is truly in every sense of the word.

What is the result?

When you men allow yourselves or anyone else to place you in the same class with long-haired artists, you are lessening your chances for success as important retail publicity and sales experts. I believe you will find it advisable not to dwell too strongly on the artistic side of your work, but rather on its results from an advertising and sales standpoint.

An Advertising Man.

In my estimation your profession does not entitle you to call yourself or allow

anyone else to call you an artist any more than that of the advertising man. True, you must have an eye for the artistic and ability to select color and harmony in layout and suggestion; but these are also essential requirements necessary for the successful advertising man.

Again, let me repeat, do not allow yourself to be dubbed artist or class yourself as such.

Most of Them Are Dead.

The only real successful artists, with very few exceptions, are dead ones. In other words, the long-haired artist has to die before his work is really appreciated. Unless a similar condition exists in your store, it is the only real reason for calling yourself an artist. Such a condition will hardly exist where the window trimmer or display manager is a live wire.

Please do not misunderstand me to mean that the artistic side of your work should be neglected. Not so, but rather that the true producing value of your services be used as the important fea-

ture in advertising your profession and the artistic side referred to as a secondary acknowledged requirement in order to make your work most productive of results.

Through my eight years' experience in trade paper work, I know that the commercial artist of to-day does a great deal toward making present day printed advertising more effective, but he receives very little recognition for his work, and, in most cases, none. If you continue as display managers or window trimmers to place yourself in the same class as the commercial artist, you likewise will continue to receive but a meagre share of true recognition for your services.

If you class yourself as an artist, there is another point worth your consideration, which is this: that you are apt to allow the man in charge of the store advertising to reap a great deal of the advertising value of your work, simply because he is exploited as the advertising man, and not as an artistic producer of advertising copy.

Therefore, I earnestly urge you for the sake of your own importance to supplement the now too common expression, "Show window art," with "Show window advertising."

Do merchants want artistic windows?

Real Punch Behind.

My experience leads me to believe that they do not want strictly artistic windows any more than they want strictly artistic newspaper advertising.

Show window and newspaper ads with a real punch behind them are the ones that sell the most goods at a profit. Therefore, if you as a display manager, in order to make your showing more artistic, produce an expense which lessens the profit producing end of your work, you are also lessening the power of the punch. I make this point to illustrate that it is essential to have your windows attractive, but attractiveness should always be governed by keen judgment in regard to the expenditure compared with the sale and advertising value of your scheme.

To the Average Merchant.

I believe the average merchant places the following divisions of display work in the following order:—

- 1st. Sale and profit producing.
- 2nd. Cleverness in advertising value.
- 3rd. Strictly artistic appearance.

Therefore, I wish to again try to drive home the point that you are all display advertising men, not window trimming artists.

While attending the Convention of the Associated Advertising Clubs in your city the latter part of June, I was impressed with a large number of departments in advertising that were represented at the meeting. The following are a few of the departmental meetings:

- Outdoor advertising division.
- Street car publicity.
- Premium advertising.
- Magazines.
- Farm papers.
- Trade papers.
- Metal signs.
- Lithography, etc.

Lacking at Ad. Convention.

One of the most important branches of advertising was, in my opinion, sadly missing. That department was the window advertising men.

Surely your advertising work is of equal importance to that of billboards and others, yet billboards as a department are prominently represented in the A. A. C.

Showing the Article Itself.

Why do I class windows ahead of billboards or other means of advertising? Because show windows advertise an

article by the showing of the article itself, not a picture at a place where the manufacturer has secured a distribution of the product, and at a place where the consuming public may immediately satisfy their desire for possession. No other kind or form of advertising offers such strong features in its favor.

I hope to see the day, which I trust will not be in the far distant future, when window advertising men will occupy their true position of importance in the advertising field.



CONVENTION NOTES.

The New York boosters, Messrs. Hurst and Edgell, promise an attendance of 1500 at next year's convention.

The president and secretary were re-elected by acclamation.

A. W. Murdison and Fred Kickley, both from Regina, had the honor of coming the farthest distance to the convention.

Illustrations of "Eddie" Burns' clever drapings before the convention will appear in next issue.



FIFTY BUYERS IN PARIS.

A significant cable was received on Monday, August 17, stating that the Fall openings had been held in Paris, and fifty buyers were present.

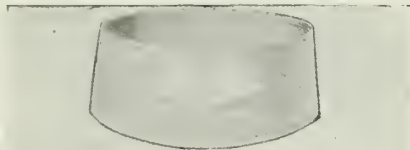
¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Odd Twists and Fancies in Men's Fashions

A COAT MODELLED after the style originated by "Mugsy McGraw" for his baseball players is being manufactured and placed on the market as a sports garment for men while some makers also have it in a line for boys.

* * *

PATCH POCKETS ARE coming strong for men's clothing. They are to be seen on overcoats, sack coats and even on the vests.



New lap wing collar put out by Geo. P. Ide & Co., Troy, N.Y., an extreme style, with the wings overlapping.

A CONNECTICUT FIRM is showing a soft hat with telescope crown in three-color effects, the band white and three-quarter bow of slightly darker shade than the hat.

* * *

IN LONDON WHITE TOPPERS are coming back again as there are few cab drivers left and chauffers cannot use them. The best style is a shape $5\frac{1}{8}$ deep, $\frac{1}{4}$ bell, $1\frac{3}{4}$ brim flattish set with roll curl and $1\frac{3}{4}$ black cloth band. A few have self color band.

* * *

SPIKE EDGE brims have been the best sellers in straws among the high-class trade in London this year, while in the medium and cheap the plain edge has predominated.

* * *

A LEADING LONDON FIRM reports that Canadians for the Fall trade took mostly soft felts with fancy bows.

* * *

SILK SUSPENDERS and adjustable initial buckle belts are both declared to be passé. The latter in particular has never appealed to the retailer owing to the large amount of extra trouble that the handling of them necessitates and it is held that the high-class trade has never taken them up.

* * *

OWING TO THE POPULARITY of white and light colored clothing, white belts in leather and fabric have sold much better than usual this year.

* * *



This is a novelty intended to prevent the shirt front from bulging and at the same time hold up the trousers. The buckle is attached to the front fly of the shirt; a patent button is then attached to the inside fly of the trousers, two and one-half inches from the top of the waistband, to button inwardly. The webbing is fastened to a button already attached, thereby connecting the trousers with the shirt front. The buckle is adjustable, and when properly attached is entirely hidden from view. Made by Richards.

A CLASSY GARTER with mountings in eighteen carat gold has been put out to several tones of one color in the figure.

* * *

THE LARGE SCARFS in all-over designs are still in the best demand. Club stripes are also doing well. The effect of the war on these and other fashions is problematical as the use of other goods may require a change to more convenient patterns and styles.

* * *

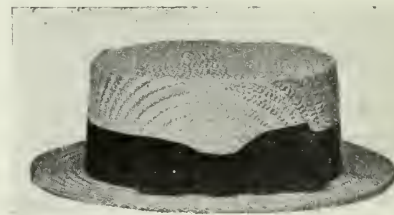
DARK COLORED SACK SUITS and black jackets with shepherd's check trousers are still very popular with fashionable dressers and as a part of them the single and double-breasted white waistcoat is being introduced with great success. It is cut so low as to show the effect of the full ends of the sailor's knot scarfs that are worn with them. With the very informal clothes a total lack of jewelry is noticeable among correct dressers.

* * *

IN THE SACK COATS there is an increased drapery in the back but without any flare and the opening of the waistcoat is now covered by the coat lapels although they will still expose considerable scarf or shirt.

* * *

IT IS PREDICTED that there will be a better demand for the ascot tie this Winter following the popularity of the large scarf.



Sample of novelty style in weave in straw hats that will be a feature of the Spring, 1915, output.

THERE IS EVIDENCE of a strong demand for brown suitings this Fall should have somewhat of a counter effect against the very vivid colors of ties. Rich shades of mahogany and chocolate are making a strong bid for favor and the most correct of these will be of solid brown unrelieved by the introduction of any foreign stripe. A touch of green in scarfs and shirts is likely to appear in conjunction with the brown suits.

* * *

FINE COLORED STRIPES as well as plain white will be noticeable in the new effects in the new shape of the double collar. The colors are also appearing in the plain band standing collar and in the wing with the slightly rounded point. The variety of color used depends, of course, as in women's wear, upon the main color scheme of the individual. The combination of grey suit with purple or lilac effects in shirts and ties is quite popular in some centers of fashion. Some shirts of a rather gaudy appearance are in evidence in these color combinations. Purple shirts with white collar and cuffs and combinations of even more startling colors are run in some quarters. Such usage, of course, necessitates scarfs to match and in some cases even handkerchiefs.

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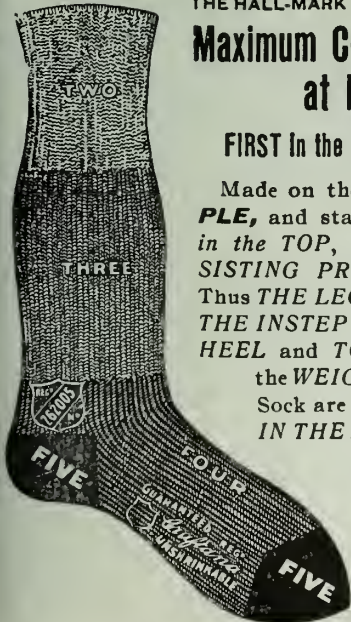
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Fall and Winter Styles in Suits and Overcoats

Tendency Stronger Than Ever Towards Close Fitting—Young Men's and Older Models — Higher Cut Vests — Meltons and Beavers Coming Back in Overcoats, Which Are Shorter.

Styles of Suits

More scantiness in young men's suits.

Narrow athletic shoulders.

Patch pockets appearing on Fall coats. Flaps still in majority.

Lapels, long or short, with soft roll and bluff edges.

Four-button coats, six-button vests. Latter high cut, with or without collar.

Trousers straight and narrow.

Older men's styles a modification of extreme points of the above. Not so narrow and tight-fitting.

Increasing prevalence of unfinished rough cloth.

Styles of Overcoats

Overcoats tending to simplicity.

Lack of belts and other frills noticeable.

Styles are shorter than heretofore.

Double and single breasts competing for popularity.

Unlined coats and patch pockets will be in both Fall and Winter overcoats. Bluff edges, heavy lapels, and close bodies represent extremes for young men.

THE Fall and Winter styles for men's clothes show an accentuation and a narrowing down of last year's styles in the well dressed trade. In some districts roomy suits, padded shoulders, double-breasted coats, peg-shaped trousers, etc., are still being made up, and no doubt will continue to be to a great extent.

In the Fall styles for young men are seen a few more tendencies to extremes in some respects. There is a fair sprinkling of long patch pockets on the lined coats of fairly heavy weight, even though they were originally meant for unlined Summer suits. The flap pockets, however, are still in the majority. The outstanding feature in recent changes is the still further close-fitting of already scant suits.

The shoulders and sleeves are very narrow, with an athletic effect, and coats are running to soft fronts more than ever before. The canvas or hair front is decidedly becoming a thing of the past among those who follow the English styles.

Form-fitting, four-button coats are the correct thing usually in the twenty-nine and a half inch length, for the thirty-eight breast model. Some lapels are cut peaked, with fairly long soft roll, but the bluff edges and very short roll appears to be quite as popular.

The most expensive and best appearing suits are notable for their simplicity and lack of the most extreme touches, in accordance with ideals of good taste that fortunately are becoming more frequent in the general public.

Vests Cut Higher.

The vests are very high cut, more so than before, with the narrow shoulder in line with the prevailing mode in coats. There appears to be no rule about the collar, which is entirely absent to a great extent, as it was a few years ago. There appears to be an equal popularity for each. Six-button vests are decidedly in the ascendant.

Trousers still show the straight, narrow lines, possibly somewhat accentuated. For the thirty-eight breast size, the nineteen knee and fifteen and three quarter bottom are the proper lengths. Cuffs follow as a matter of course on such trousers.

Long Lapels On Older Models.

For the well-dressed man of thirty or thereabouts a less youthful and possibly a more tasteful style of suit is offered. The English fondness for soft fronts is

favored here more than in the other lines. The frequent necessity of pressing has done something toward lessening the demand for this style, but its suitability cannot be denied. A striking feature is the increasing prevalence of unfinished rough cloths in Fall lines. In this medium class, styles follow the young men's in a general way as usual, but are modified in some of the extreme points of the latter. The shoulders are quite natural, with a slight tendency to narrowness instead of a most decided one. Coats are thirty and one-half inches in length, except some staples, and fit fairly close and have the soft roll, long lapel and four buttons. There is an almost entire absence of short lapels. The lapels are fairly heavy and are usually peaked or otherwise out of the ordinary. Fewer patch pockets are seen here than in young men's suits. The vest is fairly high cut, both with and without collar, with six buttons and shoulders similar to the coat, not too narrow. Trousers are twenty (knee) and sixteen (bottom) for the thirty-eight breast, and are fairly narrow, with cuffs or without. This less extreme line more nearly approaches good taste and good dressing in general than usual. The tendency appears to be working steadily in that direction.

Overcoats.

Overcoats for Fall will cover a more varied line of colors than is usual, ranging as they do through browns, greys, blues, tans and purples. The styles are much shorter than before, forty-two inches being the prevailing length. The coats are coming back to the close fitting style of a few years ago, and lack belts or even half belts in any quantity. The prevailing tendency is toward simplicity and a lack of fancy effects. Sleeves are narrower, quite narrow in fact, and the double-breasts appear to be quite popular, although the singles promise to be in very good demand too. The collars are mostly plain, but a few fancy effects are noticeable. The weights are likely to run from sixteen to eighteen ounces for the best sellers. Staple lines will be found in the customary lengths of forty-four and six inches, but the shorter, close body fitting variety will make the strongest bid for popularity.

In Winter coats, the dark cloths naturally receive the most attention, with beavers and meltons, ignored for the past five years, making a strong bid in the

(Continued on page 62.)


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The boot on the back is your guarantee



75 years continuous sale is the best proof of the selling quality of STIFEL'S INDIGO. Three generations of wearers have found it pays handsomely in long and satisfactory wear to insist upon OVERALLS, JUMPERS, SHIRTS, etc., of STIFEL'S INDIGO CLOTH. Every washing makes it like new.

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Wide Lapel a New Feature on Coats

American Manufacturers Bring Out Model With Soft Roll Fold and Almost as Broad as it is Long — Gives an Emphatically Distinctive Appearance to Overcoats.

CLOTHING manufacturers who depend largely on their trade with the young dressers by bringing out something distinctive to the season are beginning to show their hands so far as the Fall business is concerned. One very widely-advertised American house will make its bow with something very emphatic in the direction of the wide lapel—a short lapel with a soft roll, which will be almost as broad as it is long, and which gives a very distinctive appearance to the garment; and it will be worn on both the sack suits and the overcoats.

The models of this company will be distinguished by this wide lapel, but as regards general cut, there will be little change. The lines will follow the close form-fitting English models, which have been popular for several seasons, with the moderately narrow trousers and the cuff, while some of the pockets will be slightly on the bias. There is a new note in the appearance of some of the coats by a more pronounced cut-away at the bottom. The usual model will be single-breasted, with three buttons and the roll collar, with which usually only the two bottom buttons are used. Some double-breasted styles are shown, and on these, too, the wide lapel is used.

Distinctive Overcoat Cuts.

On the overcoats the wide lapel is even more pronounced, and the effect is more distinctive. The fold takes almost the shape of a triangle, and is used on both the single and double-breasted models.

One coat is shown which is a modified cut of the Balmacaan with the raglan shoulder, but, as will be generally appreciated, the contrast of the broad lapel to the Prussian collar is a startling one. Another model is on the full Balmacaan style, with a convertible collar which can either be used closed or opened—giving either the Prussian or the lapel effect. This should help the Balmacaan, which has been largely used as a storm coat.

Many of the dressy coats are of the form-fitting style, and on several of these the double-breasted cut is used.

The designs of this clothing house give a good idea of what may be expected in the clothing trade from manufacturers who, with their own selling agencies, can keep their plans from the trade until the season is at hand. How popular

opinion will receive a new departure of this kind is difficult to forecast, but there can be no doubt that the tendency of young men is to wear the new stuff as soon as they can get it, or not to wear it at all.

CLOTHES AT ASCOT

THE 1914 Ascot was remarkable for the number of well-dressed men in attendance. Features of it were the grey or white top hats, particularly in the case of the young men, trousers



Latest style of vest.

pressed at the side and white ties. The usual black morning coat and light trousers were quite de rigueur.

This light-colored hat, previously confined to grey morning or frock suits, is now open to use with black coat and waistcoat or with black morning coat and white vest.

White spots have given sway at this fashion centre to the cream, white or biscuit-colored cloth uppers of patent leathers. There is promise of the frock coat returning to favor judging by the favor shown it by several of the younger leaders of fashion. It will, however, be form-fitting with no looseness in the skirt.

Possibly, the return to favor here of the double-breasted waistcoat is not unconnected with the frock coat's return.

At any rate the former is here to stay a while again. Wing collars have almost entirely given way to double collars for wear with morning and frock coats.

The fashion for check trousers received fresh impetus here. The best-dressed men appeared in black and white check trousers with black morning coats and waist coats. Cheviots, worsteds and tweeds are very popular for trousers.

Colored shirts worn with wide ties were another Ascot feature, particularly with the younger men.

White, hand-sewn kid gloves have entirely replaced white suede and buckskin.

The variations from the above were mostly of a more informal nature, such as soft silk shirts, with morning coats, blue vicuña in the latter, etc.

STYLES IN SUITS AND OVERCOATS.

(Continued from page 60.)

market again. All the plain cloths appear to have the preference over fancy effects.

Weights are running from thirty-two to thirty-eight ounces, and lengths are the same as in Fall coats. In the young men's, the lapels and collar are quite wide and heavy, with the body cut to a corset fitting degree in the more extreme styles. Velvet collars cut quarter line are noticed to some extent and promise fairly well, according to present indications.

In the better grades, patch pockets and unlined bodies are quite noticeable. These features were noticed last year, but were not as generally adopted then as they promise now. The bluff edges, smooth, fairly close and decidedly simple stuff are being paid the most attention in the better grades, which in all lines are tending steadily to an increasing evidence in good taste in dress for men.

DEPARTMENT STORE IN CHINA.

In Swatow near Canton, China, a three-storey, luxuriously-furnished department store has been erected. This is the first department store of the Far East and shows a decided step forward besides creating a veritable sensation among the inhabitants. The furnishings alone are said to have cost about \$50,000.

Novelty in Men's Dancing Suit

THE popularity of the tango and the worship of terpsichore, which has spread from the ballroom to the Summer verandah, has led to a new costume for the man who would attend the popular Summer resorts and take part in the festivities to which society is devoting itself. Well-dressed men are now wearing a dancing suit, which makes certain concessions to the demands of formality, while at the same time introducing elements of comfort which are very important in the hot weather.

The accompanying reproduction gives a good idea of what may be expected at the fashionable resorts late this season, and especially next year. The coat is distinctly new, being something between a tuxedo and a sack. Note the very long lapels, the angle of the pocket vents and the single button. With it the vest is low, and a soft-pleated shirt is worn. Formality is also reduced by the wearing of the wing collar and a black bow tie, large in shape and with a pattern design. Headwear and footwear are shown in the extremes—the formal pumps and the sailor straw hat.

So long as the popularity of the dance continues and the tango and other forms of the craze are made the feature of social gatherings, this new suit will find favor with a limited class of men—it is a very sensible idea and combines appearance with a wide concession to the demands of comfort. For Summer evening wear, at house parties, etc., it would also be very correct.

Wide Belt to Replace Vest.

The demand for comfort for the hot weather and the necessity for maintaining formality in dress at many affairs at the resorts is bringing about a limited revival of popularity for the vest belt. This is nothing more or less than a wide belt, which can be worn with a cutaway coat in such a manner that the front is an exact imitation of the appearance of the vest, and the difference could not be told after the coat is put on. The vest is worn with either the regulation front or the mushroom front dress shirt, and permits entire freedom of the body.

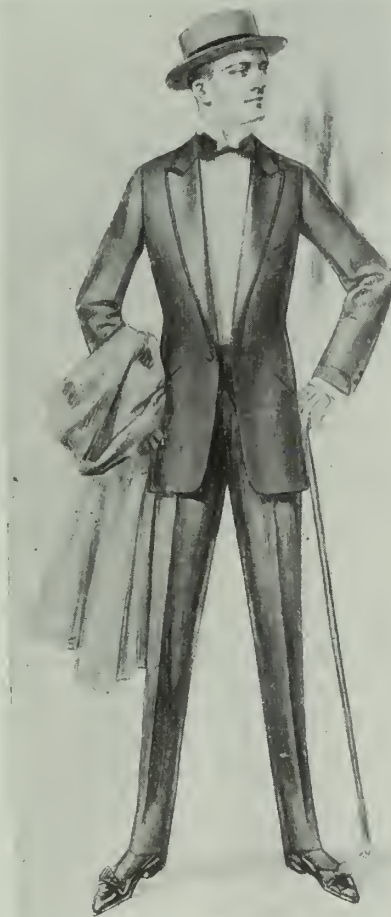
FISH SWAM IN RAINCOAT.

In one of its show windows devoted to raincoats, The Hub, Chicago, recently placed a cravanette coat over a square frame, which allowed a part of the coat to hang down forming a bowl, and in the water were several goldfish swim-

ming as happily as though they had never known any other home. It was watched by thousands of persons. It also increased sales of that particular raincoat, many styles of which were shown in the same window.

NOVELTIES IN TWEEDS.

A novelty in Shetland tweeds that is offered the trade this Fall is a woven



NEW TYPE OF COSTUME.

This is a dancing suit introducing certain elements of comfort—between Tuxedo and sack. Note very long lapels, low vest, soft pleated shirt, wing collar, black bow tie with pattern design, and informal sailor straw. Courtesy of James W. Bell, Son & Co., New York.

cloth in a knit design, that was ribbed like a stocking, except that the ribs are fully three-quarters of an inch in width. The cloth is very elastic, and particularly suitable for sports. With the suit is offered stockings, hand knitted, and of the same color wool and general design as the suit. The whole effect is quite unique.

MEN'S MILITARY CAPES.

Military capes for men's evening wear threaten to have a run if the recent Paris indications count for anything. They are an adaption of the popular ladies' cape, cut very full in the back, of rich and soft black Shetland cloth, and with a full face of West of England beaver. Extreme Balmacaan styles are also shown in this. Some samples include very deep sleeves and cuffs of double width that are turned back for five or six inches by means of a rich black corded silk. The whole was set off by an extreme shawl collar.

STRAWS FOR TRAVELING

An adaptable straw hat for traveling has come into use abroad this Summer. It can be put into any box or bag with perfect safety, as it is made along the lines of the crush opera hat. It folds into a flat shape, and occupies a remarkably small space when ready for packing.

SOME KNOTTY NEWSPAPER ADVERTISING PROBLEMS.

(Continued from page 48.)

- that from this permanent following every store secures a very large, perhaps the largest part of its response to daily advertising.
- that violent display and startling headlines are more annoying than gratifying to that following, which can be trained to follow the advertising of its favorite store in almost any readable form in which that store chooses to present it. (This is my way of accounting for the uniform success of widely differing styles of store publicity.)
- that this faithfulness does not give any store license to make its publicity dry as dust or lacking in interest or information.
- that failure to recognize this last fact will soon result in a dwindling audience.
- that the store discharging its new-telling duty most carefully and conscientiously will gradually add to its following by recruiting from former adherents of less diligent stores.
- and that this store will, in this way, build up a following larger and more permanent in character than any that it is possible to build up by sensational display advertising.

It is my personal belief that the big, broad, profitable view to take of retail advertising is to look upon it as a service owed by a store to its friends—to consider it a duty to provide those friends with the information necessary to enable them to shop in haste, comfort, and with satisfaction.

Louder Shirts Coming: A New Soft Collar

Golds and Greens Will be Added to the Pinks According to Predictions of Those in Touch With the Big Style Centres—Soft Cuff Becoming General for All-year-round Wear — Flannel Shirts Popular.

By a Staff Correspondent.

MONTREAL, Aug. 17—(Special).—The popularity for the highly colored shirt has reached New York, having crossed the waters from England and the continent, and shirt manufacturers are looking for a strong demand for this class of goods in the Canadian trade for next Spring. Already in the Fall business the "loud" tendency is noticeable in the popularity for pink; and fancy fronts with cross and vertical pleats, mushroom effects, etc. For Spring in that portion of the trade which follows the fashions and where the effect of the New York example is soon felt, there will undoubtedly be a demand to some extent at least for gold and greens as well as the pinks and for the bold Roman stripes — or "candy" stripes as they are generally called, being a representation of some of the color schemes which the small boy of a generation ago found worked out on the penny sugar stick which he got at the corner grocery.



Samples of Fall neckwear showing the tendency for allover designs in high-class materials to retail at \$1 and up to \$2.50. The silks from which these swatches were cut had just been received from Europe prior to the declaration of war. Shown by Tooke Bros., Ltd.

In the trade there is a noticeable increase in the demand for the light flannel shirt in conservative patterns and for the fine wool taffetas.

Collar styles for Spring are now having the consideration of the designers but it is yet too early to predict what may be done with the stiff linens, although it looks as though the novelty models in which the material rather than the shape bore the important part, will become more generally popular.

A New Soft Collar.

This season has apparently seen the death of the soft collar which disappeared with the wash tie, but from the sources of fashion comes the forecast that the negligee neck-decoration will be resurrected next Spring—not as the soft collar that we have known but as something so entirely different that it ranks

as a novelty. This collar will follow more after the style of the neck band of the negligee shirt and in front it will be fastened loosely and held only by the tie, there being no buttons or clasp such as featured the soft collar we have known.

Soft Cuff Strong.

The popularity of the soft cuff seems to be growing all the time. More and more are the starched wrist bands failing to come back with the cool weather and there are now many men who wear the soft cuff with their business shirts the whole year round—certainly there are strong arguments from the common sense standpoint in favor of the negligee style; it is not only more comfortable but it has a tendency to reduce laundry bills and at the same time the life of the garment is certainly lengthened.

No Simplicity in Ties

Except to Tendency in Men's Wear—No Sign of Improvement in Wash Lines for Spring.

THE Fall and Winter lines in ties threatened a larger amount than usual of high-priced goods, before the existence of the present state of affairs, which, of course, only serves to strengthen that tendency. The broad, showy ties of large patterns, striking contrasts, broad stripes, brocades, etc., are predominant in lines shown. Incidentally, ties appear to be the chief exception to the present tendency to simplicity in men's wear. The larger knots that these ties make are particularly suitable to the wing collar and the extra wide opening in double collars that are so popular now. Such is the riot of color that tango ties are making a bid for favor.

Dress and tuxedo ties remain the same, with silk and piques showing increasing popularity. The white-edged black tuxedo tie appears to be fairly well thought of.

In the spring lines there is little that is new that is showing up, but the present situation is so ripe with possibilities that anything may happen.

Bow ties are becoming more and more popular and promise a heavier sale for Spring. The wash lines are dead and show no signs of recovery. The tubular

variety is just fairly strongly and will, no doubt, be sold to a reasonable extent. The advance in artificial silk may affect this line unfavorably though. The price has gone up twenty-five cents a pound, nearly forty-five per cent.



Typical broad pattern tie, with stripe in basket weave effect. Shown by E. & S. Currie, Limited.

High Price the Feature of New Cravats

Rich, Heavy Imported Silk Being Used — Over Designs With Floral Persian and Moorish Patterns Introducing Four, Five and Six Different Colors—Printed Warps Imitating These in Design and Pattern.

By a Staff Correspondent.

MONTREAL, Aug. 17.—(Special).—There is something distinctive about the new Fall neckwear as compared with other seasons—despite the big range that has been displayed for a year or so now, and the latitude which fashion permits in design and colorings. The new feature is the all-over designs with large patterns and the rich color combinations in lower tone effects. It is in quality, however, more than style that the new ties differ from what the men have been wearing, and we find that the manufacturers have bought imported silk of the highest quality which will be made into cravats which will retail from \$1 to \$2 and even higher. Where there are cheaper grades it will be found that the effort is to imitate the expensive silks.

Practically all the new stuff is in all-over designs with large figures, the designs including leaves and flowers and Moorish and Persian designs in rich color combinations in which there will be seen four, five, and six different shades worked into the one design, and where there has been in the past a tendency to introduce contrasts in colors, the whole effect is now one of harmony—but, in striking impression, what has been lost in color is made up in pattern and the new stuff cannot be said to be quiet.

To get the effect of some of these very expensive imported silks in cheaper grades of goods there has been made a new line of printed warps which follow after the popularity of the printed crepes and bengalines which were so strong in the Summer trade, although in the new designs the color effects are changed. In the cheaper grades also there are many of the border ends still shown and even in the high-priced lines a few stripe combinations are shown, but in these there is a tendency to use the all-over patterns between the bands.

For the holiday trade, then, this Winter, there will be an opportunity such as there has never been before for spending money in the purchase of cravats and some very beautiful lines may be secured for the Christmas shoppers.

The high-priced silk is a very heavy material and practically all ties will be cut on the bias with very large loose ends and this means that there will be large knots. The ascot, which is always more or less popular, will be found to have a stronger run, and the new materials are very well adapted to this kind of large cravat.

NECKWEAR IN PARIS.

Paris shops show an increasing tendency toward moires. They are shown in tobacco brown, mauve, grey, etc., and are used more particularly in the larger ties. Tubular ties are seen with insertions of black satin down their centre.

One of the newest and best liked shades in all ties is the corn flower blue so long associated as a part of the color

scheme for blonde beauties. Extreme patterns, tangos, etc., are all the rage, the more complicated, the better. Foulard foundations, polka dot patterns, satin borders on bat ties and changeable designs in two tones are all innovations that give promise of a run.

In knitted goods, bands of closely meshed silk, for strength's sake are popular. A novelty wide mesh knit on a

solid silk foundation is another new idea.

Oriental cashmere patterns in printed foulard are quite common in many color combinations. In brocades, foliage patterns and all-over designs are the most popular. Checks of all sizes are being introduced and promise well. The displays as a whole are quite bewildering in the large variety of silks offered in every conceivable pattern.

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Best People

Sold by the
Best Dealers.

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

As New York Views Hats for Fall and Spring

NEW YORK, Aug 17.—In the main hats will be found to be a repetition of Spring lines with the usual amount of novelties in the way of emphasis on the strikingly successful styles of the past Spring and Summer.

In this country the bell shaped and the tapering effects appear to have dwindled in popularity. The rolled brim in felts appears to be coming in strongly. The usual colors in felts will be found again to range from dark blue and green down to slates. Instead of tapering a great many hats are almost square. The rolled brim has been adapted more particularly to this variety.

The three-color novelty bands are coming in stronger than ever in light and gaudy colors. The "American Hatter" sums up the outlook as follows:

There will be more orders to fill during August and September than ever before, and there are fewer factories than in many years to turn them out.

The popularity of soft hats will continue unabated and unlike the early season expectations of most of the authoritative observers of the vogue of men's headwear, Fall styles will be even a little more extreme than last season.

Fancy Effects More Pronounced.

Many of the keenest judges of hat styles believe that the limit of development of fancy effects had been reached this Spring but still more pronounced shapes will prevail this Fall, particularly for the popular trade.

In soft hats dimensions will be more extreme—crowns higher and brims narrower.

Diamond telescopes, the double crease producing the diamond shape drop tip and the regular circular drop tip effect, describes the dominant note in crowns. For the last named $4\frac{1}{2}$ and $4\frac{3}{4}$ inches are the best heights, while for the others $5\frac{1}{2}$ inches prevail. There will be some demand, especially for the better class of trade, for a high taper round crown in the old-fashioned center crease about 6 inches deep.

Flat set brims will be the rule, chiefly $2\frac{1}{8}$ and $2\frac{1}{4}$ inches wide, pencil curls being favored close rolled and open roll, although there will be a good undercurrent of demand for flat brims and some business for turban brims. Droop brims or dish brims are passe. Dark colors of body, with light contrast trimmings, will dominate the soft hat style everywhere.

Dark Blues First Choice.

Dark blues will be the first choice with dark shades of green a close second,

after which favor will be divided between seal, brown, slate and stone.

There has been a general feeling that on account of the widespread vogue of fancy colors a reaction was due which would revive the popularity of pearls and this Spring the first concrete evidence of such a tendency appeared in Boston and spread throughout New England in the form of a general demand for pearl soft hats trimmed with black band and white binding.

This vogue grew steadily throughout the Spring and it was confidently expected by many that it would spread to other sections, but there has been no such tendency elsewhere.

Strong Contrast in Trimmings.

For popular trade trimmings will be a strong contrast, while for the high-class trade the bands and bindings will be only a shade lighter than the body of the hat, producing a two-toned or "mismatch" effect. In the width of the band there is also a marked distinction between the popular and the exclusive trade; for the former the narrower bands, principally 14 to 18 ligne will be best especially in heavy rib effect, while the latter will require 24 to 30 ligne in both taffeta and the heavy rib, the taffeta being somewhat favored.

Sash bands have run their course and if the demand should maintain itself sufficiently to permit retailers to clear out their stocks they will be fortunate.

All manner of fancy bows on the rear quarter will be rampant—it is these that are the most pronounced distinguishing feature of the late styles.

The Panama crease in the felt is another effect that will be in favor.

Daring Color Effects in Bands

Some very daring three- and four-color effects have been shown for Fall and while several seasons back any man would have had his sanity questioned if he had hinted at such a style development, nowadays, in view of the extreme fancy colors and trimmings of last season and the generally accepted belief that the limit is not yet, one is tempted to say with reference to the rainbow combinations—"Why not?" These color combinations are produced by the use of different colors for body, band, bow and binding, for instance a green hat will have a blue band, a green bow and perhaps a white binding. The combination mentioned, however, is decidedly mild compared with some that are shown.

There is no immediate danger of such

an eruption in the trade—a few of these hats have been bought, probably just enough to be used for a window display—and it is too early to consider the possibilities for next Spring.

Taper Crowns in Stiff Hats.

In stiff hat fashions there is little or no change. The vogue will continue decidedly in favor of taper crowns, $5\frac{1}{2}$ x 17 $\frac{1}{8}$ being the best dimensions, other variations of these proportions in the taper crown effect also being well favored. Retailers are advised to allow the present stocks of full tip low crown, wide brim styles to exhaust themselves without replenishing. They are passe—old fashioned—"augespielt"—and the merchant who continues to feature them proclaims himself of ancient vintage.

* * *

Straws for 1915.

In straw hats the style problem is not quite well enough defined to make predictions with any degree of assurance regarding the probable development of straw hat fashions for 1915.

In Panama hats fancy styles will be well featured and as the development of the Panama is substantially stimulated by the up-to-date styles which takes it out of the staple class, the demand continues to grow steadily.

A steady sales of Bangkoks is assured for 1915, and Leghorn will also come forward as a favorite of fashion.

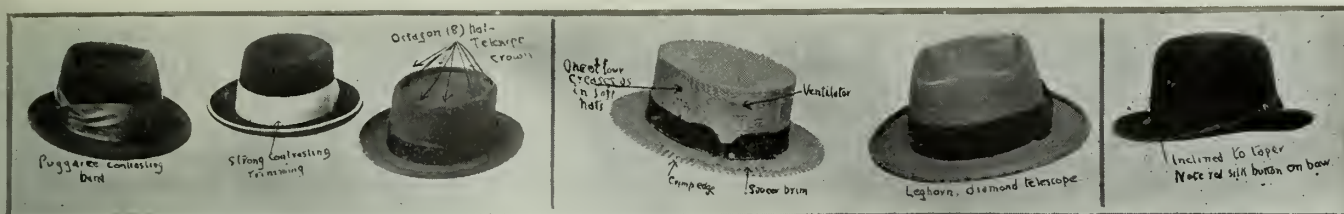
Increase in Panama Prices.

In recent years there has been a steady advance in the price for Panama hats as a natural result of the wide-spread demand. In the articles of general manufacture an increased demand is usually well taken care of by the use of an increased number of machines, but Panama hats, being an article of native hand works the supply is restricted to the quantity that the natives can weave.

The steady upward advance in prices has recently been augmented by a marked increase of 10 per cent. on heavy buying orders from Cuba, London and Panama, especially London.

In addition to the actual increase in quotations this is still further enhanced by a reduction in exchange with South American countries. While retailers will undoubtedly pay the same prices as formerly, the effect of the increased cost of bodies will be reflected in the inferior qualities, compared with former grades and in the increasing difficulty to secure the lowest grades as formerly.

(Continued on page 67.)



Samples of Spring hats shown by Ansley-Dineen Hat and Fur Co., Limited.

Flood of Novelties in Hats for Spring of 1915

Many New Makes in Straws on the Market—High Crowns and Narrow Brims, With Taper Missing—Octagon Shape in Soft Hats With Contrasting Colors Prominent—High Crowns in Stiff Hats.

WITH a six months' margin of safety to come and go on, hat manufacturers are beginning with confidence to display their new ideas for Spring, 1915. This will take rank as the season most fertile in new ideas, in real novelties. The variety is simply astonishing.

There were many retailers who thought that the extreme novelties of the past Summer had run their course, and that there would be a reaction towards more staple lines. The former conclusion in many ways is correct, the latter far from it. It is quite true that few of last year's novelties are coming back into favor, but the variety is greatly increased. One firm is sending its travelers out with nearly 300 samples of straws apiece.

The reason for this seems fairly clear: an effort to stimulate trade; something new to prod the retailer, who in turn will prod the fancy or sluggish buying tendencies of the public. The sale of a novelty hat usually results in a second sale a month or two later, for the buyer tires of his early choice.

One does not find many of the high taper straws of this season in the 1915 lines. It ran its course, as The Review pointed out, and a short one at that. Hats are high, higher slightly than this year, and the bands are narrow—an opposite condition from soft hats. The puggaree band has not gone well on straws, and is relegated to soft hats now. The bow still dwells towards the back, three-quarter or full.

It is in the brims and braids that the chief variety exists. There are all kinds of new braids, one of which is illustrated elsewhere in this issue. Many depart on the top of the crown from the series of rings and straight lines run across.

There is an attempt being made to introduce a couple of braids that hitherto have been limited almost entirely to women, the Leghorn and the Bangkok, and a sample of the former is illustrated here in telescope crown. The Leghorn

1915 HAT LINES.

Straw with straight saucer brim and tartan puggaree band.

Crimp edge, ventilator in crown, four creases in brim.

Hat mirror inside hat.

Leghorn hat.

Octagon and sextette hats.

Bell-shape hat.

Brim of straw wider in front and rear than at sides.

comes in both the diamond telescope and the ordinary telescope.

The creases of the soft hat, usually four in number, have been adapted to straws, as is shown in one model here. Many have this innovation.

The saucer brim is found on a number both of straws and soft hats.

Another novelty in straws is a double brim all the way through, instead of just at the edging, as before.

Another wrinkle is a mirror placed inside the hat, almost enabling this creation to secure recognition from the "party" bags in the fancy goods departments.

As a rule, the brims tend to be narrower. The most approved for Spring is the one that is slightly broader in front and back than at the sides, the former measurement being $2\frac{1}{8}$ inches, and the latter only 2 inches.

In soft hats the most pronounced tendency is the contrasted trimming, which is often expressed in a light and a dark shade of the same color, greys, greens, etc. Other combinations were a brown hat, with green band; a light fawn, with green band, etc.

The pencil brim is coming strongly into favor, and creases on the crown are everywhere recognized. These extend not only to four points, but hats are being made with six (sextette) and eight, an octagon with a telescope crown.

The butterfly bow is going strong.

Among shades a moss green is one of the new colors, and greys are also popu-

lar as well as the ever present blue and the green.

In stiff hats the edict is "higher in the crown and inclined to taper." One of the latter is seen in the illustration. The low flat brim is no more, but these are close curled and small. Big hats are not seen. The bell-shaped stiff hat, one of the present season's showing, has met with little demand as a Spring article of wear.



BLACK AND WHITE WINDOW.

Following the news from Paris of the returning vogue of black and white, one store that is always well in advance on the question of style news put in a black and white trim, that attracted much attention. The centre portion was a handsome wax figure attired in a white accordion-pleated overskirt with drop skirt of black and waist of black and white combined, and wearing one of the new white hackle turbans. Black and white materials suitable for Summer wear were draped on forms and stands. Surrounding the central figure, black and white hosiery and pumps were shown. These were displayed on shoe and stocking figures on low mahogany pedestals.



ADS AND STORE LOCATIONS

In the store of James A. Ogilvy & Sons, Montreal, there are three neat frames placed on the elevator cages between the different shafts. The centre of these contains a diagram of the store showing the different floors and giving a list of the different departments, with its location on each. The others are used for the daily posting of the store advertisement taken from the morning papers. Shoppers who pay attention to the store advertising may at once refer to some item which attracted them, and from the store diagram find the location of the department to which they desire to go.

The Hat and Cap Market

New York Opinion That Straw Crowns Will be Lower and Wider — Few Taper Crowns — Leghorns in Demand.

IN an article on "The Hat and Cap Market," Men's Wear, New York, says: "The traveling straw hat salesmen, now on the road with their new lines for next Spring, report that there is a pronounced tendency on the part of the retailers to defer placing the larger portion of their advance orders for straw hats until they are able to more definitely determine what the safest and most salable styles are going to be. Manufacturers naturally do not welcome a situation of this kind, but most of them realize that, on account of this prevailing uncertainty in the matter of styles, waiting is really the only intelligent course for the retail merchants to pursue, because it is utterly impossible for anybody to accurately foretell this far ahead of time just what styles of straw hats the consumer is going to demand next Spring.

"Buyers are reasonably confident, however, that sennits will continue to be the most popular straw hats next season, but they do not know in what dimensions the majority of them will be wanted, what heights of crowns and widths of brims, so that any orders which they might place are based merely upon conjectures, and may have to be changed later. The general opinion in the wholesale market is that fewer high-crown, narrow-brim hats will be sold, or, in other words, that hats with slightly lower crowns and wider brims, $3\frac{1}{2} \times 2\frac{3}{8}$, or thereabouts, will predominate. More than a dozen manufacturers agree on these figures as being their choice for

one of the leading proportions and best sellers in sennits next season.

"There seems to be a disposition to get away from the high taper crown hats, and only a very few of them are being shown in the new lines. Bands are principally of medium width, $1\frac{1}{2}$ to $1\frac{3}{4}$ inches, with bows either on the side or quarter. Almost every manufacturer in the business is showing one or more of the self-conforming, flexible-brim sennits in his line this season, but how much success they will have with them remains to be seen. One of the few retailers who showed these hats this Summer recently declared that his customers had not been very favorably impressed with them, one objection being that the brims, being flat, often buckle out of shape.

"Manufacturers anticipate a fairly big demand for soft straw hats in all grades, from the cheapest to the most expensive, and there are some strong indications that certain styles of soft straws will be more popular next season than probably ever before. The shapes of these will be somewhat similar to the most popular soft felt hats, with telescope, diamond crease and Alpine crowns, and natural turn-up and curled-edge brims. Leghorns especially, it is believed, will be in greater demand than usual among the better class of trade. A few of these are being shown in novelty shapes and fancy colors, such as green, pearl, brown, blue, etc., but it is expected that a large percentage of the orders will call for staple shapes in the natural color."

Personal Notes of the Trade

Thomas Sturdy, Malakwa, B.C., general merchant, is dead.

L. Eisenstat, Montreal, clothier, had considerable loss by fire.

Stephen McMillan, Isaacs Harbor, N.S., general merchant, is dead.

W. G. Murphy & Co., Binscarth, Man., have sold out to Robert A. Grosby.

M. W. Rice, Springford, Ont., has sold out his general business to F. Malcolm.

J. B. Caldwell, Sedley, Sask., general merchant, has been succeeded by J. E. McCall.

Ferguson & Harris, Walton, Ont., general merchants, have sold out to A. J. Liddiatt.

John English, Nackawick, N.B., general merchant, has been succeeded by J. F. McGuire.

Philip Cramer, North Battleford, Sask., men's furnisher, has opened a general store at Speers.

Mark Hall Vancouver, B.C., clothier, suffered considerable damage as the result of a recent fire.

Donald Smith, Hamilton, a pioneer merchant tailor and clothier of the city, recently died at the age of eighty-five.

The Man Store, Ltd., Sault Ste. Marie, has been organized with a capital of \$40,000 to succeed to the men's furnishing business of the late D. I. Millar.

Norman D. and Mrs. McKinnon, of McKinnon's, Ltd., Weyburn, Sask., left on Thursday, July 30, for Toronto and other Ontario points.

Bohan Bros., Toronto, men's furnishers, have purchased 145 feet on the south side of Adelaide between York and Simcoe streets for \$100,000 to serve as a warehouse site.

THE LATE GEORGE MILLS.

The death of a well-known business man in Eastern Ontario took place in the removal of Mr. George Mills, head of George Mills & Co., Kingston. The business had of late been extended to include large wholesale transactions in hats and furs. Mr. Mills was aided in this by two sons, William and Charles, who had received valuable experience on the road from the Atlantic to the Pacific.

THE VALUE OF GOOD PAPER.

EVEN IF YOU are going after rural business, don't send out circulars or letters on shoddy paper, says a man who has tried both ways, and don't sign your name with a rubber stamp. Farmers are advancing rapidly and now own autos and many of them have typewriters. Remember, farmers are big buyers of automobiles, and other machinery, so just study the character of the advertising that firms making these articles put out, and see how far you come short of matching up. In hundreds of districts in Canada farmers have pretty solid balances with their bankers, and their trade is in the steady and reliable class. Of course, you can make an error in the opposite direction and put out literature that will give the impression that you are carrying goods of a class that the farmer has little use for, but you should err rather on the side of the too expensive, rather than the too cheap.

A PROMINENT MANUFACTURER OF HATS.

Arthur Allan (A. A. Allan & Co.).—"Our German stocks had left the factories before the war broke out, but have probably been tied up at Hamburg. We would sooner have them at the bottom of the sea, for we would at least get our insurance out of them.

"There will be no Austrian velour hats arrive in Canada, and the few on hand from last year will be at a premium. There will also be a lack of wool hats that Germany has supplied hitherto.

"Bindings and bands that came from the Continent will also be cut off, and for a supply Canadians must depend on America. Our Italian stock is in."

AS OTHERS SEE US.



High Waistline for Coats

Clothing Worn by Stylish Men at the Polo Games in New York Cut on Different Lines to That Turned Out by the American Manufacturers—New Ideas in Lapel Notches.

A HIGH waistline in the design of the coat for men is advocated by a writer in *Men's Wear*, New York, who expresses the strong opinion that the clothing worn by the guests at the polo games in New York indicated a defeat for American clothing manufacturers just as great as that suffered by the American four. The letter is in part, as follows:

"I hope there were a goodly number of clothing manufacturers at the international polo match. And I hope that they had seats in the west stand, where

society congregated, and in which I was able to get a seat at the last minute, adjoining the timers' box and overlooking the Meadow Brook Clubhouse lawn.

"Above all, I hope that those clothing manufacturers or their designers that were in the west stand had their eyes open and their powers of perception keyed up to a high pitch, for the clothes I saw on the hundreds of smartly-garbed male members of the Meadow Brook Club and their guests meant as great a defeat to the ability of the American clothing manufacturers as that suffered by the

American four. Getting back to Broadway and Forty-second street, after the game, and seeing the clothes of the masses, made me regret that I don't understand the intricacies of tailoring. I wish I did. Then possibly I might be able to explain the definite and apparent difference in the clothes of the men I watched strolling about the clubhouse lawn and on the west stand, and the clothes on the men of the masses, who are garbed by the clothing manufacturer. There is a difference—a big difference—and it isn't just a few men that I saw that make the difference apparent, but the hundreds.

"As I have said, if I knew the intricacies of tailoring I might be able to explain details of this difference. But there are a few points about the clothes of the smart followers of polo that make them different from the ready-made garments, and that I think I can explain. One of these is the high waistline. In the single-breasted jackets (I saw a mere half dozen double-breasted coats) the waistline is very high. The coat fits snug to the figure down to that line of the body that touches the lowest rib. From there on it drapes away. This gives all the smartly-garbed men an appearance of having a well-muscled, powerful back.

"Why can't the clothing manufacturers get this high waistline effect that Boughton has been talking about in *Men's Wear* and the *Chicago Apparel Gazette* for the last three years? I've seen a good many lines of clothing, and this principal point is absolutely lost.

"Another point I noticed was the lapel notch. None of the coats I saw had the long-point, narrow-notch lapel, such as has been prevalent on ready-made clothing for the last few years.

"These few points, with the fact that none of the men wore coats that fit snugly over the hips, were the most noticeable when I got to making mental comparisons between the clothes of the manufacturers and those of the smart Fifth avenue and Saville Row tailors."

Kindly mention
this paper
when writing
advertisers.

WRITE TO SHAW'S

and ask about the most modern and simple method of show-card writing instruction—The Edwards Short-Cut System.

Double your earning capacity in a few weeks.

THE SHAW CORRESPONDENCE SCHOOL

YONGE and GERRARD STS., TORONTO Mention this paper

Write to-day for Prospectus and full information.



War window in the store of Godwin's, Limited, Montreal. The central subject, a warship in full action, is the work of E. Lemieux, the staff artist of the company and is the result of his labors for a day and a half. The window was probably the most impressive seen in Montreal's stores and it was with difficulty that the crowds were restrained during the period occupied in taking the picture for *The Review*.

Large Crowds Drawn by Realistic War Windows

Montreal Stores, With Fitting Enterprise, Followed Universal Feelings in Planning Displays — Backgrounds of Flags and Bunting—Sergeants' Mess Represented.

By a Staff Correspondent.

MONTREAL, Aug. 15.—(Special.) —War time has its special call upon the window dresser. Since the outbreak of hostilities in Europe, and especially since Great Britain has stepped into the arena of the battlefield, the streets of Canadian cities and towns from coast to coast have been thronged with patriotic crowds. To draw the attention of these crowds to the store windows has been the duty of the display artists, and this has required patriotic displays, for there is little in the public mind at the present time.

To make a display at such a time that will appeal is simple—the showing of a flag will do that; the showing of many flags will do it better. To make a display that will draw and hold the crowds is another thing entirely; it is not a question of elaboration, people at such times are not looking for details. The most effective windows which have been shown are those where there is one or two outstanding figures or ideas with a background of flags or bunting.

A Realistic Picture.

In the display made in the window of Goodwin's, Limited, Montreal, is one of the most compelling from the standpoint of public interest, and, as will be noted from the accompanying photograph, it is not elaborate. The realistic picture of one of the iron hounds of the sea is one to arouse the patriotic sentiment and the surroundings, a draping of the Union Jack and the Canadian flag is simplicity itself, while the pictures of the King and his field marshals and the Royal family are notes of relief.

It is to the picture itself that special attention is drawn, and as a work of art it is worthy of consideration—and particularly so when it is explained that it is the work of the staff artist of the store, and that it was done under high pressure. If there had been an announcement to the effect that this work was by one of the "modern masters," that it in fact it was a noted portrayal of modern warfare on the high seas, there would not be many in the

crowds which it attracted to the window who would have doubted; there is a note of the modern school of art in the realism which hints of the futuristic idea.

E. Lemieux, who executed the work, is, needless to say, an artist with considerable reputation, and the picture is a very creditable production, considering the fact that the time devoted to it was only a day and a half.

Fur Windows Effective.

But there are not many stores who have men like Mr. Lemieux on the staff, and many other effective showings were made. In a number of fur stores where there were lion skins they were used to good advantage. One window backed by French and British flags had for the central figure a lion rug, with the large head, with open jaws, resting on a pillar and the paws were drawn around to the front. Another had a stuffed animal, with an animated head, which moved up and down, while the jaws opened and closed at the same time, and an electric

light arrangement behind the eyes shot vicious shafts of light.

In other windows, pictures of the King, of the Royal family, of famous generals and chapters from Empire history served for the outstanding features against backgrounds of flags and bunting. Even in displays which were for commercial purposes, and where there was nothing but a jumble of flags of all sizes, formed an attraction for the crowds.

Used Mess Furniture

One of the windows on Montreal's main street, which introduced more than the usual advertising element for a patriotic display, contained specially-designed furniture, rugs, curtains, etc., for the sergeants' mess, Grenadier Guards. Here was shown a big reading table with books upon it, chairs, etc., and the background was formed with a big rug in rich shades of brown, in which the central figure of the design was the royal coat of arms.

The war spirit was introduced by three

figures in uniform standing as on guard with rifles grounded and bayonets fixed. These figures wore the dress and service uniforms of the Highlanders and of the Grenadier Guards. In addition, there was a stack of three rifles with bayonets fixed.



CARE OF THE SHOW CASE.

Many glass cases are ruined yearly by lack of proper attention. Small cracks appear, caused by the heat or contact with large, heavy bodies, and if these cracks are not soon attended to they will soon spread. An excellent method to prevent a crack from spreading is to draw a short crack with a glass cutter at right angles with the crack. This will prevent a crack from spreading in every case. Cases should be set perfectly level on the floor, especially the new all-glass variety, which are otherwise certain to warp. The legs of the case should be propped to the required height from the floor to insure their sitting true.



FALL CLOTHING FOR BOYS.
 Fall buying in the different lines of boys' clothing indicates the popularity of the Norfolk style coat for this model is being stocked very extensively. With it are worn the bloomer trousers which have been generally popular for some years. In colorings greys seem to be having the popular run.

Overcoats for boys will be generally along mannish lines, the models shown being about knee length with belted back and the roll collar. In materials the boy, like his father, will find many of the models made of soft surfaced cloths of quiet shades covering a wide range but few showing patterns.

Elliott & Scroggie, Sarnia, Ont., will start a dry goods store, occupying the site formerly occupied by Smith & Ash.

Tozer & Brown, Clinton, Ont., dry goods and men's furnishings, have dissolved partnership, W. C. Brown continuing.

Western Window Display of Soft Hats and Caps |



This is an attractive and good selling window of the Tom Campbell Hat store, of Edmonton, a description of whose methods appeared in a late issue of The Review. While taken in the Spring, a similar gala appearance could be secured by as lavish a use of Fall foliage. There is an unusual variety in the posing of the hats, assisted by a liberal use of stands. The criss-cross effect in draping at the top is rather striking.

What is a Moratorium? A Live Question Just Now

There is No Moratorium in Canada and None Likely—Government Merely Taking Precautionary Measures to Bring About a Moratorium in Case Future Events Should Make it Necessary.

TECHNICALLY a moratorium is a period during which a debtor has a legal right to delay meeting an obligation. A limited moratorium was proclaimed in Great Britain on the 3rd of August last, but it related only to the postponement of payment of certain bills of exchange. It did not relate to the payment of wages, the payment of grocers' accounts or any ordinary obligation. Much mischief has been done in Canada by reference to the subject, or to the probability of a moratorium being declared in Canada, which has created the impression that debtors are not required to pay their debts. As yet the Canadian Government has not taken power to declare a moratorium. It is proposed to pass an act which will give the Government power to declare a moratorium if the circumstances warrant. It is, however, only a precautionary measure. At the present time there is absolutely no occasion for the declaration of a moratorium. As far as we can learn business is moving satisfactorily in view of the extraordinary conditions that prevail, and the result of a moratorium would only be to make matters worse.

In our opinion the Government has acted very wisely in having legislation prepared which will give it power to handle a panic if the British forces in the field or on the sea should meet with a serious reverse. That difficulty can be met, however, when it arises. At the moment the outlook is extremely bright, not only for the success of British arms, but also for the absence of any further stress and strain on the commercial system in Canada other than already experienced. We append herewith a copy of the Act of the British Parliament which gives the Government power to proclaim a postponement of payment of certain bills of exchange for a limited period and which is usually known as moratorium.

“POSTPONEMENT OF PAYMENT ACT, 1914.”

1. His Majesty may by proclamation authorize the postponement of the payment of any bill of exchange or of any negotiable instrument or any other payment in pursuance of any contract to such extent, for such time, and subject to such conditions or other provisions as may be specified in the proclamation.

2. No additional stamp duty shall be payable in respect of any instrument as a consequence of any postponement of

Bright Spots

(London *Financier and Bullionist*, Aug. 4, 1914.)

I recently it may appear that dark as the European situation is, there may be bright spots elsewhere, and these mainly in the far-flung Dominions and Dependencies of the British Empire. They, like the United States, are feeling the shock of Europe's financial stress at the moment, but there seems no reason to apprehend that their ever-expanding activities will be checked. On the contrary, they and America—which is quite outside the sphere of Europe's great war—may positively benefit by the development of their natural resources while the trade and industry of the European Continent are brought to a standstill and the desolation of land areas induce the horrors of famine. The fertile soil of Canada will yield abundantly, and the manifold other sources of wealth in the Dominion will still be available without let or hindrance. Her mines and those of South Africa and Australasia will still be producing, India will continue to yield a surplus of grain for exportation to the United Kingdom, and the Empire's plantation interests will remain in being. Why, then, should the investor in Imperial securities waver in confidence? He is in an enviable position compared with the investor on the Continent, where destruction, not production, is now the law of life. It is true that such Imperial securities as Canadas have had a nasty slump, but why have they fallen? Largely because there has been panicky selling by Continental holders, who have found them easier to realize on than European securities on the eve of a war that means chaos. But Bourse panics in Europe do not affect intrinsic conditions in Greater Britain, where no such calamity impends as now threatens to devastate the Continent. When the situation that has come to pass is seen in true focus, British investors in the oversea Dominions of the Empire may well see cause for thankfulness, and, whatever else may happen as the result of the awful conflict now begun, it is extremely likely that when Continental nations are bled to the white by exhaustion, there may be an unexampled increase in immigration to Greater Britain, where the victims of militarism may find peace, security and prosperity under the all-embracing folds of the British flag.

payment in pursuance of a proclamation under this act, unless the proclamation otherwise directs.

3. Any such proclamation may be varied, extended or revoked by any subsequent proclamation, and separate proclamations may be made dealing with separate subjects.

4. The proclamation dated the 3rd of August nineteen hundred and fourteen, relating to the postponement of payment of certain bills of exchange is hereby confirmed and shall be deemed to have been made under this act.

BRITISH PROCLAMATION.

Whereas in view of the critical situation in Europe and the financial conditions caused thereby it is expedient that the payment of certain bills of exchange should be postponed as appears in this proclamation. Now, therefore, we have thought it fit by and with the advice of our privy council to issue this our royal proclamation and we do hereby proclaim, direct and ordain as follows:

If on the presentation for payment of a bill of exchange, other than a cheque or bill on demand which has been accepted before the beginning of the fourth day of August, nineteen hundred and fourteen, the acceptor receives the

bill by a declaration on the face of the bill in the form set out hereunder, the bill shall for all purposes, including the liability of any drawer or endorser or any other party thereto, be deemed to be due and be payable on a date one calendar month after the date of its original maturity and to be a bill for the original amount thereof increased by the amount of interest thereon calculated from the date of reacceptance to the new date of payment at the Bank of England rate current on the date of the reacceptance of the bill.

The form of reacceptance requires that across the bill be endorsed the words “Reacceptance under proclamation for £———.” Whatever the sum may be.

The Canadian Government propose to pass a law enabling them to declare a moratorium, but if they have recourse to that law, which is a somewhat remote possibility, the proclamation will state specifically to what class of payment it will apply.



Ed Gendron, of Gendron Bros., gents' furnishers, Weyburn, Sask., left on Wednesday, July 29, for a month's visit to Toronto and other eastern points.

Knit Goods Situation in the United States

Interesting Survey of Effect of War on Supplies and Manufacturing Industry—Mercerized Hosiery May be Stronger with Silk Uncertain—Dyestuffs Scarce.

IN the United States, separated though it is from direct connection with the war, commercial dependence on Europe has thrown affairs into as uncertain conditions as in Canada. The Textile Manufacturers' Journal discusses the situation as it appeared at the end of the second week of August in certain lines.

In referring to hosiery, it says:

Imports of Hosiery.

It is idle to talk of further increase of hosiery imports as long as conditions in Europe remain as at present. Shipments from Germany are out of the question, and no one can tell how long it will be before it may be possible to secure deliveries on orders which have already been placed. Of course, any new business of an import nature is equally impossible, so that imported hosiery as a factor in this market is practically negligible.

Low prices made by domestic manufacturers and a fortunate turn of demand to silk goods had prevented a serious rise in the tide of foreign hosiery imports prior to the outbreak of the European war. Our hosiery manufacturers had held their prices down to rock bottom, and, value for value, they had beaten what the German market had to offer, but at the cost of profits. It is stated by an authority from Chemnitz that whereas exports to the United States have recorded only a moderate increase in total volume lately, they have been marked by a radical increase in number of individual orders. An American buyer who visits Chemnitz states that this is indicative of less buying by the jobber and more by the retailer. How long the domestic mills could have successfully combatted the foreign will remain an unsolved problem unless the present war is short and decisive.

Silk Hosiery Situation.

In view of the fact that such a large proportion of the domestic business booked for the last few months is either on pure silk hosiery or on plated goods made from artificial silk, the situation with regard to the raw material is an important consideration. While the supply of raw silk is expected to show little effect of the war and shipments are unlikely to be seriously depleted, yet there may be radical disruption in connection with the artificial silk supply. It is claimed that the product in this country is dependent to a degree at least upon certain acids and chemicals

obtainable only from Germany, in which case it may be necessary to curtail production or even to intermit it for a certain period. While certain mills, as has been reported in these columns, have taken large contracts on silk hosiery, a portion of which at least must be made from the artificial product, it is not generally believed that their stocks of raw material are heavy enough to admit of these orders being made up without some material additions. Consequently there is a feeling that developments may occur that will make it difficult for silk hosiery manufacturers to fulfil their contract obligations. The possibility in connection with this section of the trade is not regarded as an unmixed evil, for if a scarcity should develop in silk goods the influence upon mercerized lines, which have so long been depressed, might be material. The yarn situation here is also an uncertain problem, for while on the lower grades of yarn there would seem to be a possibility of radical concessions, no one imagines to-day that mercerized yarns are likely to decline to any material extent. It is possible that they will feel the sentimental effect of a general decline in prices, but no material slump is anticipated.

Buyers Have Been Misled.

Some domestic hosiery buyers have believed that the market was to be flooded with low-priced German goods, and this belief had dulled their interest in the domestic product. Such buyers are now in a serious position, and must be satisfied with such domestic goods as they can secure. The lower duty as it now exists was a dangerous menace to the industry, as it rendered the United States a potential market upon which foreign makers might dump quantities of goods when their regular customers failed them, or when American mills found they must raise prices to live. Such a danger is temporarily eliminated. European wars afford domestic hosiery mills the highest protection that they have ever enjoyed.

The Mill Situation.

Generally speaking, the larger mills are in better condition with regard to the coming Spring than is the case with their smaller competitors. This situation also is likely to be accentuated if the scarcity of dyestuffs and other supplies obtainable from abroad should grow more acute. It is natural that the larger customers are likely to receive the best attention from dealers in supplies,

and the small manufacturer who is not a regular customer, may suffer proportionately. While it is felt that the majority of mills have more or less stock of dyestuffs upon which they can draw, yet the situation would seem to make it probable that considerable substituting will have to be done, and buyers will probably have to be content with such shades as can be supplied with the material on hand.

Under the title "War's Effects on Textiles," it says:—

"It will be well to remember that, however seriously war may hamper export trade of German and Austrian textile mills, they will be operated by female and child labor to meet a large home and army demand, and that there is an ample supply of similar labor to operate mills in Great Britain, France, Italy, Russia and the few other European textile countries. England and France in particular must exert themselves to hold export trade in manufactured goods and thus furnish sinews of war—money.

"With a large portion of the European demand for British and French textiles effectually cut off it reasonably may be expected that outlets for stock accumulations of manufactured and semi-manufactured goods will be sought elsewhere, particularly in this country, and at sacrifice prices. Every pound and yard of goods dumped here will cut off a similar quantity of domestic manufactures. The dumping may not occur soon, but it must come eventually if the war is protracted.

"Export trade is increasing volume for this country as a result of the handicaps with which other nations are confronted is to be desired and sought for, but it would seem rather visionary to anticipate any immediate results of a revolutionary character, at least until problems connected with transportation and banking are more or less settled.

"Exporters of cloths have for the most part been in the habit of securing practically cash from their foreign customers for such merchandise as they have sent abroad, but if trade is to be built up with South America and other countries on any large scale it would seem as though methods would have to be changed and domestic manufacturers would have to adapt themselves to the practices of erstwhile foreign competitors with which the trade that they seek is familiar."

Coming to White Hose?

That is One of the Possibilities of the Future if War Continues and German Dyes, as Well as European Shipments of Hosiery Are Cut Off.

IF the war continues indefinitely there is the prospect that the trade will be selling the public hosiery made from the uncolored natural products; but if the war is continued that long, it is not likely that people will object to the inconvenience of dispensing with some of the luxuries in wearing apparel. In the meantime with the importation of fine hosiery cut off from Germany there is every reason why the industry should improve on this side of the Atlantic.

There is not only the cutting off of supplies of fine stockings and hose that has to be figured on, for Canada could no doubt get many of her needs filled in

Great Britain when trade is resumed, but there is the dye supply to be figured on, and this may, in the event of continued hostilities, prove a very vital matter for the makers of hosiery in this country.

But this is looking far to the future, and although prices are likely to be advanced at once, or in the near future, in view of the fact that supplies promise to be cut off for some time, the fact remains that the wholesalers generally are well stocked with imported goods, and are in a position to satisfy the needs of the trade for some time.

Sent Out 200 Sweater Coats

How an Ontario Manufacturer Got Samples of New Models Into the Hands of the Retail Merchants—Not Many of Them Came Back.

MANUFACTURERS of sweater coats, or for that matter, manufacturers of any line of goods which are subject to change by the introduction of new models and styles, know the big problem of getting these new models to the attention of the retailer for proper consideration. There are so many new things being placed before the merchant that he often will not take the time to discriminate.

Of course the usual campaign is by getting out samples and sending travelers through the territory. But this takes time and there are lines where the changes occur so often that it is not advisable to delay in getting the goods before the public if it can be helped, while, again, it may be advisable to keep the model from the competitive house until ready to sign up orders.

Here is what one Ontario manufacturer of sweater coats did to get a new brushed, cutaway model before the trade. He sent out two hundred of these garments to a carefully selected list of retailers.

He reports that he is altogether satisfied that the experiment was a good one and that it was cheaper than the usual method, considering the results in relation to general business conditions. He considers, too, that where no orders have been received, the fact that the garment is in the store is good advertising and that when a customer is talking of sweater coats and mentions a coat of this kind

NO PRESSING BILLS.

There is one thing that is outstanding about the sweater coat and that is serviceability. There is no garment which will stand much rougher treatment than a good sweater coat. It can be carried wherever there is room for it, can be crushed or sat on and put on again a moment after, resists dirt and is hard to soil—and can be worn for life without the wearer having to consider paying bills for pressing.

she is likely to have it shown to her by the salesman even if there are none in stock—and if it makes a favorable impression with the customer an order is likely to follow.

Of the two hundred coats which were sent out not a great many were returned. Some came back unopened, probably because the merchant thought that some mistake had been made; others came back from stores where business is confined pretty much to one house. But the great bulk of them remained in the stores sent to where the manufacturer believes they will do good missionary work—in fact, he has evidence of it in the orders and enquiries which have been received up to the present time.

The New Measuring

Sizing by Shoulders to Crotch Instead of Chest Measure Only.

IF may be safely said that men's underwear will not vary from women's along the lines that are applicable to both such as the growing demand and consequent manufacture for light weight. Similarly, colors are losing what popularity they had and Fall purchases and manufacturers plans are made up mostly of white underwear.

The ankle length, short sleeved union suit has not made much headway nor has the ankle length in general. The one outstanding feature of new stocks and one that promises to stay, is the sizing by shoulder to crotch measure in place of chest measure only. There will be two or three chest sizes for every trunk measure so that the long backed man of a chest measure equal to his shorter brother will not be encased in an armor that threatens to split him up the middle.

This is in line with recent changes in this respect as in the case of different lengths of shirt sleeves to suit all lengths of arm irrespective of collar size. The light weight, knee length, short armed union suit with these measurements is the one that will find the largest demand.

Nainsook has been found so popular that it will be a factor in the Fall trade in spite of its light weight or perhaps because of it. It has been found to be an excellent substitute for the more expensive lines. Closed crotches in increasing quantity will also be found in up to date stocks.



BOYS' HEADWEAR.

There has been a prediction that the tendency in boys' headwear for winter has been to get back to the cloth cap, but manufacturers in Canada are not paying much attention to this for the reason that the climate here makes the knitted headpiece very desirable and few boys can get the amount of outdoor exercise they desire during the cold weather if they wear the cap. The same models as have been popular in the last several years are being made again for stock and there is not much field for variety except as to color combinations and different stitches in the knitting.



Something new in a sweater for the boy is being made in this country for the first time. This is buttoned across one shoulder which facilitates getting the garment off and on. It is not new to the retail trade but has been imported in the past.

The Roll Collar for Sport Sweater Coats

In Quebec, Where Winter Sports of all Kinds Flourish, the Comfortable Service Model is the Favorite for Outdoor Athletic Wear—The Coat Adopted by Many Sporting Clubs.

By a Staff Correspondent.

MONTREAL, Aug. 15 (Special).—Canada is a country of Winter sport. There is hardly a town or a village from the Atlantic to the Pacific that has not its skating rink, its curling association and its curling club, and in the eastern provinces there will be found in addition skiing and snowshoeing organizations. And there is not a person of either sex who enjoys healthy winter exercise who should be without a sweater coat—in fact there are not very many who are. Looking to the furnishing of sweaters to these organizations is good business, and there are many ways in which orders can be secured by those who go after them—one of the most important of course being to stock garments which will appeal.

It is in the Province of Quebec perhaps more than other provinces that there is found a field for the sweater business. Not only are the people strong for skating, hockey and curling, but the hills and the depth of snow make ideal conditions for snowshoeing, tobogganing and skiing, and the people take a very great interest in these sports. In addition there is an important factor in the sweater business in supplying garments to the trappers and lumbermen who spend the Winter in the woods.

For Winter sports wear there is usually found a demand for a warm serviceable garment rather than something after the fancy models, but style is essential and the garment must be a shapely one. Perhaps the most important feature of all is the collar and there are a number of high military and roll styles which have proven very popular.

In the accompanying illustration is shown the style of collar which has been adopted by a number of the largest athletic associations in Montreal, and other cities of the province as well as by several in Ontario. Orders are given in the official colors of the organization and

the manufacturers can, of course, turn them out in any color combinations desired. The garment is generally a plain one or of heavy knit material with contrasting colors on the facing, sleeves, pockets and bottom. The women's design is made with a belt at the back which is also in the contrasting color, and a number of the women's curling clubs in Montreal have adopted it officially.

The collar is knit with a soft elastic stitch, and is so made that it clings closely to the shoulder when turned down, giving a very neat appearance. When turned up it sits close on the neck and it can be buttoned at several different heights, each one of which will give a different effect and yet it is always very neat looking. The collar on

the models for women is exactly the same, and for cold weather comfort it has become very popular.

THE MACKINAW MODEL.

After all the range of styles, materials and colors which the sweater coat business has seen during the past several seasons it might almost appear that the designers had about exhausted their ideas. But no; next season will again see some distinctly new departures, both with regard to materials and designs. Any detailed idea of what the manufacturers are doing is difficult to give at this time, for, while they have their plans laid in a general way, many of them have not yet actually put out their new designs and until this is done there are such minor details as collars, belts, etc., to be decided. But they have laid their general plans and the interesting features have been pretty well decided upon.

One of the most distinctly new things that at present looms upon the horizon of the 1915 line is a coat of a material heavier than has previously been put into sweater coats. This is not a coarse material, but is firmly knit and has an even surface and very little give. It might best be described as something about midway between the usual knit material and a mackinaw cloth—and the new coat is a concession in favor of the popularity which the latter garment has gained in the past few years. The color combinations will mostly be in checks and there will be a great variety of weaves. One sample has been made in which there are twenty-four color combinations in a single weave.

In cut also this new style sweater coat will take somewhat after the appearance of the mackinaw, the heaviness and firmness of the knit necessitating fuller bodies and sleeves and as the garment is a cold weather one there will be a roll shawl collar and a belt will relieve the looseness of back.



ROLL COLLAR SPORTS COAT.

This model has proved a favorite with organizations indulging in Winter sport and has been adopted by many of the prominent hockey, curling, and skiing and snowshoeing clubs of Quebec as well as a number in Ontario. The collar is a soft, clinging roll which fits comfortably, either rolled down or around the neck at any of several heights. Shown by Perfectknit Mfg. Co.

(Continued on page 82.)



MENS CLOTHING AND FURNISHINGS



AUGUST, 1914

A BRIGHTER OUTLOOK

WITH the thought of war uppermost in men's minds, and the peculiarly intimate connection of Canada with the theatre of the grim conflict, the sentimental aspect is apt to control, almost to daze the business man, and prevent a calm outlook upon commercial conditions. Moreover the situation is so unprecedented in the world's history that cool judgment has scarcely anything tangible to operate upon. Gradually however, the first chaotic impression is being resolved into something like definite shape, and the almost magical assertion of financial control has had a wonderful effect in steadying the individual mind. At first we rushed to the conclusion that this continent was condemned to an absolute isolation for months from the workshops of Europe and in many lines the instantaneous stock-taking that ensued was not encouraging. But more lately, with a certain guarantee of safety for the ocean routes to and from Europe and the English Government's guarantee against extortionate rates, the prospect for receiving the balance of shipments of English goods has brightened materially, relieving to some extent anxiety over lines whose duplication on this Continent might be impossible, at least on such short notice. In some special lines of imported goods there will be an extreme scarcity, and prices promise to soar, but the merchant must in these cases study how best to find a suitable substitute. The edict against "substitution" must be suspended during war.

Meanwhile The Review in this issue is presenting a survey of the situation in regard to stocks as it can be sized up at present, and will continue to keep its readers informed on the situation.

"ON TO NEW YORK!"

A PART from the excellent and varied program submitted, the third annual convention of the Canadian Window Trimmers' Association was notable for the decision to accept the offer of those in charge of the International Association and meet with them in New York next August. On this account there will be no separate convention held in Canada but the full proceedings in New York will be available for all who belong to the Canadian organization. A wise step, agreed upon unanimously, was taken in the determination to retain the identity of the members as a Canadian body and the business meeting will work out its own policy, as before. Probably the feeling of individuality will be accentuated the more strongly through the influence of the new surroundings and the fraternizing of Canadian members. An effort will be made to induce the international body to meet in Canada in the near future and a strong membership will be sought towards this and other ends. The holding of a separate meeting in this country will depend

entirely on assurances of support that may come from the display men of this country. The trip next year will be beneficial in affording an opportunity for broadening the viewpoint of the Canadian men, who appreciate the generous offer extended by the association across the border.

Plans are being worked out for enlarging the membership of the Canadian Association of Display men as the organization will now be called, through the formation of local associations.

FACE THE SITUATION CALMLY.

THE war will extract heavy toll of the world, and Canada will bear a share of the loss. How great or how small this share will be time alone can tell. It may be that the gain from selling supplies to Europe at war prices will serve as compensation for the inevitable loss from other sources. Be this as it may, Canadians must face the stern reality, must prepare to meet the inevitable consequences of a big war.

But, in the name of common sense, let us take things coolly. Let us look at the situation squarely without undue alarm or hysteria. It may be that business in Canada will not feel any serious effects; but if the aftermath of the conflict prove as black as the alarmists are prone to paint it, the greater need will be for cool and courageous handling of the situation. Let courage, coolness and confidence be the watch-words of business.

And as a first indication of a sane outlook, let the business man do his best to curb the very evident tendency toward hysteria that the public is manifesting. The crowd around the bulletin board wildly cheering disjointed despatches of more than doubtful authenticity, the frenzied publication of "specials" containing sensational stories, the parading of bands; all these indications of an unsettled public mind are helping to upset conditions and to undermine confidence. It is impossible to prevent excitement during war time; but business interests should strive to keep it within bounds.

The newspapers are doing a lot of harm by their mad scramble to outdo each other in the dissemination of rehashed, unreliable news. The publication of alleged "specials," the loud hawking of papers everywhere, the rush to the bulletin boards, all go to further upset business. There is not a newspaper in the country but what would gladly forego the expense and worry, if it were not for fear that competing papers would outdo them. If publishers cannot reach an agreement to return to methods that smack of sanity at least, then the merchants should step in and use their influence. The hysteria of the press is hurting business for the merchant.

War is a sufficient menace to prosperity. Let us minimize the menace by grappling coolly with the situation.

Jobbers Should Guard Their Old Customers

THE war has developed a situation among wholesale houses and jobbers, and even manufacturers, that may result in unfair treatment to many retailers, and may react later to the permanent disadvantage of the supply houses. One or two department stores in the big cities in Canada were caught unprepared at the opening of the war, particularly some of those whose import business is of large proportions. At once realizing the certainty of long delays in receiving European shipments, and the possibility, if not probability, of these being cut off altogether in the case of a few countries, their buyers swooped down on supply houses with offers to clean up everything in sight in many lines of underwear, hosiery, woollens generally, gloves, laces, fancy goods, etc.

A number of these did not yield to the temptation of satisfying a single large order that might not be repeated under improved conditions; but determined to protect their customers. Refusals to sell any goods was the experience of some, while others had their orders cut down one-half, or one-quarter. A few houses allowed their stocks to be cleaned out, however, and now find them-

selves unable to satisfy the less bulky but equally legitimate demands of the other retailers who have dealt with them for years.

It should hardly be necessary to point out that this is neither fair treatment nor good business. The dependence of the supply houses will rest upon these same retailers, not one or two department stores, that then may be dealing as freely as before with outside countries. The very fact that the other stores felt themselves forced to restrict early buying for Fall has placed them in an unusually unprepared position; but this course was dictated by good sense, and it will be to the permanent advantage of the supply houses to protect them from the worse results of such a predicament. Nor need there be many misgivings as to the necessity for cleaning out stocks at the first offer that comes in. War conditions have taken too firm a foothold of Europe to be dislodged in a few weeks' time, and a policy of small sales to ease along the pressing requirements of the retailer would appear to be dictated not only by suggestions of fairness, but by sound business principles.

Protect the retailer now, and his loyalty will stand you in good stead.



Setting Up a Trim in Workshop Before it Reaches the Window

This is a view of a men's wear trim made by B. Manewell, of the Right House, Hamilton, on a table in his workroom about the size of the window, before it goes in the window. This, he claims, cuts down the time required in the window during which another display might suffer by being taken in. All stands that can be carried easily are trimmed inside the store.

Dispel War Fever and Increase Production

Attitude of Head of Large Department Store in Montreal on Present Situation—No Cause for a Panic or Inflation of Prices—Calm Judgment Required.

Interview by a Staff Correspondent.

THERE was a note of reassurance—a reassurance suggesting the outcome of calm judgment of all the circumstances—outstandingly evident in the opinions which were expressed regarding the war situation by W. H. Goodwin, vice-president and general manager of Goodwin's, Limited, Montreal, in discussing the business outlook with the Dry Goods Review.

Speaking from the standpoint of the executive head of one of the largest retail establishments in the Dominion, Mr. Goodwin saw little reason why there should be any serious change in business conditions as between the retailer and the general public—so far as supplies or prices were concerned. It was his opinion that there would be plenty of goods, and that there would be little change in the prices. There might be shortages in some lines, but they would be replaced by others. Stores were generally in the position of having stocks in hand sufficient to supply the needs of the trade for some months to come, and if the war continued indefinitely he believed the general public would be ready to make adjustments and sacrifices which would cover any shortages—they would soon learn to take what they could get rather than what they might want.

At that he did not think there would be any serious interference with supplies of staple goods. There were, of course, heavy importations from Germany and other continental countries which would be interfered with, and perhaps cut off indefinitely, but these would be duplicated for the most part from other sources. Gloves and hosiery, silks, embroideries, etc., as well as many novelties, were secured in large quantities by the Canadian trade, not to mention the dress goods from Paris, but he failed to see where conditions would not adjust themselves in time.

Of course, Mr. Goodwin saw that there were going to be higher prices in some lines if the people demanded European goods. Silks would be advanced immediately, and there would be price adjustments in other lines as soon as the situation settled sufficiently that merchants could decide where supplies could be secured from new sources—but this did not forecast any general advance in the dry goods trade.

Of course, Mr. Goodwin agreed that much hinged upon the continuance of trade with Britain, but he could see no

thing that would indicate that the routes of transportation would be affected seriously. On the other hand, there should be an increased volume of goods available from Britain for the reason that other markets would be cut off, and if England wanted our grain she would not likely send the transports back empty.

No Need for Panic

Shortly before speaking with Mr. Goodwin, the writer had been in the grocery department of the store, where every available clerk was occupying every available foot of space in tying up

PRACTISING ECONOMY. INCREASING PRODUCTION.

If there could be a great agitation pass over this country which would dispel the war fever and turn the attention of the people to greater production and economy, the country would be in a better position to stand the strain.

If the people would increase the yield of wheat throughout they would be doing more for the Empire than by fighting.

There would be greater benefit to the country and the nation if the money being put into warfare were invested in agricultural implements.

The Government should offer greater inducements to Canadians and all in our cities to go to the land at this time than were ever offered to immigrants.—W. H. Goodwin, vice-president and general manager Goodwin's, Limited, Montreal.

goods for delivery. So great had been the rush for goods that the grocery department and the storehouses did not hold sufficient stocks, and a section of the china department had been cleared to install additional wrapping tables, and here also were immense stacks of sugar, oatmeal, rice, etc., mounting up to the ceiling.

Reference was made to the rush for foodstuffs. Mr. Goodwin deprecated the attitude of the public in this connection. There was no danger of a food famine, and the tendency was to give an opportunity to raise prices on the part of

those seeking to reap a harvest of profits. Immense quantities of food were being sold in his store in meeting the public demand, but in no case the prices were lower than what conditions warranted.

To Live Economically.

Continuing, Mr. Goodwin emphatically expressed the opinion that it would be the best thing for the country if some agitation would be spread which would overcome the war fever and would drive home to the people the duty of the hour to live economically and to increase the production of the country at this time when the Empire is in trouble. He referred to an article on the war he had just been reading, and repeated the sentiment therein expressed, which appealed to him, that the first duty of Canada was to grow grain for the bread basket of the Mother Country, and that by so doing she would be doing more than by raising contingents.

The Government had been offering great encouragement for years to foreigners to come in and settle on the land; why not at this time offer still greater inducements to the people who are in the country to go out and develop the country—to go back to the earth. If the money which was being raised to spend in the war were to be invested in agricultural implements, and these implements set to work in developing the uncultivated territories, there would be more done for Canada and for the Empire than by purchasing machinery of destruction.

CO-OPERATING IN DYESTUFFS.

The dyestuff position is causing a great deal of anxiety across the border. The Journal says:—"The dyestuff situation was thoroughly discussed at a meeting of the National Finishers' Association, held Tuesday of this week at the Waldorf-Astoria. It was the opinion that if dyestuffs available were spread around the supply was sufficient to last for a considerable period, possibly three or four months.

"It is hoped that by eliminating certain solid color fabrics, lessening the demand for samples not used, and by adopting shades most easily made from supplies on hand or available from domestic sources the majority of finishing companies will be able to run fairly well until practically the end of the year.

Face the Situation with Courage and Confidence

¶ In view of the events taking place in Europe, which will constitute an epoch of perhaps unprecedented importance in history, we appeal strongly to all Canadian business men and all who hold securities or investments of any kind, to meet the present situation with calmness and confidence. Our first duty, at any cost, is to aid in Great Britain's sustenance and defence, and our next duty, not less important, is to keep the business of the Dominion moving as normally as possible.

¶ "In the unprecedented and critical situation that exists," says Sir George Paish, in the *London Statist*, "we would make a special appeal to the patriotism as well as to the interest of the investing public.

¶ "At such a time it is of the greatest importance that everyone should endeavor to act as if great events were not impending. Were confidence seriously disturbed business would come practically to an end, and our ability to face the difficulties that may be in front of us would be seriously impaired. Therefore, it is of vital importance that, as far as possible, the events that are now taking place should not interfere with the daily life and the daily work of the nation. Orders should be given, factories should be run, and everything should be arranged to maintain, as far as possible, the productive power and the income of the country.

¶ "Yet for this to be accomplished the situation must be faced with courage and confidence on the part of everyone. Investors must continue to invest, bankers must continue to lend, the Stock Exchange must continue to deal, and everyone, according to his ability, must endeavor to work hard in order that individual incomes, and therefore the income of the whole nation, may be maintained at the highest possible level

¶ "A little over a century ago, when the nation was at war with Napoleon, its income was a very small one, being less than one-eighth of what it is at present, and in a comparatively short space of time the British people succeeded in raising about £1,000,000,000 of money for war purposes, and so great was their confidence and courage that at the end of the great war, which severely taxed their resources, they were stronger and wealthier than they had been at the beginning."

Why We Get Many Furs From Germany

Russian And Canadian Skins Go To That Country To Be Transformed Into Furs—War May Have Effect of Improving Conditions at Home—No Increase of Prices Looked For—Stocks all in Good Position.

By a Staff Correspondent.

MONTREAL, Aug. 17—(Special).—When the dealer in furs hunts through the government blue books and in the volume which contains the figures of the department of trade and commerce finds that we imported from Germany furs to the value of \$1,594,505 in 1912-13, and \$626,964 in 1913-14, and from France to the value of \$231,139 and \$164,311 respectively, and when he reads from the war news that from the former country at least we are to be cut off for months at least—then he might almost begin to wonder where the fur business is going to.

If he sought reassurance he might consider in the first place that Canada is a fur exporting country and should be able to look after herself in regards to necessities and in the second place he might begin to figure that there are few furs which have Germany as their primary source.

If we were in a position to set down here the value of the Canadian furs which are represented in the imports from Germany, and the amount must be very large, we would no doubt give a better complexion to Canada's position in relation to her own resources; and we would also find if the information were all at hand that Russia also supplies a great portion of the furs which are imported from Germany.

Come Back Under Different Names.

It might be said that furs are "made in Germany." They go into the country as skins and they come out as furs. There is all the difference in the world; in color, in the fur—and in the price. Canadian muskrat skins—and there are few real Russian rat skins indeed—go to Germany in their natural state and they come back as seal skin. This is only one instance in the trade. There are many other skins which are treated in the same or a similar way.

Bigger Business in Canada

If the war continues and Germany is cut off for a long period there would appear to be bigger possibilities for the fur business in Canada. We may not have the knowledge here which gives the fine results obtained in Germany, but with Germany eliminated in the field of competition there is no reason why there should not be something just as good produced even if the cost is a little more.

Better News

JUST before going to press The Review received a very encouraging statement from the merchandise manager of one of the largest dry goods stores in Canada. This firm has already sent a couple of buyers to England and France, and expects shipments from France and Switzerland to come through in a very few weeks. Merchandise prices will not be advanced on account of scarcity, but only where charges to them in Europe compel an increase in the regular prices.

"Shipments have been coming to us fairly freely for the last ten days, since say August 7 or 8," he said. "We got goods in on the Calgarian, Laurentic, Royal Edward, Olympic and other boats.

Our insurance risks are now down to about 3½ or 4 per cent., and likely to come lower, but in most of the lines coming in now we will not advance prices for all that, and will even pocket the higher exchange rates.

"At first things looked very bad, and we thought we were caught with small stocks in a number of lines, but the prospects are brightening very much. For instance we cabled for Nottingham laces. It was four days before we got a reply but the promise given us then was that the goods would be shipped in six days.

"Canadians probably will be hit most in toys, perhaps silks, Swiss embroideries, and lines of German goods. We expect nothing more from these. But in England our information is that the mills will be kept going, although at a little below normal capacity, by women and the older men.

"Yes, the situation is becoming much more cheerful and shipments of goods we expect to come in regularly. We cabled to rush everything over as soon as there was danger of war, and our receiving warehouses are fuller than ever."

What helps dry goods, helps men's wear.

Canada in the fur business should be able to look after herself pretty well. We have the coon, the wolf, the fox, the mink, the muskrat, the beaver, the otter, and many other fur-bearing animals. From Russia, largely through Germany,

we get the sable and the ermine, the latter of which we can nearly duplicate, and the Persian lamb and astrachan skins. It is the latter which are most likely to be affected by a continuance of the war.

But from any attitude it is looking far to the future to see anything like a shortage or higher prices in the fur business. In fact it is expected that during the next season there will rather be a demand for cheaper furs such as was in evidence last Winter and, with the exception of such staples and seals and Persian lamb, the dealers will be in a position to make better prices.

The trade is on a good footing from the fact that stocks are all prepared for the Winter season and it is not likely that there will be any tendency on the part of the wholesalers to do anything in the way of increasing prices for some time at least.

There has been an exceedingly strong run on wolf and fox, both in blacks and the Isabella shade of brown.

Ermine sets are among the most popular sellers this year and they are being shown in a great variety of designs.

Hudson seal is holding a strong position and is especially good for large pieces. Hudson seal cloaks are particularly good.

INTERVIEWS.

Head of large fur manufacturers.—"Our furs for Fall and Winter are all manufactured and there will be no scarcity. Supplies of skins are usually bought a year ahead and we have ample up to the first of March. Deliveries to retailers will not suffer in the least."

"As to prices. If the war continues into next year Canadian skins, beaver, mink, muskrat, etc., are likely to drop in price as the European market would be cut off. European furs on the other hand, being difficult to secure, would advance tremendously, such as Persian lamb, Hudson seal, ermine, chinchilla, etc. Indeed, I would not be surprised to see these double in price."

Local manager for fur house.—"Imported fur pieces, such as these sets of mole, will be very scarce as a large proportion of shipments are not yet arrived. None of the repeat orders have been filled at all. Prices also will be higher as a result."

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS EVENING WEAR

MEN'S WEAR REVIEW

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING, WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed, or undressed, worsted, plain or fancy weaves, satin facings, Blue occasionally worn.	Single breasted, white or semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small plique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small plique pattern	Plain white glove kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft, if latter, blue tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamols, best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lambs wool, undressed, worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black, worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glove kid or suede, white buck	Dark colored silk	Button, kid tops, or patent varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored, if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxony's Chevots	Single breasted, like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamols, colored or white buck	Cotton, wool, lisle, shades in harmony harmonize.	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted, Chesterfield, Italian draped, Highland cape, s.b.uster.	Tweeds, chevots, homespun, flannels	Single breast like suit or fancy knitted lambs wool	Same as flannel, knickerbocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suiting, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize looped leggings, Highland gaiters	Black or brown lace half, low or high plain tip or full brogue	Same as above

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

Cashmere Soles for Silk Hose

THE poor wearing quality of a large proportion of the "silk" hose placed on the market has set the manufacturers planning a more durable article with the attractive lightness texture and looks of the silk, silk fibre or mercerized lines. One of the results of this is a split foot sock, with a combination of cashmere and silk, the former being on the sole and the less wearing material on the upper part. One firm is installing new machines that will enable them to get out this combination, and they believe it will prove a very attractive line in men's and ladies'.

A variation of this idea is being put out in a line of artificial silk over cashmere, the latter being inserted on the inside of the silk covering on the sole and used also at heels and toe. This novel line comes in black, white and tan, the last in men's only.

Another firm is getting out a new line of silk half hose, in black, tan and white.



Silk and natural camel's hair two-color combination. Shown by R. M. Ballantyne, Limited.

ENGLISH HATS ON HAND.

Hat firm. We sent travelers out last March instead of in April, one month earlier, and we are thus fortunate in having more stock on hand at this time than usually, and our warehouse full. That is, of English goods, which represent 60 per cent. of our sales. The fifteen per cent. of foreign (European) import has not yet come and we do not expect any of it now. This includes the full line of Austrian velours."

This dealer does not anticipate any immediate increase in the price of hats, as the U.S. market is so close, and the facilities there and in Canada are regarded as ample. Just after the war broke out he placed a large order in the States to supplement his own stock on hand to handle new orders.

"What will be your attitude towards Spring business?"

"We have most of our samples on hand, but will take no orders on Belgian, Italian, or Austrian stuff unless we are allowed to substitute."

SALES PERSONALITY.

There is fully as much goods sold on the strength of an attractive personality as on the quality or the price of the articles offered. What causes the customer to buy gasoline when he does not require it, simply because the salesman has said, "Gasoline is going up according to our reports?" The answer is that the customer has confidence in the intelligence and honesty of that clerk. Why do women seek out Mr. Baird in preference to Mr. Masses as the man to wait on them? Because the former is courteous, cheerful and attentive to their wants—in fact has personality. Masses may be a wizard on hardware, but a machine-like automaton cannot sell goods against the live wire, even though he may be the best posted man of the two.

EXPERIENCE THAT IS VALUABLE

"Experience is a good teacher," is considered an important axiom, but of what use is experience if we do not profit by it? Many men are to-day behind counters who have ever so much experience who do not profit much by it. When there is something to be learned, their minds are somewhere else. They do not like it because some comparative newcomer has been pushed ahead of them, but the proprietor or manager sees that the newcomer belongs to the get-ahead class, that he is an apt student of the business, makes what he learns count in the business, and does his work not only faithfully, but intelligently. Experience is of the greatest value to the man who is anxious to learn, but with the indifferent man whose mind, heart and soul are not in his work, experience doesn't amount to much. The thing to do is to learn all one can, and thus qualify for promotion. There is much more demand for "those who know" than for the commonplace men.

REVIVAL OF SWEATERS.

Next year probably will see a revival in trade in sweaters or the "pull-on" coat. Several manufacturers report a much larger demand for these as it has been found by many who favor outdoor life "almost impossible to get along without one." Many of these are being made up in plain cardinal and plain navy.

\$100,000 TAX ON STAMPS.

The Massachusetts House has passed a bill imposing a tax of \$100,000 a year on companies that issue trading stamps or other coupons in the sale of goods which can be exchanged for premiums. The purpose of the bill is to prevent what retail cigar dealers regard as unfair competition by the United Cigar Stores.

B. Dobensky & Co., Bancroft, Ont., dry goods merchants, are opening a branch at Coe Hill.

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BERESFORD

THE LATEST ADDITION TO THE SUCCESS RANGE.

New Season's style for Summer wear — rather larger tie space, specially suitable for the large tie effect which is the accepted style for men. Made in 2, 2¼.

Ask your wholesaler for this new Success shape—
Made to retail at 2 for 25 cents.

The Canadian Converters Co. Limited.
Montreal

Reduce Your Cap Stock

Carry only Cooper "Windless" Three-in-one Caps---reduce stock two-thirds

and at the same time satisfy your patrons with assortments of styles and sizes.

This is the cap that stays right on the head in the stiffest gale.



LIGHTEN YOUR STOCK WITHOUT DEPLETING YOUR ASSORTMENT

How are you going to reduce stock of caps without jeopardizing your assortment and incidentally reducing your sales? Here is the hinge—the Cooper Windless Three-in-one Cap.

Replace your old stock with just a third the quantity of this cap in the various styles of cut and cloth and you will have the solution.

Every cap fits three sizes of heads—there's the reason why.

Merchants visiting the Exhibition are invited to call and look through our range.

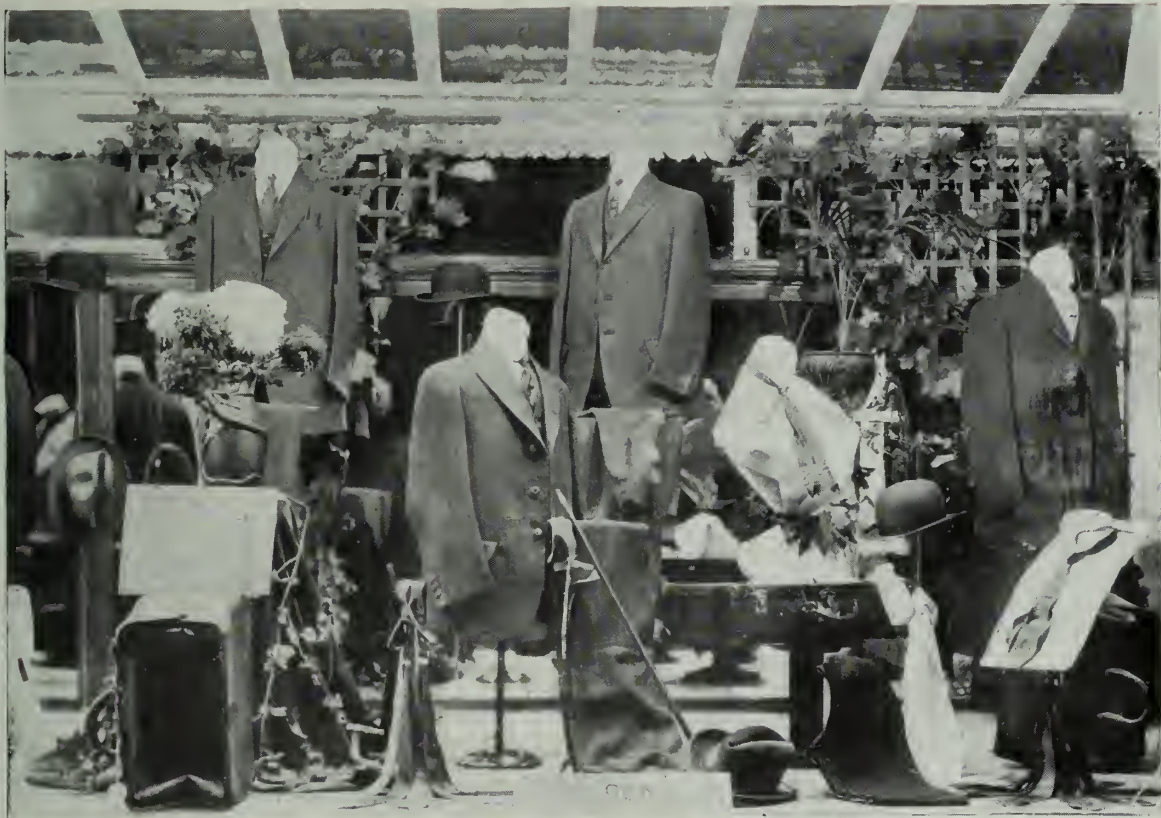
You are welcome to make our office your headquarters when in the city. Your parcels, etc., will be taken care of. Our accommodations are at your service.

THE COOPER CAP COMPANY

260 SPADINA AVE.

TORONTO

MEN'S WEAR REVIEW.



A Fall Opening Display by a Soldier

This window was one of a set entered by E. G. Meadows, formerly of St. Catharines, and later of Edmonton, which won first prize, a gold medal, in the C.W.T.A. annual contest. Mr. Meadows is now with the Seaforth Highlanders in Valcartier Camp.

SEPTEMBER : : 1914

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

THE QUESTION:

Why is your stock of

FLEET FOOT

SHOES

Like an expert Acrobat?

THE ANSWER:

Because it turns over quickly

UAST month we offered to give a pair of our new *Women's Tango Pumps* to any shoe retailer or clerk in a shoe store who sent us the correct answer before September 1st.

As a result, we are working overtime sending out quantities of complimentary pairs of these dainty shoes. Now we ask:

When is Your Birthday?

If you are a proprietor of a shoe store, don't overlook the circular and card enclosed in the September issue of **FOOT PRINTS**. It is interesting. If you do not get **FOOT PRINTS** regularly, send us your name and address, and we will be glad to send it to you every month with our compliments.

Canadian Consolidated Rubber Co.
Limited

MONTREAL, P.Q.

28 "SERVICE" BRANCHES THROUGHOUT CANADA



Four Good Reasons Why You Should "Push"

"CEETEE"

ALL UNDERCLOTHING PURE WOOL

Guaranteed Unshrinkable

It Is Particularly Economical.

coupled with better comfort and fit. Although the first cost may be slightly greater, it is more economical in the end.

It Will Satisfy Your Customers Used to Imported "Wear."

British and Imported goods will be difficult to secure—you have an unparalleled opportunity to introduce a Canadian garment to them that you are sure, beforehand, is as good, or even better than imported.

There Is No Advance in Price.

Although many lines of goods have announced a rise in price, we are glad to say that as yet we have no contemplation of an advance.

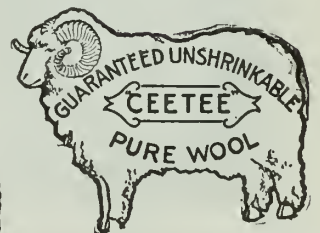
Supporting Canadian Products Will Bring Quicker Profits and Prosperity.

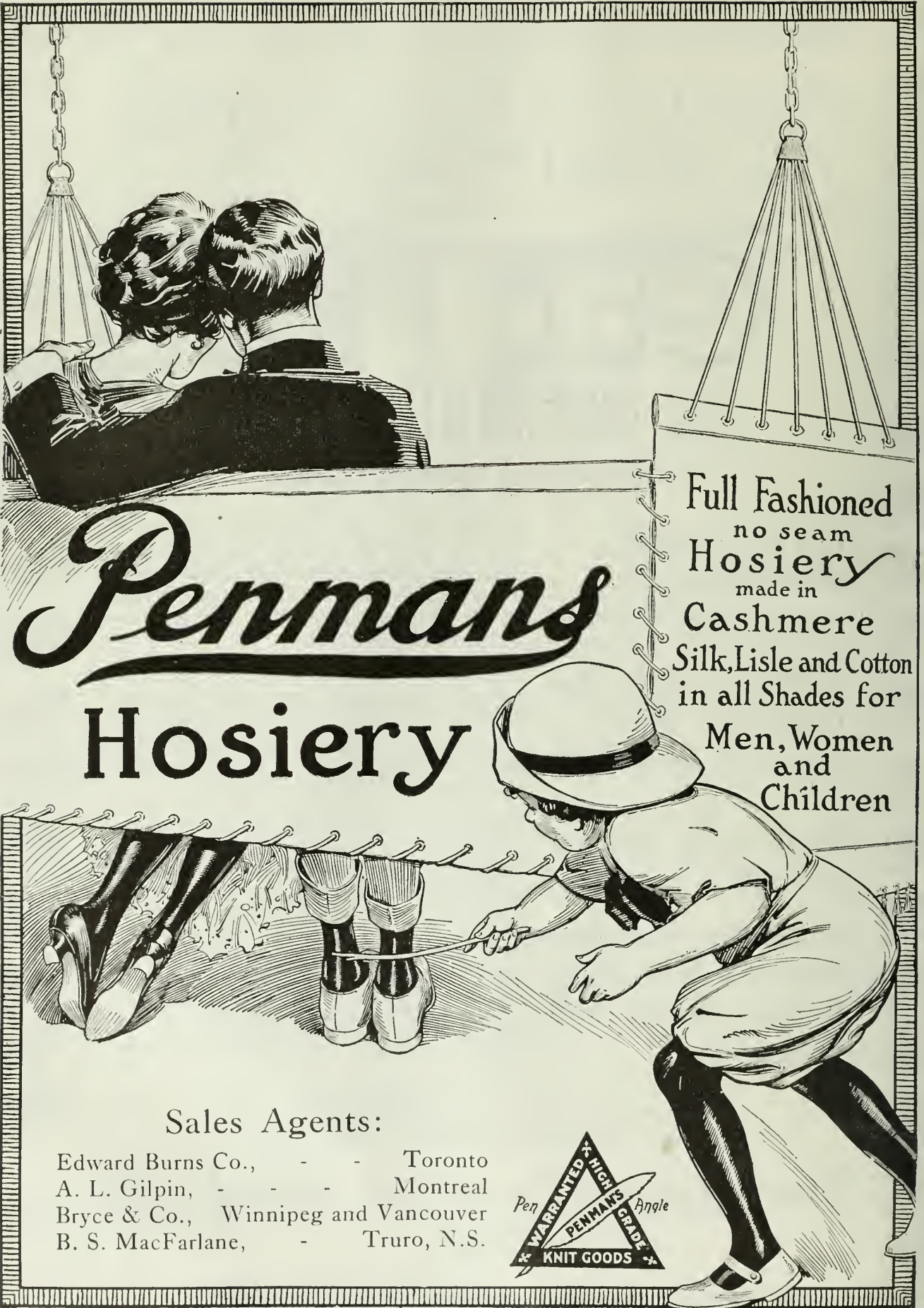
We need money in Canada, and the more we support home industries and take advantage of this wonderful chance to develop—the quicker will come relief from the present strain and the greater will be the ultimate profit.

Made in Canada — by British labor — and from British (Australian) wool, only.

The C. Turnbull Co. of Galt, Limited

GALT, ONTARIO





Penman's Hosiery

Full Fashioned
no seam
Hosiery
made in
Cashmere
Silk, Lisle and Cotton
in all Shades for
Men, Women
and
Children

Sales Agents:

Edward Burns Co., - - - Toronto
 A. L. Gilpin, - - - Montreal
 Bryce & Co., Winnipeg and Vancouver
 B. S. MacFarlane, - - - Truro, N.S.




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

STIFEL'S INDIGO CLOTH

Standard for over 75 Years



This  mark stamped on the back of the cloth in



Overalls, Jumpers, Shirts, etc.

is the bond we give the dealer and his customers that the material is the *genuine* STIFEL INDIGO, the world's standard for over 75 years.

STIFEL INDIGO is easy to wash and iron---nothing can equal it for service and satisfaction.

Insist upon seeing the mark which protects you and your customers from imitations.

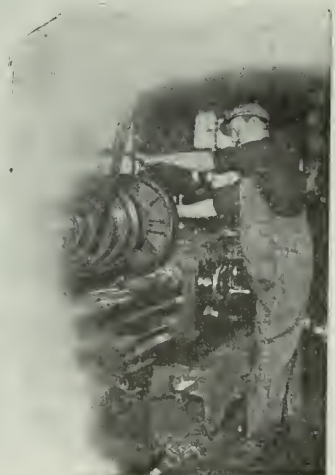


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====Wheeling, W. Va.====

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It's a patch
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It doubles
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the glove



You can safely
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THE Carhartt union-made gloves stand between you and your patrons with a full guarantee of satisfaction, a full measure of profit.

Built on the lines that stand for hard wear, these gloves maintain the Carhartt reputation for working men's requisites — gloves and overalls of more than ordinary value.

We offer you a proposition whereby you may have on approval, for sixty days, a trial assortment of **Overall Uniforms and Gloves**. If they sell, or you decide to keep any or all of them, you pay for what you keep. If you decide to return them, you may do so at our expense.

The exclusive agency is for only one store in a town. Send for trial shipment.

Hamilton Carhartt Mfr., Limited

TORONTO

DETROIT

MEN'S WEAR REVIEW.

SEPTEMBER, 1914

No War Advance in Prices of Clothing for Spring

Canadian Manufacturers Appear to Have Decided Against the Advisability of Raising Prices in Spite of Increased "Landing" Charges—Trimmings Are Up—May Be Shortage in Many Lines.

FROM present indications manufacturers of ready-made clothing will make no advances when their travelers go out on the road in a few days to solicit orders for Spring. This does not mean that there will be no reason for an advance, but that it is not in the best interests of business to bring one into effect. It is well known that many retailers are still pretty well stocked up from the past season and the manufacturer is disposed not to put a damper on orders by raising prices, but will absorb any extra costs himself. ("But it is not at all certain that there will be any," a partner in one of the largest factories in Canada told *The Review*. "It is wonderful how much 'speeding up' workmen will do at a time like this and the average amount of work done by everybody is likely to be increased.

Up 4 Per Cent.

"At the present time we are paying for exchange at 4.95 or an increase of about 2 per cent., and for insurance, etc., another 2 per cent. or an advance of at least 4 per cent. However, not all are paying anything extra for exchange, so that this amount is not universal.

"There has been no increase so far in British goods, but some Canadian mills have advanced as much as 30 per cent. The reason for this was the scarcity of wool. But as every one else was in the same fix, people had to pay the advance if they wanted the goods."

Some English Mills May Close.

"What is the prospect for English shipments and prices?"

"Up to the present English goods have been coming in very freely and all our orders have been filled. But with the Continental markets, Germany, Austria, France, Russia, etc., closed to English mills, it is only a question of time until many of these must close down, once they get their orders filled, and

there is not enough in Canada to keep many going. That will be the big difficulty. Canadian mills at the present time do not supply more than 25 to 30 per cent. of the goods made up in this country. Their output will be increased greatly in the near future, but they have neither the number of skilled workmen nor are the mills big enough to take care of all we need. That is the present uncertain outlook. The United States is hardly a possible source of supply owing to the heavy duty, a double one, of course, incoming and outgoing.

HOW CLOTHIER PAYS BILLS.

"How are you paying your English accounts?" inquired *The Review* of the head of a large clothing manufacturing firm. "What do you do about the high exchange rate?"

"It has not affected us on many bills so far," was the reply. "We paid up some small accounts at the high rate of exchange, but in the case of big amounts, \$10,000 say, we asked English firms to allow us to deposit the money in banks to their credit. We did this at the old par, \$4.86, but if they wished to draw out this money, it is quite possible we would be expected to meet the additional cost. No case like that has arisen yet. Exchange is coming down, however. And the last quotation to us was \$4.95."

Men Drawn Off For War.

Another authority, a buyer of large experience in men's clothing stated his opinion that prices would not be advanced for some time at least. While shipments for Fall were mostly in, he felt that the English mills through lack of men would not be able to keep going, as there would be heavy drafts of men for the army from the industrial centres. Moreover, he agreed, the cutting off of Continental demands would cause some English mills to close.

The situation in men's wear in many directions is not as favorable as in most dry goods lines. Kid gloves are certain to be short, and hats may be in a similar position. Shirtings, owing to lack of dyes, will at least be less varied, and silks will be lacking for many lines of ties.

Get Good Choice Now.

It would seem best, under present conditions, therefore, for the retailer in men's wear to make arrangements for a fair stock of goods, he thinks will be safe. The whole situation leads one to the conclusion that styles will not count so much in merchandising as in former years, that many of the old favorites will be out of the market, and in any case, high prices will not be paid for novelty lines like the last couple of years. This, it may be argued by some, should permit of the merchant hanging back and buying goods as he needs them, and so avoiding all risks. But, on the other hand, the choice at present is far more varied than it will be later on, and the limited selection before you in a month or two may not, at all, be after the taste of your customers.



SCARCITY OF SILK FOR TIES.

Austria and Switzerland, the previous sources of supply for many of the silks, having been cut off, it begins to look as though this country must look elsewhere for its Spring stocks. In fact, some manufacturers may require to do so for the Christmas trade. The size of the stocks of the big manufacturers naturally varies to some extent but enough of them have ample stocks on hand to care for Fall and Christmas business, so that the trade as a whole should not suffer. Those who were waiting on European shipments have given up all hope of receipt of these and are planning on a new source of supply.

How British Drapers View the War Situation

Discussing the Payment of German Accounts—Delayed, but not Cancelled—How the Moratorium Works—Chances for British Manufacturers Supplying Goods Now Imported—Urging People to Keep Business Moving.

THE recent decision of a Canadian magistrate that a German creditor has no legal standing now in Canada, and, therefore, cannot sue in a Canadian court for a payment of a debt, raises an interesting side issue of the war.

This question is being raised in England, and, naturally, is a much more live one than in Canada owing to more direct connections. An opinion is given in the current issue of *The Draper's Record* by an eminent lawyer.

"Not a few traders," he writes, "have the idea that any creditor who happens to have a German or Austrian sounding name is beyond the pale of the law for all intents and purposes."

He uses the word "duties" instead of "rights," "as no Englishman would desire to take advantage of technical points to delay payment of his just debts and liabilities even to his enemies. The sense of British commercial honor is not likely to be soiled in this generation, whatever may be the provocative on the other side."

Paying Debts to Enemies.

International law "tends to confine actual hostilities to the executive belligerent forces of each country, and the property of peaceful alien enemies cannot be seized. How then does the question of non-payment of debts to alien enemies arise? The refusal to pay debts is based on the doctrine that it is treasonable to do anything whereby the resources of the country at war with us can be in any way sustained, replenished or assisted. He quotes 'Lindley on Partnerships' to the effect that when two countries are at war the subjects of one are incapable of entering into any valid contract with the subjects of the other, 'and all remedies available for the one against the other in respect to transactions before the war are suspended.' He makes it clear, however, that the question as to whether a person is or is not to be considered as an enemy depends not as to whether there is war between this country and his native land, but upon whether there is war between this country and the country in which he is voluntarily resident. . . . Therefore, if a foreigner comes over here, enters into partnership here, and dwells here, and then war breaks out, his rights will not be affected as a partner any more than if he were an Englishman. Lindley adds, on the other hand,

that an Englishman, being a partner in an English firm, who may reside or carry on business in a country at war with England, "is for all purposes an alien enemy quite as much as if he were the subject of an enemy's country."

Place of Business, Not Birth.

Thus it is the place of business and not of birth that controls the legality or otherwise of the business. "If an Englishman be carrying on a foreign business—if birth be the controlling point—he would, in fact, by receiving payment, be replenishing and sustaining a hostile country much more effectively than an alien enemy residing and spending his money here."

"If I am right, therefore, the main question is comparatively easy to decide on the preceding lines, but the next practical difficulty is where goods are supplied through or paid for through agents here who are English.

"I am inclined to think that the same test applies—viz., if the goods are invoiced by the English firm residing and carrying on business here under circumstances that the English firm be the recognized creditor, and no foreign principal be disclosed, and that the invoicing party would be entitled to receive or enforce payment, and that there is no proper reason (apart from the moratorium) for withholding satisfaction. If, however, the English firm receive payment, it would be guilty of gross treason if it remit the proceeds to the hostile country.

Must Pay After Peace

"On the other hand, if the debtor should have the goods invoiced to him

PATRIOTIC NECKWEAR.

To meet the patriotic spirit which was generally displayed throughout the country with the progress of the war and the greater and greater prominence given to the position of Great Britain in the conflict, badges, buttons, etc., displaying the colors of the Empire and France are being worn and in short order progressive men's stores have displayed neckwear in which the red, white and blue is made use of. There are scarfs in which the colors come in very broad stripes, and knitted ties with narrow bands running crosswise. For these neckwear novelties there is a good demand and they certainly make an appropriate showing.

under circumstances which make it apparent that the real creditor is the foreign firm, the agent for the foreign principal can be in no better position than his principal, and payment ought to be suspended.

"Your readers will also notice that the word used by Lindley is 'suspended,' not abrogated, and, therefore, on conclusion of peace the original rights of payment will revive. Money held over must not, without some order of the superior authority, be regarded as absolutely seized for the benefit of the individual."

How Moratorium Works Out.

The working out of the moratorium in England is thus explained as regards trade discounts:

This at first allowed one month's delay in the settlement of accounts, to September 4, but was then extended another month. Anyone who avails himself of the moratorium must pay 6 per cent for the privilege. Take an account of £100 payable in four months, but subject to 3½ per cent. discount if paid by August 4, 3 per cent. if paid by September 4, and so on. Many have been under the impression that if this account had been paid on September 4 it would, owing to the moratorium, be subject to a discount of 3½ per cent., as though paid on August 4. This is not the case. It would be subject to a discount of 3 per cent. only, as the question of trade discounts is not changed by the moratorium, which applies only to amounts due net.

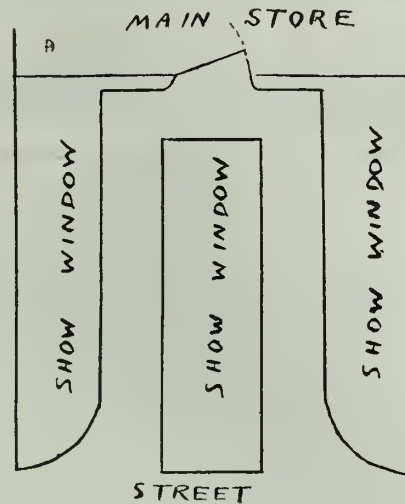
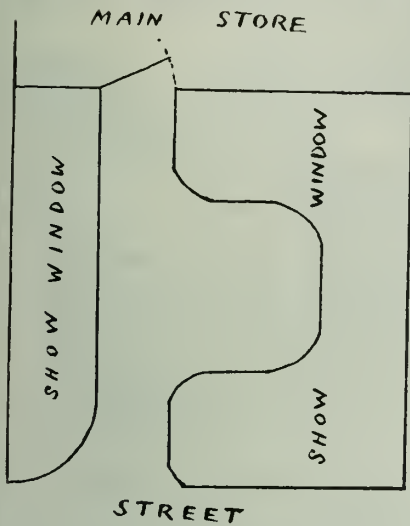
NEGLIGENCE IN TRANSIT.

Where goods have been badly damaged through negligence in transit so as to render them unmerchantable the consignee can either refuse to receive them and hold the carrier for their full value, or receive them and hold the carrier for the difference in value caused by their bad condition. It is the duty of the carrier not only to transport the goods, but to deliver them or offer to deliver them to the consignee.

A. Beck, Ridgetown, clothier, has purchased the store in which he has been doing business for some years.

James McFarlane, who for a number of years was in the tailoring business with P. Bellinger, Toronto, died recently at the age of 53.

A Suggested Improvement in Arranging Window Display



SKETCH NO. 1.

The window display arrangement of the Vassar Store, Montreal, giving a glass surface of 56 feet on a 16-foot frontage. Continuous glass surface permitted by suspending the whole from above. Narrow display to the left, is reported to be the strong selling force. The "horseshoe" opening however, is regarded as a weakness.

SKETCH NO. 2.

Ideal arrangement of window displays for a 16-foot frontage in the opinion of T. R. Gaines, manager of the Vassar store, Montreal. Note the shallow space behind the glass. In this scheme something like 75 feet of display surface is obtained.

Fifty-Six Feet Display on Sixteen Foot Front

Arrangement of Windows at the Vassar Store, Montreal, Which Are Suspended from Above by a Unique Arrangement of Rods—What Experience Has Taught the Manager of This Establishment—A Suggested Improvement Over Present Plan.

By a Staff Correspondent.

THE higher the rental which the retail merchant is paying for his establishment the more important becomes the problem of getting the worth out of the window display. If the business man will stop for a moment and compare the rental which he is paying with the charges which would be placed on the same sized property on a back street he will begin to appreciate the significance of what he is paying for his window space. It is not the depth of the property, but the frontage which accounts for the price—the expense of the window display is not in its depth, but in its width. If by an arrangement of glass and the use of depth the display can be increased it is good business, and a study of many of the modern windows on narrow fronts in the large cities is a striking illustration of the fact.

The Vassar ladies' and children's ready-to-wear establishment in Montreal is located on St. Catherine Street, where the rentals are as high as any place in the Dominion. It is a store with plenty of depth, and there is a wing at the rear extending behind other retail stores which greatly increases the floor space in comparison with the frontage, which is only sixteen feet.

Here was faced the problem of making every possible use of a very narrow frontage, where depth was not of great importance. The result was that in the arrangement of the windows it was de-

ecided to make the depth of the display equal to the width.

The manner in which the space was utilized is shown in the first sketch. It will be noted that there is a narrow entrance from the street at one side, and that the door is directly opposite. On the left is a long narrow window, while the main portion of the space is arranged somewhat after the shape of a horse shoe.

Suspended From Above.

What strikes one as interesting about this larger window is the fact that it is all glass throughout. There are no supports of any kind visible. The explanation is in the unusual fact that instead of the window being supported from below it is suspended from above. The additional advantage in this, besides the elimination of supports, is that there is absolutely no danger of the glass being broken by the settling of the building, which would be very likely to happen under ordinary circumstances where there is so much glass utilized.

The suspension is effected by iron rods, which are attached to steel girders, and these girders are supported by the side walls of the store. The window does not extend upward to the ceiling of the store, and the space is not altogether wasted from a practical standpoint, for there is a small office located above it. In the false "roof" of the window there is a skylight, by which arrangement addi-

tional light from the street is permitted to shine into the central portions of the display below.

Weaknesses of This Arrangement.

The arrangement of the window in this instance is not specially to be recommended, although it has the advantage of giving a display glass surface of 56 feet, as compared with the 16 feet frontage. The weakness is in the horseshoe opening, through which it is not necessary to pass on entering the store. It is a sort of whirlpool, with the main flow going past.

Getting a Better Effect.

T. R. Gaines, the manager of the Vassar store, has made a considerable study of the effects of his window displays, and his views on the subject of making use of the narrow front are valuable.

If the front of the Vassar store is ever rearranged Mr. Gaines gives his assurance that there will be a different scheme followed. In the first place, he has found that it is the long narrow window on the left which has been the selling force in his store front. Noting the goods out of the display which are asked for by the customers of the store has shown this conclusively.

Working from this point, then, Mr. Gaines states that his idea of a window arrangement for a narrow front and using the same space would be as in sketch No. 2. Here it will be at once

(Continued on page 50.)

Government Report on Changes Due to War

Commodities That Cannot be Obtained From Countries Involved
—Place of Germany and Austria in Supplying Goods to Canadian Merchants—Ties, Hats, Shirts, Knit Goods, Etc.

THE Department of Trade and Commerce, with commendable enterprise, has issued a report on trade conditions arising out of the war, with the object largely of directing the radical changes involved in the breaking off of all commercial relations with Austria and Germany. Strong encouragement is held out of the possibility of Canadian manufacturers securing the trade which formerly went to foreign countries.

The report reads in part:

It is now possible to give a more detailed examination of the opportunities hereby presented for the extension of Canadian trade. The commodities enumerated herewith can no longer be obtained from these countries on account of the stoppage of their export trade, due to the war. Canada must henceforth, therefore, obtain these goods elsewhere. This presents two possibilities for increased trade in other directions:—

(1) Canadians may themselves make up a part of the deficiency thus created by increased production at home.

(2) Other countries, including the United Kingdom and other parts of the Empire, are given the opportunity of increasing their sales to Canada.

An examination into the kind of commodities comprised in Germany's exports to Canada will indicate in how great a measure each of these two prospects may be fulfilled.

Imports From Germany Into Canada.

Last year Germany's trade with Canada outstripped that of France with the Dominion, and as a result she ranked third among the countries with which Canada carries on trade, coming after the United States and the United Kingdom. In the year ending March 31, 1914, Canada imported from Germany goods worth \$14,686,069, and she exported to Germany goods to the value of \$4,433,736, thus giving a total trade with Germany of the value of \$19,119,806. Of the total amount of goods imported from Germany, \$11,176,198 worth was subject to duty, the remaining \$3,509,871 worth being admitted free. It is thus seen that Germany up to the outbreak of the present war had obtained a material foothold in the Canadian market, which will be lost during the progress of the war. The deficiency thus created presents, therefore, an exceptional opportunity for the Canadian producer to supply to a larger extent than in the past the re-

PUTTING OUR FAITH INTO PRACTICE.

As soon as the first shock of the European war was over, manufacturers and merchants in United States began to ask themselves: "Is it a WORLD calamity? Cannot WE get something in the way of benefit to make up in part for the trouble it will cause?"

This is a question the people of Canada might well ask themselves.

The people of the United States are awake already to the fact that many of the necessities of life—yea, and luxuries—that were formerly supplied by Continental Europe must now be produced in the factories of United States.

Already there are indications that the war spells almost feverish activity in many lines of business in United States.

This is a time for the manufacturers of Canada to buckle down to work and make and sell right here at home many of the things the people of Canada have formerly imported from Continental Europe.

And the manufacturers of Canada can count upon the people of Canada to respond to their efforts in this direction. Canadian patriotism is on fire; Canadians never realized until now how deeply they believe in themselves—how strong is their faith in England, in the Empire, in Canada.

Now is the time for Canadians to APPLY that abiding faith—to carry it into the BUSINESS of life.

This much is certain: Most of what we eat and wear and use for months to come—perhaps for years—must be produced on this Continent of North America.

Many Canadian manufacturers—already awake to their opportunity—are arranging to get machinery in motion to supply Canadians with those articles they have formerly imported—the dresses and millinery and perfumes from France; the silverware, enamelware, and hosiery and countless other things from Germany; the parasols from Austria; the laces and watches from Switzerland.

Soon Canadian manufacturers will begin to tell the people of Canada that THEY—our own manufacturers—have these things for them; soon the merchants of Canada will announce that they are well stocked with these goods—of home manufacture. These announcements will come to the people of Canada in the form of advertisements in the newspapers. Watch for these advertisements and when they appear read them and respond to them. It is a duty the people of Canada owe to their country, their industries, and themselves.

IMPORTANT TO MANUFACTURERS.

If you are in doubt about how to word your announcement, or if you with advice of any kind, get in touch with the business manager of Dry Goods Review.

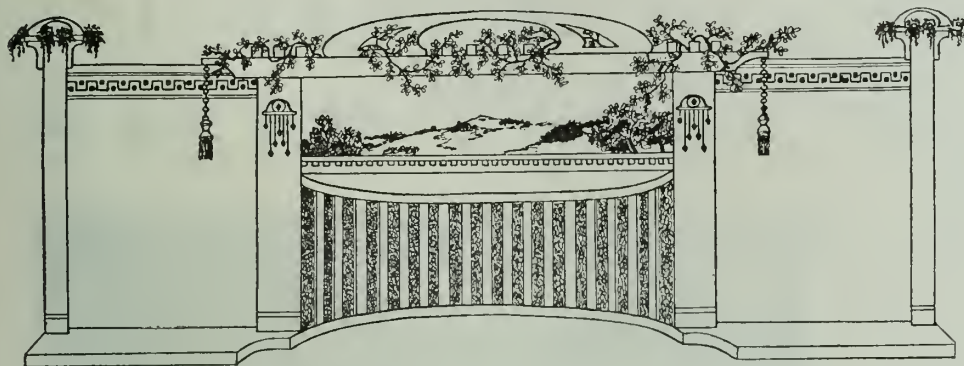
quirements of his home market. The significance of this opportunity can be best gained by inquiring of what this great body of Germany's exports to Canada consists.

Kinds of Merchandise Imported.

But a small proportion of Canada's purchases from Germany consist of raw materials or foodstuffs, the great bulk being comprised of finished manufactured products. It is this fact which causes Germany's trade with Canada to be considered such a lucrative one. For the most part Germany has been sending to Canada in the past considerable quantities of iron and steel goods, such as tubing, steel tires, cutlery, machinery,

wire, etc., also a great variety of hardware, lamps, clocks, jewelry, electrical apparatus, scientific instruments, musical instruments, earthenware and glassware. All kinds of dry goods, cotton and woolen goods, hosiery, gloves, fancy goods, toys, dolls, buttons, combs, etc., have also been purchased. Drugs, chemicals, paper, paints, furs, tobacco and sugar and molasses also account for a large share of the imports into Canada from Germany. German manufacturers have established a reputation for careful and thorough workmanship and they excel in anything requiring minute execution and exactness of finish. If Canadian manufacturers, however, carefully study the situation and adapt themselves accordingly they

Best and Most Original Background at Chicago Convention



This was the work of T. G. Duey, of Grand Rapids, Michigan, and combines lines of simplicity and beauty.

ought to be in a position to supply a considerable quantity of what was up to the outbreak of the war formerly supplied by Germany. It might, therefore, be well to consider at somewhat greater length those commodities, by the supplying of which it is thought Canadians have a chance to gain through the check given to Germany's trade by the war.

Dry Goods, Textiles, Etc.

A reference to the table, appended below, of the imports into Canada from Germany will show that a large proportion of these imports is made up of merchandise usually classified under the head of textiles. Thus from the figures for 1913-14 we find the following:—

Wool and manufactures of. . .	\$1,004,964
Cotton and manufactures of. .	899,728
Silk and manufactures of. . .	255,808
Flax, hemp, jute and mfrs of. .	70,385
<hr/>	
Total	\$2,230,886

The great bulk of this total is comprised of manufactured goods, the amount of raw wool, cotton, flax, etc., imported from Germany being not inconsiderable.

Hosiery.

Socks and stockings go up to make a large part of the above total. Canadians last year purchased from Germany socks and stockings of cotton to the value of \$400,740; of wool to the value of \$55,820; and of silk to the value of \$47,316. A total imports of socks and stockings from Germany of the value of \$503,876.

Woolen Goods.

Woolen fabrics worth \$326,680 were imported into Canada last year from Germany. There was also imported outside garments of wool to the value of \$101,299; woolen knitted goods worth \$98,399; and woolen carpets worth \$69,827. Purchases of German woolen goods have, therefore, been of considerable amount in the past, and now that this source of supply has been cut off an op-

portunity would seem to be presented for the extension of the Canadian woolen industry, the annual product of which amounts to nearly \$5,750,000.

Cottons.

Turning next to cotton goods, the Canadian manufacturers of which produce some \$24,500,000 worth of goods each year, we find that Germany last year sent to Canada cotton fabrics worth \$140,241; lace to the value of \$107,822; sheets, bed quilts, etc., of cotton to the value of \$31,717, and cotton spool thread to the value of \$25,027.

Other textile goods imported from Germany last year included silk fabrics of a value of \$153,756, and linen goods worth \$35,876.

Furs, Hides and Skins.

Germany sends every year to Canada a large amount of furs and fur goods. In 1913-14 this amounted in value to \$667,267. Over two-thirds of this amount however, consisted of undressed furs and was admitted free of duty. The imports from Germany of hides and skins other than furs amounted in the same year to \$176,641.

Gloves and Mitts.

Gloves and mitts are an item of Canada's imports from Germany that has of late years shown substantial increases, and in 1913-14 amounted in value to \$385,843. The war will have the effect of completely cutting off these imports of gloves and mitts; herein, therefore, it would seem is an opportunity for the Canadian producer. In 1910 there were thirty-five manufacturers of gloves and mittens in Canada, and they produced an annual product worth nearly \$3,000,000.

Fancy Goods.

The total value of Canada's imports of fancy goods last year amounted to \$4,879,431, and of this total Germany supplied \$1,139,993. Of this amount, however, \$581,009 worth, or over one-

half, consisted of toys and dolls. Canadians derived over half of their supplies of toys and dolls for that year from Germany. During the progress of the war, however, they must seek elsewhere for their supplies of these articles. Other items imported from Germany under the head of fancy goods included lace and lace collars, valued at \$156,100; hat trimmings, \$121,033; fancy cases, \$81,066; and braids, bracelets, cords, etc., \$76,768 in value.

Two other large items in Canada's imports from Germany consist of buttons and of combs; of the former, \$86,791 worth, and of the latter, \$60,531, were imported during 1913-14.

Prospects for Increased Interimperial Trade.

Some of the articles in the list of Germany's exports to Canada are of such a nature that Canadian producers cannot hope to make up the deficiency created by the stoppage of Germany's supplies. In these cases, however, there is an opportunity for other countries to increase their exports to Canada, and it is possible that this may have the reciprocal effect of increasing the demand in these countries for Canadian goods. It is to be hoped, moreover, that this may result also in an increase of trade between the different parts of the Empire. In the first place the opportunity is given to producers in the United Kingdom and other parts of the Empire to increase their sales to Canada. Thus assuming that Great Britain retains the command of the seas, United Kingdom manufacturers should send to Canada an increased quantity of cotton and woolen goods, hosiery, gloves, etc., also iron and steel goods, hardware, cutlery, etc., in those quantities and kinds formerly supplied by Germany and which cannot be as advantageously made in Canada.

The West Indies and other parts of the Empire also should benefit by the cessation of the import of sugar and molasses into Canada from Germany.

Second Storey Clothing Store Saves \$16,000 Rent

Remarkable Development of Retail Establishment in Montreal Which Dodges Big Rents, Sells for Cash, and Gives Sample Suits at Close Prices—Shoe, Hat and Other Clothing Stores Follow the Lead—Is This a Solution of the Rent Problem?

By a Staff Correspondent.

THE proprietor of Robinson's clothing shop is a second-storey operator—and he is the gainer to the extent of \$16,000 a year, he figures, by this means. But Mr. Robinson is not a "second storey" man in the detective novel sense, or an up-to-date Raffles; he is a business man who has shown in a most conclusive way that it is not necessary to have a ground floor location to sell men's clothing. What is more, he claims the distinction of not only being the first second-storey clothing man in Canada, but to have been the originator of the idea on the continent. Further, his success has led others in Montreal to follow his example and shoes and hats can be secured in premises adjoining his own in establishments conducted by other furnishers while only recently an opposition clothing house was opened on the second floor of a new building across the street.

Robinson's clothing store is located on one of the most important retail business corners in Canada—the intersection of St. Catherine and Peel streets in Montreal. Mr. Robinson submits figures to show that if he had the same premises on the street level that he has on the second floor, he would have to pay a higher rental by \$16,000 a year than he does.

Take Elevator and Save \$10.

"Take the elevator and save ten" is the slogan of the store, while another motto is also catchy: "The store that took the x out of expense." As the result of his saving in rent and other reductions in operating expenses which he is able to effect on the second floor, Mr. Robinson advertises a \$15 suit or overcoat—practically everything is sold at this price. His strongest advertising point is value, and he claims that there is not a garment in his store worth under \$25. They are for the most part samples in which he is able to get good value by buying for cash and then selling for cash only. But more about methods later; let us for the present go back and get the history of the development of the second-storey clothing idea in Canada, for to-day besides a number of establishments in Montreal, the movement is spreading to other cities.

Started in Back Room.

"I came to Montreal from New York about three years ago as travelling re-

presentative for _____ clothing," said Mr. Robinson to The Review. "I found after I had been through the territory several times that it did not take all my time, and so decided to establish myself in a side line.

"I tried out my experiment in a back room—on the second floor—in the Alexander building, St. Catherine Street. There were no windows; there was no sign and no room for a display of any kind. The room was about 15 by 15 and the rent was \$20 a month.

"Working on the idea simply that people appreciate goods for the money, we sold suits and overcoats for \$15. There were days in the first three months that we sold nothing; sometimes several days saw no sales. We did no advertising at that time and simply worked on the claim that we could save ten dollars on a suit.

"I was told that the people would not come upstairs in this country; that the idea might be all right in the States but that Canadian people were different. My faith was in the fact that people the world over are all the same; that if a

man can save ten dollars on a suit of clothes it will not take long for others to find it out. I got the younger fellows coming to my store and one told the other.

Takes New Premises.

"Five months after opening I found that there was too much business in my back room. On September 13th of last year. I moved to this corner. Coming to these premises I figured it was the best retail location in the city. The store was arranged to my satisfaction. Here we had eight hundred square feet.

"By advertising and more aggressive methods (backed up always by the claim of saving ten dollars), business grew, until on February 1st of this year, the premises were extended to take in 2,000 square feet, and entirely new fittings were installed.

A Revelation in Fixtures.

In equipment the Robinson store stands in many respects unique. The idea of the whole arrangement and the whole policy of the store is good effect (Continued on page 66.)



UP TO DODGE RENTS.

The Robinson store is on the corner—note the sign—occupying with a shoe store the whole of the Peel Street side of the building. The hat shop may be seen in the foreground, and the Allan clothing store on the other side of the thoroughfare—Picture taken from St. Catherine Street.

DEACON SHIRTS

For SPRING 1915
for
MEN *and* BOYS

Outing Shirts
Working Shirts
Boys' Shirtwaists
Pyjamas
Night Robes

When our traveller calls on you some day in the near future be sure to go through our samples. Compare the style, prices and materials with other makes. We make a Shirt for every purpose.

Let us serve you with your immediate needs.

Samples sent on request.

The Deacon Shirt Co.
BELLEVILLE, ONT.



—they're reinforced
at the weak points

These stylish, sturdy boys' clothes are made to withstand the wear and tear which every active Canadian youth gives. This is made possible only by the double elbows, knees and seat, which is a part of every Lion Brand suit.

Get in a stock of Lion Brand Clothes. The reinforcement of the usual weak spots is sure to please the practical parent, and the stylish cut of each suit will instantly appeal to the boy. Get the agency for your town.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at :—Clinton, Goderich, Exeter, Zurich

With School Open

and neat, dressy, strong pants needed for the boys of your town, you should lay your plans to cash-in on a good, profitable business with

Poole's Paragon Pants

These pants are made in all styles—bloomers and knickers in tweeds, serges and worsteds. Every detail in their construction is given careful attention to ensure long wear and to keep them up to their standard of excellent value.

"Poole's Paragon Pants Please" both boys and parents. Send for samples. Everything in pants for men and boys.



Geo. C. Poole & Co.

SUCCESSORS TO THE
ANDREW DARLING CO.
LIMITED

Darling Bldg., Toronto

Showing the New Fall Hats; Saving the Straws

Soft Felts With Higher Crowns, Nearer Brims and Contrasting Trimmings Are Strong in Blues and Greys—Higher Crowns in Stiffs—Many Straw Hats Left Which Should go Next Season.

TIME to switch! The Montreal supplier of men's needs who used an alarm clock bulged through the crown of a seedy-looking straw hat with the motto, "Time to Switch" to call attention to the fact that Summer is departing, and that the life of the straw hat is over, had a simple but effective window attraction and one which could not fail to draw attention to his showing of Fall head-gear.

The straw hat may be considered a thing of the past so far as the present year is concerned. Interest at the moment centres in the first displays which are being made of the felt hats. Reproductions of cards which are given indicate the manner in which one hat house drew attention to the new cha-peaus. The cards were cleverly executed, and the ideas are very good.

As had been predicted, the soft hat is in line for another run, although the popularity in the opinion of many will not be so general as during the past couple of seasons, for the designers have been giving more attention to the stiff shapes, which show some new turns, although they do not allow the same range of latitude as the soft.

The strong feature of the felts is, of course, the two-tone effects which are introduced in contrasting ribbons and bindings of the same material. There are

also a large number of combinations and the use of the pearl and grey with the blue seems to be the generally adopted method of continuing the popularity of that shade.

Blue Giving Way to Grey.

However, blue is giving way to grey which is strong in a large number of shades, most of which have contrasting bands and bindings. The greys include everything from the light pearl to the dark slate, with some shades that appear to be entirely new in hats. Green is getting weak, and brown, while coming to some extent, does not seem to have a strong chance of being popular. Bows and knots, are practically all at the three-quarter position.

Less of Drooping Brim

In shape the felts show a trimmer effect. There is less of the drooping brim, the majority being the pencil turn with some with even a smaller roll. Crowns are generally higher with and without a slope to the sides.

There is a tendency to get away from the dented and telescoped tops in the ultra models, the old fedora shape being shown, usually without the side dents. However, the plain dented top is still very good and there are a number with the diamond dent effect.

In the stiff shapes the crowns too are going up and while the bell is still being shown a more popular shape

is more sloped and much neater in appearance. Rims are if anything narrower, with a full deep roll.

HOLDING THE STRAWS OVER.

While there is some speculation as to the straw hat season for next year and it is yet too early to predict what will be favorites, it is pretty safe to say that the high crown will not be so strong and that there will also be a greater width of brim.

Moderate Crowns Left.

Although the 1914 season was not a particularly strong one for straw hats, the trade generally is in position that the high crowned hats which were so popular were pretty well cleared up before the dollar sales, which featured the last month, were over. Many retailers to-day, while they have considerable stocks on hand, find that they are generally of moderate crowns and brims, and with careful handling they should be good for next season. Hats, if kept dark and out of the air, are just as good when two or three seasons old as when new, and wise furnishers are counting on getting something back on the accumulated stocks of the last couple of seasons next year. So radical were the styles this year that some stocks are to-day largely composed of the left-overs of 1913, rather than of the past season.

Suits and Coats for Fall and Winter

Showings Confirm Forecasts for Weakness of the Balmacaan and the Popularity of a Form-Fitting Model for the Young Man with Very Wide Lapels—Wide Lapels Also for Sack Coats and Lower Vest Vents.

THE models of men's suits and overcoats which are being shown confirm the forecasts as to the styles. Broadly speaking, there is the continuance of the English tailoring, the natural, sloping shoulders and the snug-fitting waist which is more pronounced than ever on the overcoat—otherwise the season depends for its individuality on matters of detail.

In the Fall coats the balmacaan influence is noted, although not so strongly and models are modified; in the Winter coats there is no indication of the balmacaan. The popular Winter coat of the young man will be about forty inches long, just reaching to the knee, according to one of the clothiers who handles an ultra-fashionable trade. The waist will be closely form fitting, and the

shoulder will be natural sloping, but it will have a somewhat wider effect from the narrowness of the waist as compared with the loose models which have been worn. The sleeve at the top will be small and some sleeves will be split with a seam running down from the shoulder. The bottom of the sleeve may be either with or without cuff, but on this young man's coat there will be no belt at the back. The front will be in either the single or the double-breasted style with the lapel very wide after the new triangle fashion which is being seen for the first time this Fall.

This model will be modified to suit more conservative tastes and the heavy ulster with the shawl collar and the split sleeve will be strong for older models where a warm coat is desirable.

Materials will show the continued popularity of the rough surfaced effects and the grays present a strong note in the colors.

In suits the lapels appear to be going higher with the three-button model popular, and some four-button models for the ultra-fashionable. With the shorter lapel there is more width. Collars are being worn on the vests and the vent is being lengthened. In Canada so far this has only been an inch or so, but in the States there is a demand for much lower models. With the ultra fashionable the patch pockets are also favored.

In colorings the soft shades are holding with the tartan plaids strong. Some greens are being shown in preference to browns, but the latter are very extreme.