

					
PURITAN	ECLIPSE	SHAMROCK	VIGILANT	AMERICA	ATALANTA
	<p style="text-align: center;"><i>Selling Point No. 8</i></p> <h2 style="text-align: center;">Challenge Collars are made in every style for man and boy</h2> <p>Few tastes or pocket-books cannot be met with the big range of styles (40 in all) shown in these popular waterproof linen collars. Of the six grades of Arlington collars ranging in price from 70c to \$2.00 a dozen, the Challenge is the best. It has no equal at any price, and like all Arlington collars is a full third heavier in weight than other waterproof collars at a similar price.</p> <p>You cannot go wrong in ordering a full range of Challenge Collars for Fall.</p> <p>Samples sent on request.</p> <h3 style="text-align: center;">The Arlington Co. of Canada, Limited</h3> <p style="text-align: center;">54-6 FRASER AVE., TORONTO</p> <p>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.</p>				
AURORA					GALATEA
					
COLUMBIA					WINSOME
					
PILGRIM					ROMAN
					
MAYFLOWER	SAPPHO				
					
MERIT	MAGIC	DEFENDER	BUSTER	PRISCILLA	LIVONIA

"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



"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

Big Fur House Puts in Stock of Men's Clothing

Sellers-Gough Company Give Prominent Section of Floor Space in Their Luxurious Montreal Store to Sale of Men's Apparel at Moderate Prices—A Handsome Interior and Prominent Window Display.

By a Staff Correspondent.

MONTREAL, Sept. 14.—(Special). —To-day when one enters the front door of the splendid retail establishment of the Sellers-Gough Fur Company in Montreal, one finds to the left and occupying a large section of the floor space in the most prominent position a department devoted to the display of clothing for men. At the front the most important of the several very handsomely fitted windows—at the corner of St. Catherine street—has been given over to the interests of the new department.

The Sellers-Gough store has throughout a tone of quiet elegance and luxury, and the accompanying photograph gives some idea of the surroundings which provide an air of exclusiveness to the men's section, with its beautiful mahogany fittings and dark rich carpet giving a splendid impression in the shaded light.

Stained Glass Trimming.

The store is a large one, and the aisle shown in the photograph is but one of three which now contains three distinct departments—clothing, millinery and furs. The clothing cabinets which are shown were specially constructed for the accommodation of the new department, and to make the scheme uniform throughout the store similar cabinets were installed for the other departments. They are of rich mahogany, and the trim-

ming of stained glass is very artistic, and besides, they are well set off by the pillars surmounted by electric light globes of frosted glass. The fixtures in the cabinet are solid pipe and the mirrored door which is shown gives entrance to a fitting room, the arrangement being such that through this cabinet the window can be reached. The cabinets on the one side form the background of the windows.

Cabinets for Furs and Millinery.

The rearrangement of the fittings throughout the store to conform with the new men's department has led to a unique handling and display of furs and millinery. The fur garments are hung in the cabinets after the same manner as the men's clothing. By this means a very large number of garments are accommodated in a comparatively small space and there is at least a partial display of each as well as simplicity in the handling.

Similar cabinets have also been used for the millinery. Special fixtures have also been installed for hanging the hats and against the dark background they make a very tasteful showing.

Clothing at Moderate Prices.

Good clothing at moderate prices is the policy behind the new department, and F. A. Forbert, the manager, states that it will be particularly observed during the present war conditions, the idea

being that men are looking to get something good for as little money as possible. Suits from \$15 to \$20 will be the specialty and the stocks will be practically all comprised of Canadian goods. A specialty will, of course, be made of men's fur and fur-lined coats in this department, goods which the firm has always carried.

Mr. Forbert has had a long experience in the clothing business in the Sellers-Gough Company, having had charge of the clothing store which the company conducted in Toronto in addition to the fur store there.

FIFTY-SIX FEET DISPLAY.

(Continued from page 49.)

at small expense. The premises are oblong. To the left down the whole length of the store are clothing cabinets arranged against the wall in four sections noted that all the displays would be comparatively shallow and the goods brought close to the eye of the customer. There is, of course, the weak point that with the two aisles the person entering the store will not see the whole display, but this is offset to some extent by the one entrance, which in many cases will bring the remainder of the display to the eyes of the person entering the store, particularly if they are at all interested in the articles shown; while, again, passers-by attracted into one of the aisles are almost certain to go out by the other.



View of interior of new clothing department of Seller's-Gough.

If Good Enough for Our Soldiers They're Good Enough for Our Laborers

No kind of labor or service requires as strong or as warm hosiery as does actual military service in the Winter time. Realizing this the Government selected

"Canadian Militia" Men's Socks

and is supplying her stalwarts with these to keep them in foot comfort during what promises to be a long Winter campaign.

These socks are made of natural grey yarn, just the kind that our laborers need during the Canadian Winter weather—the kind that's warm and durable, the socks that overcome the foot difficulties caused by hard roads, frosty or wet weather.

We have splendid facilities for manufacturing, our prices are right. Why not write to-day for samples of our hosiery line?

We also make a full range of styles and weights in "*Imperial*" pure wool underwear for men.

DROP A CARD TO-DAY.

KINGSTON HOSIERY CO., LIMITED

Makers of Imperial Brand Pure Wool Underwear for Men

KINGSTON, ONTARIO

To Importers of

AUSTRIAN and GERMAN COLLARS

Your Supply Is Cut Off

So Send Your Adopted Shapes and Quote Price You
Can Pay to

R. M. MOODY,

21, Aldermanbury, London, England,

Who Will Facsimile Them—Their Branding and Their
Box. High Glaze If Desired.

Factories:

LONDON

TAUNTON

BRIDGWATER

Why Hold a Bright Light Between Public and Window?

Exposed Lights Divert Attention from Goods in Window — Objects Less Brilliant Not Seen as Clearly — Disregard by Merchants of Primary Law of Window Illumination.

First of Series on Electrical Illumination by A. J. Edgell.

DURING all the years since Adam held forth in the Garden of Eden, man has been endeavoring to overcome the handicap of darkness that he might continue his progress during the long evening hours. The daylight hours were too short to accomplish the ends desired. So we find the early lighting devices, crude lamps with oil and wick lighted by a spark from flint. From those devices to the electric lamp of to-day, the tungsten lamp, is a far cry. For many hundreds of years little advance in lighting was made, and the world's progress was correspondingly slow. With the discovery of the principles of electricity followed by the invention of the incandescent lamp, the dream and desire of mankind for twenty-four hours of daylight began to have some semblance of being made a reality.

Working During Evening Hours.

With the coming of the incandescent lamp the business world took on new life; greater efforts were possible than ever before; the evening hours became a valuable asset instead of being a void; merchants no longer closed the fronts of their places of business with heavy wooden shutters at the close of the day; they left the fronts without shutters, and the windows illuminated, to say to the public, "Here are the goods we sell, and here are the prices we sell them for." Thus the show window was able to work for the merchant during the evening hours, creating desire for his merchandise at the time when people were most receptive. The merchant soon learned the value of this publicity, for his customers inquired for "the goods I saw in the show window last night." So he sought for the best means of increasing the efficiency of show window displays.

To-day the show window is the merchant's best friend if he treats it right. Window displays bring results without the uncertainty attendant upon other forms of advertising, but, to be most effective, must be properly illuminated.

24-Hour Worker.

The show window is a 24-hour worker. Night after night it literally demands and compels the attention of the people—and it is fortunate that window dis-

plays are most attractive at night, when people on the streets are not hurried but are in a receptive mood, with time and inclination to observe. What people see at a time like this lingers in their memory. When displays are lighted in such manner that they stand out with a bright, cheerful glow, the heart of the beholder warms up to the store, and the "goodwill," which is of such importance to a merchant, is helped materially.

Not all displays create an immediate demand for the goods shown; but each does its part in the building of the "goodwill" which, after all, is only another way of saying "the store that pleases."

ELECTRICAL MAXIMS.

People are gayer and readier to spend money when lights are bright.

People can't escape an electric sign.

Show windows are the eyes of a business and it is important they should be kept bright and sparkling.

A time switch for controlling window lights is an excellent investment.

Novel electric signs put a "punch" into the display.

Dollars Into Merchant's Till.

The modus operandi of the window display whose attention-compelling power is sufficient to cause people to linger and study the merchandise, is generally as follows: An individual coming along at a brisk walk comes within the influence of the lighted window. Bright illumination is responsible for the first hold on his attention. A step or two more, and his head turns toward the display, some particular object shows up conspicuously under the ample light, catching his eye and in all probability causing him to pause for a more extended examination. Other features of the display come under his observation and he moves on carrying away with him a distinct and favorable

impression of the house whose windows brought to his attention the high quality of the merchandise he might expect within. And windows operating in this way put real dollars into the merchant's till.

Efficiency is the watchword of the merchant to-day. Wherever a waste exists, there time and thought are expended until the waste is eliminated. Obsolete methods are discarded, obsolete equipment is billed to the junk heap or passed along to the man who thinks "what was good enough for my father and grandfather is good enough for me," and serves in his case as another asset of doubtful value for the sheriff to levy on.

The up-to-date merchant desires the best, the most efficient equipment that is available; he knows that by means of such equipment he will increase his prestige and custom. The public to-day demands up-to-the-minute service in up-to-the-mark stores. It is no longer possible for the merchant to count on his "personal following" if he is so shortsighted that he will not properly equip his store. People of to-day buy where they are served best. Proper equipment in the store, well lighted, bright interiors and clean-cut, properly illuminated store fronts are but forms of service to the customer. These have a tremendous influence on the customer's mind.

Lighting Systems That Are Unfit.

And yet many merchants who show great business acumen in other matters, select window lighting systems totally unfit for their particular type of window. A fundamental law of good lighting is that the light must be on the display, not in the eye. Exposed lights divert the attention from the display, and so dazzle the eye that the prospective purchaser is blinded and cannot see clearly the goods displayed. After drawing the customer to the window there must be nothing to detract from the goods shown. If the window is to accomplish the ends desired,—interest the onlooker and arouse his buying desire,—he must be able to see clearly and with comfort that which is displayed for his inspection. Bright exposed lights cause the pupil of the eye to contract, and in so doing objects less brilliant are not

Suspenders
Garters



LINCOLN

Belts
Arm Bands

(QUALITY UNSURPASSED)

We make all regular styles at \$2.00, \$2.25, \$4.25, \$4.50 and \$7.50 per dozen. Also suspenders packed in individual Holiday boxes at \$4.25 and upwards. Combination sets consisting of Suspenders, Garters and Arm Bands at \$4.25 and \$7.50, and of Belts and Garters at same prices. Terms 2% 10 days, with 60 days dating. We will prepay express charges on sample orders of not less than twenty-five dollars.

LOCKHART SUSPENDER CO.

1307 Market Street

PHILADELPHIA, PA.

We do not sell the consumer

Stangh
BRAND

Mackinaw (24-oz.)
Shirts NAVY WOOL Coats

Large and well made. Double-stitched, with Pockets.

Special, at \$24 per doz.

Outing—Shawl Collar. Pleated Back and Front, with Belt. Good length.

Special, at \$4.50 each.

Defiance Mfg. Co., Ltd.
College and Bathurst Sts., Toronto

With his eggs all in one basket

and a smash comes, what chance has a clerk to hold his position? Don't depend on Salesmanship alone. Take up cardwriting through "The Edwards Short Cut System," and make yourself indispensable. A few dollars down, an instalment each month for a few months, and the best services of Canada's leading cardwriting instructor is yours.

Write for handsome two-color prospectus to-day.

THE SHAW CORRESPONDENCE SCHOOL
YONGE and GERRARD STS., TORONTO

Mention this paper

Write to-day for Prospectus and full information

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

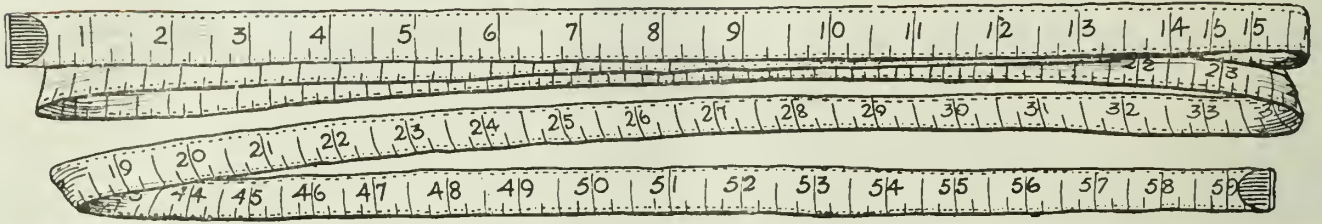
WRITE FOR CATALOGUE.

H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.

TORONTO

The tape-line new



Inch - inch - inch, sixty of them, all in one crisp new yellow tape, ready for action, ready to take the true proportions of the clothes-hunting man, to fit him with a brand new suit or coat.

Go, look for your tape-line. Does it tell a tale of much business done, many men measured, or does it tell a tale of inaction — crisp, clean and new?

Decide for yourself whether or not your department is bringing in the business it

should, whether it could be made to produce better returns for the amount of space it occupies.

Style-Craft
TAILORED CLOTHES

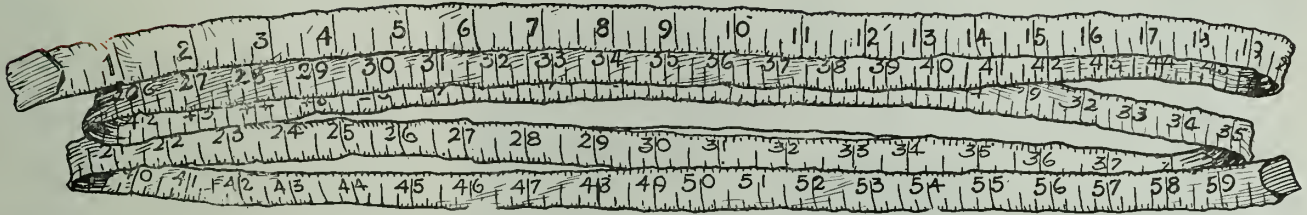
Keep tab on the number of would-be clothing customers

who go away from your department unfitted, dissatisfied, and then make up your mind whether you are making the most out of your opportunities — whether you need the “Style-Craft” Tailored - to - Measure Service.



E. G. HACHBORN & CO.
TORONTO

The tape-line old



Bring out that crisp, new tape-line, get it into action on the customers who either cannot or will not be fitted from stock.

Satisfy these customers with real man-tailored

clothes, clothes made to their own specifications, their own measurements—perfect-fitting, shape-retaining clothes.

The “Style-Craft” Agency may yet be open in your town to you—write to-day and find out. No tape-line stays new at a “Style-Craft” Agency; it becomes worn

and old from constant use. It helps to boom the clothing business with the class of trade who go to the custom tailor.

Style-Craft
TAILORED CLOTHES

“Style-Craft” Tailored Clothes bear an untarn-

ished reputation. Every garment gives perfect satisfaction and turns a goodly profit into the agent’s till.

“Style-Craft” Service is individual. Every order is given individual, undivided attention—that’s the reason why every garment has character as well as style, fit and durability.

WRITE TO-DAY RE AGENCY



E. G. HACHBORN & CO.
TORONTO

Took First Prize for Cards at Chicago International



These cards, reproduced by courtesy of the Merchants' Record and Show Window, are the work of Laud Hamilton, of Boise, Idaho, and were awarded first prize at the Chicago convention for brush-lettered cards. They will be recognized as excellent specimens of the brush stroke black and brush stroke Roman, with a peculiar characteristic in each one of the lower case letter, being abnormally high in comparison with the caps. This tendency to exceed the old two-thirds standard has become quite frequent nowadays. In reproduction the decorative floral effects come out almost as strongly as the lettering, but this was not the case with the originals. Even so Canadian card writers so far have shown few signs of making such use of ornamental effects.

Shortage of Silk for Christmas

Less Variety in the Ties and Higher Prices—
Switzerland Shipments Will Come Too Late—
Some War Ties.

FOR Christmas trade, the biggest demand in neckwear is for figured stuff, selling for about 50 cents. These have flowing ends and black lining up the back, thus making it possible to give a bigger shape for the same money. On the whole, there is little new yet in styles for the Christmas trade. A few war ties are being offered, but the demand is not great so far. These are mostly red and blue stripes on white ground, or red, white and blue on khaki ground. Something really pretty and neat in this direction would certainly have a good sale before the war is over.

Retailers are displaying a little fear in buying, owing to unsettled conditions. Some manufacturers interpret this as hesitancy on the part of the retailer, fearing that some decidedly new novelty will be put on the market at the last moment. They wish to assure merchants that they "have nothing up their sleeves, and that those who buy now will be in possession of the best stocks for the Christmas trade. Manufacturers of tie silks in Zurich announce that they are ready to ship goods late in October, which, owing to the unsettled state of shipping, would be too late for the Christmas trade. Some Canadian manufacturers, having failed to secure stocks of silks from Switzerland, have bought extensively in the United States. The quality of many of these goods is not so good, but owing to the duty, the price will be slightly higher than those coming from Europe.

There is a shortage of high class

neckwear for Christmas trade, and ties selling at a dollar up will not be equal to those of former years. A number of club stripes are on the market, and these will be very popular, though the number on the market is much less than would have been the case had war not broken out.



WHY HOLD A BRIGHT LIGHT BETWEEN PUBLIC AND WINDOW?

(Continued from page 58.)

seen clearly. A window display should stand out as a picture, illuminated in the same manner as a well-lighted stage, with light surfaces concealed. **No one would sit long in a theatre were lights placed between him and the stage,** or placed in such manner that his eye could not escape them. Bright exposed lights in the show window cause the same uncomfortable eye strain. **A bright light held between oneself and a newspaper or picture will give an idea how**

ELECTRICAL LIGHTING.

This is the first of a valuable series of articles that has been arranged for by The Review on the illumination of stores, windows, fronts and streets by electricity. These will be supplied by A. J. Edgell, who is president of the Greater New York Display Managers' Association.

The second article of the series will deal also with window illumination and will be illustrated with several photos of proper and improper lighting.

unpleasant such lighting effects are and how impossible it is to see clearly beyond the light.

A walk through the business section of any city will show how little the general run of merchants have regarded the laws pertaining to this most important feature of their store fronts.

Faults in Most Windows.

Here a window is illuminated by lamps on cross-arms of lighting fixtures, wasting the horizontal light on the side-walls where no merchandise is shown; there is a blur of light, the merchandise concealed by the glare from the exposed lights around the border of the window. Occasionally a merchandise picture stands out as a welcome relief from the long row, but such pictures are woefully few. Window lighting is in a great many cases the last thing thought of when a building is constructed or a store front remodeled. After spending much time and hundreds of dollars to get a good general effect, a local electrician is called in and he installs a window lighting system. The results of these are shown by the ineffective lighting that is so general in store fronts. **There is probably more waste in show window lighting than in any other department of a store. If the same wastes were permitted in other departments, the merchant's days of plenty would indeed be few.** Proper effective lighting of show windows costs no more than improper, ineffective lighting. The cost of wasted light, the fifty per cent. that not only does not help but actually hinders the window in getting results, will soon pay the added cost of a proper system.

The next article will deal with lighting systems, and will be illustrated with special photographic instances of properly and improperly lighted windows.

SECOND STOREY CLOTHING.

(Continued from page 52.)

with fitting cabinets between. These cabinets are set off by stained glass panels at the top and inside are installed electric lights which reflect on the rows of suits and at the same time throw a glow through the colored glass.

Down the centre are handsome clothing cabinets, one being of glass and the other for overcoats is open. There is also a table for trims and a glass topped desk in the centre. Along the wall is a row of benches for customers wishing to sit down. They take up very little room.

Cost Less Than \$1,000.

With a well oiled floor the impression of the whole interior is very good. Evidently the fixtures are of solid mahogany, and rugs lend to the richness of the appearance. The revelation is the statement of Mr. Robinson that his fixtures throughout did not cost him \$1,000. What appears to be mahogany is nothing but soft wood cleverly varnished, but it has the looks.

Near the entrance is the tailor shop where alterations are made, but this space is not lost for there is an office above and in the front there is a clothing cabinet installed in the partition.

Making Use of Windows.

When a customer gets out of the elevator and enters the store he will forget that he is on the ground level. The windows are large like a ground floor store. Use is made of the windows for displaying clothing on forms, but this is not considered a great asset.

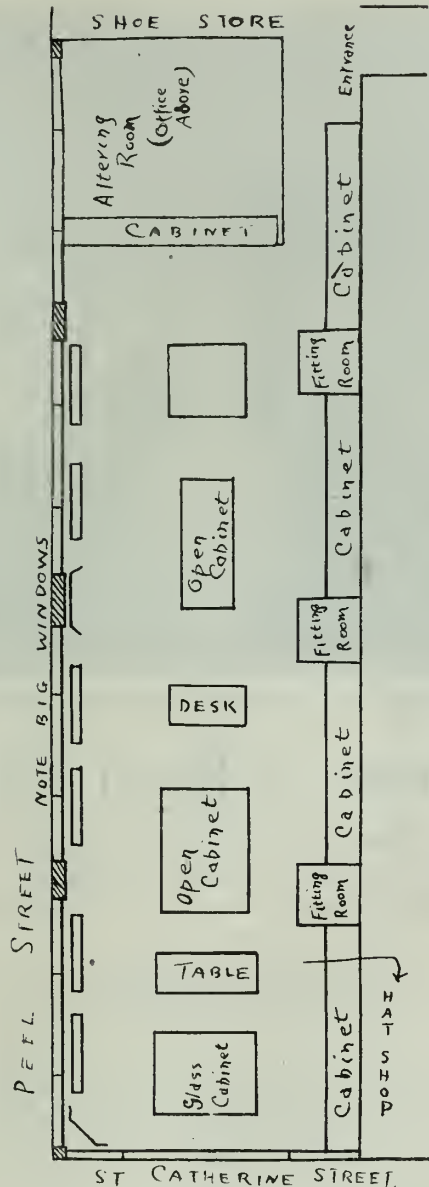
Electric Signs.

More effective from an advertising standpoint are the signs on the window glass. These are painted and there is an arrangement of electric lights behind them. Here again we get effect without expense and this is Mr. Robinson's policy. Probably the most expensive fixture is the electric sign on the corner where special attention is called to the store slogan, "Take the elevator and save ten."

What the Result Is.

To explain his policy fully, Mr. Robinson comes right down to cases—as the saying goes. He makes the statement that during the past three months he has been selling suits at an average expense of 87c a suit. This is about 6 per cent., and his experience is that the average selling cost of clothing is 25 per cent.

Asked to explain where his saving was he enumerated—small rent, no loss on bad accounts, no bookkeeper to look after accounts, no window trimmer, no floor walker. These are the reasons, together with close buying and making purchases of travellers' samples, that en-



Floor plan of store of Mr. M. C. Robinson.

ables the store to offer clothing at low prices.

Following out this policy, Mr. Robinson to-day claims to have the biggest second-storey business in Canada, and with a continued development he says that by Fall he expects to have the largest exclusive clothing business in the Dominion—upstairs or down. A branch store to be operated on the same policy is being conducted successfully in Winnipeg.

The success of the Robinson store has been so pronounced that there are two other establishments in the same building now operated on the same basis while across the street is a handsome clothing store which has just been opened by the Allan Company, a concern which has two other retail stores in the city. Here on a large well-lighted floor, surrounded by plate glass windows of ground floor dimensions has been installed a fine class of glass cabinets in which clothing can be splendidly dis-

played. These cabinets are low and the suits can be inspected from above as well as from the sides.

In other localities in the city as well there is a spread of the second storey movement and there is a strong indication that a number of retailers are moving upstairs in order to solve the problem of high rents—for rents have been advancing very rapidly in the large cities during the past few years.

Six years ago Mr. Robinson states that he was interested in the establishment of the first second-floor clothing house in the United States in Los Angeles. Here strangely enough, the rent was the same as he himself paid in his first store in Canada—\$20 the month. The Los Angeles store had a stock of \$320 to start with. The firm has made a statement, which they have proved in court, that last year they sold 84,000 suits, the biggest exclusive clothing turnover of any retail firm in the United States.

A study of the accompanying photograph shows the location of the establishments referred to in Montreal. The Robinson sign identifies that establishment, but only the window is seen. There are four large windows on Peel street in addition, the length of the store being on that thoroughfare. The Allen establishment, just opened, can be seen across the street, while the upstairs hat shop can be seen in the same building as the Robinson store. The shoe store to which reference has been made is at the other end of the Robinson establishment on Peel Street, the photograph being taken from St. Catherine Street.



SPECIAL SHOES TO SAVE HOSIERY

The Wayne Knitting Mills, Fort Wayne, Ind., have written to a number of the larger manufacturers of shoes, directing their attention to the intimate relations existing between shoes and stockings, from the hosiery man's viewpoint. Shoes, they say, wear out stockings, and at present there is a craze for fine-gauge lisle and silk stockings, as well as an increasing demand for white and light colored stockings, which should be recognized by the shoe manufacturers. For instance, they point out, proper shoe linings and pads should be provided. White stockings for men, women and children are ruined quicker through shoe linings that stain hosiery than from any other source. Projecting pegs should be carefully looked after, as these do much damage to hosiery. These suggestions are presented to shoe manufacturers, and they say there should be a good field for a house specializing in hosiery protection. With but one exception, shoe manufacturers replying have endorsed the idea and expressed willingness to do their part.



View of newly-equipped men's furnishing and custom tailoring departments.

Most Modern Ideas as Seen in Kingston Store

Handsome, Convenient and Trade-Winning Devices in Newly Equipped Quarters of Chas. Livingston & Bro.—Systematic Layout, Excellent Display Features—Detailed Descriptions of Double Stores.

By Staff Correspondent.

SOME sixty-seven years ago, in 1847, the name of Livingston began to be known in the business world of Kingston. To-day, after a period of continual growth, the firm of C. Livingston & Bro. are installed in what in many respects are the best and most completely equipped quarters in the clothing and men's furnishings trade in the Province of Ontario. Mr. Charles Livingston, the proprietor, has been connected with the business since 1883, and for years has been one of Kingston's most prominent and honored citizens, both from a business and municipal point of view.

A short time ago a complete set of

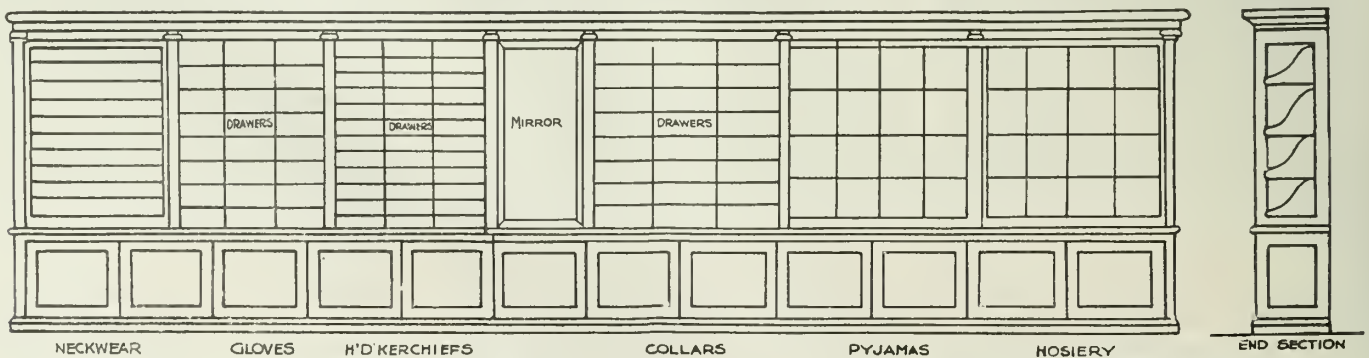
new fittings were installed in the men's furnishings and ordered clothing departments, which brought this store, 26 feet wide and 100 feet deep, thoroughly into keeping with the companion store where the latest style of ready-to-wear cabinets are seen. The accompanying illustration gives a good idea of the character of these and the drawing indicates in detail how the wall fixtures are laid out. These are all of quartered oak and the most modern ideas for the men's furnishing trade. The ties are all kept in individual cases with plate glass fronts; the gloves and hosiery in a similar way with samples of each in view. The collars are enclosed in tilting

drawers, as are the handkerchiefs, braces, etc. The underwear is in shelves with plate-glass sliding doors.

Next to this is the entrance to the ready-to-wear department. This is built in with the fixtures, making an alcove looking direct into the other department. Next this is the shirt department, comprising 72 compartments with plate-glass doors, interlocking, and on ball bearings.

Entirely of Glass.

In front of the wall cabinets are handsome fixtures, the upper pair of which are given to show space entirely as will be seen by a glance at the illustration. Here again is visible the latest



Plan of section of new wall cabinets of quartered oak. See description in accompanying article.

Ready-to-Wear Department.

It needs little more than the photographic reproduction to show the high-class character of the ready-to-wear department in the adjoining store. The up-to-date type of cabinet with the double rows of suits kept in the best of condition for exhibiting to the customer, are at once apparent. To this is added a systematic arrangement according to sizes, prices, men's and boys', and a special division for navy blues, as a standard section of demand. The whole effect upon the public is a thoroughly well stocked and well equipped department, and the attention given to this end of the business—often neglected from a feeling almost of resentment in many stores which originated in custom tailoring—has resulted in a business that has leaped ahead.

It is hardly necessary to add that the most approved principles of treatment of customers, workmanship, fit, material, etc., are actively in force. A record is kept of the sale of every ready-to-wear garment, not only to keep track of stock but to aid the firm in their new purchases.

Mr. Livingston is a systematic advertiser by newspaper and circular, and his ads have more than once been reproduced in *The Review*. He is a thorough believer in the value of periodic visits to large centres, including New York, to keep himself keyed to the highest pitch of modern development, and the fixtures and layouts of his two stores are the result of studies of many of the largest and most complete men's wear stores in America.

ideas in show cases—the fronts are entirely of glass of a heavy plate without wood, and run on small rollers, which does away with all obstructions. These are all lighted with electricity and present a beautiful appearance, always showing the goods off to the best advantage.

Below these are quartered oak cabinets with sliding doors, giving sufficient room for the many small articles that go to make up a gents' furnishing stock. Mention must be made also of a small jewelry case, occupying a position almost opposite the mirror, as marked in the diagram.

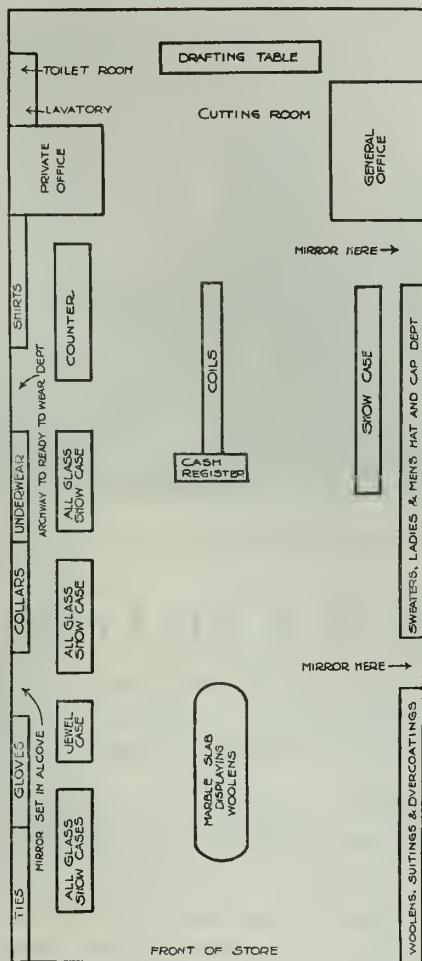
Fine Stock of Tweeds.

Turning now to the opposite side of the store, on the right, at the front, is an unusually complete stock of woolens (suitings, overcoatings, etc.), consisting of the finest imported tweeds, for which the firm has built up a reputation all over Eastern Ontario. These are draped along the back and on top of the tables in good merchandising style, with fixtures suspended from the ceiling to assist in the extent of the display.

Back of this are sweaters and ladies' and men's hat and cap department, for the showing of which goods a silent salesman is utilized.

At the rear of the store are the private and general offices as marked, and lavatory and toilet rooms. The extreme rear is given up to the cutting and drafting department exclusively.

As has been stated, this store, as the "twin" adjoining, is 100 feet deep, and 26 feet wide, with a 13-foot ceiling, all paneled. The windows are at the rear and sides and the whole interior is ex-



Plan of reconstructed men's furnishing and customs tailoring departments.

tremely well lighted. A noticeable feature is the broad space allowed for customers, owing to the compact arrangement of fixtures and departments.



View of ready-to-wear department in Kingston store.



One of collection of windows of A. W. Murdison, Regina, that won The Review's silver cup. There is good variety in treatment here; articles are well distributed in unit form, and stand out distinctly.

The Review's Silver Cup Goes West to Regina

A. W. Murdison, of R. H. Williams & Sons, Decided as the Winner—Saskatoon a Close Competitor—Trimmer "At the Front" Wins Gold Medal—Results of Annual Contests.

OUT West will go the third silver cup donated by The Review for the "all-round championship" windows submitted in the contest in connection with the Canadian Window Trimmers' Association, and the name engraved on this cup will be A. W. Murdison, of R. H. Williams & Sons, Regina, Saskatchewan. The first cup went to J. A. McNabb, of Peterborough, and the second to E. P. Burns, of The Robert Simpson Co., Toronto. Mr. Murdison's closest competitor, strangely enough, was another Western man, Herbert Daniels, of F. R. MacMillan's, Saskatoon, who won first prize in the Christmas competition held by The Review. The prize was awarded to Mr. Murdison chiefly on account of the greater variety of his displays, with some attention given to the fact that he had to overcome greater difficulties in not having

windows as adaptable as the unusually fine types with which the more Northern store is equipped. Both showed good merchandising windows, with a tendency in Mr. Murdison's to an over-use of foliage. The contest was very close.

For single windows, the palm, in the opinion of the judges, was carried off by Mr. McNabb in an excellent series of six opening displays. He was awarded first prize for cities up to 50,000.

For men's wear windows first prize went to E. G. Meadows, of the Caledonia store, Edmonton, formerly of McLaren & Co., St. Catharines.

For the best ready-to-wear displays, the Saskatoon windows were awarded first place, with a younger but very promising window dresser and draper, Roy Root, of the Robinson Co., Napanee, second.

The draping prize went to Warren Andrews, of the Anderson Co., St. Thomas, who had very excellent specimens both of inside window draping and outside decorative work on a large scale, such as the City Hall, rink, etc. While Mr. Andrews remains in St. Thomas the city need not lack for skilful adornment on festive occasions. Mr. F. J. Thompson, a fellow-townsmen of Mr. Andrews, whose work is familiar to window trimmers, was awarded second prize in the up-to-50,000 class.

The judges were the heads of the window trimming departments of Toronto's largest stores—E. P. Burns, of the Robert Simpson Co.; A. E. Apted, of the T. Eaton Co., and H. C. McDonald, of Murray-Kay, Limited. The last mentioned is an ex-president of the C.W.T.A.

Prize Winners in Third Annual C.W.T.A. Competition

WINDOW TRIMS.

Annual Grand Prize for best six displays original window and unit trim photographs—Silver loving cup presented by Dry Goods Review—A. W. Murdison, R. H. Williams & Sons, Regina, Sask.

Merchandising windows—In cities and towns up to 50,000:—1. Gold medal, J. A. McNabb, with Richard Hall & Son, Peterborough; 2. Silver medal, F. J. Thompson, with Maxwell's, St. Thomas.

Men's wear windows—1st prize, gold medal, E. G. Meadows, The Caledonia store, Edmonton. Second prize not awarded.

For most effective window arrangement of women's ready-to-wear garments—First prize, gold medal, donated by Acton Publishing Co., Herbert Daniels, with F. R. MacMillan, Saskatoon; Second prize, silver medal, Roy Root, with The Robinson Co., Napanee.

Best grouping, or drapes—Prize of \$5—Warren Andrews, The Anderson Co., St. Thomas.

* * *

CARD-WRITING CONTEST.

Class 1.—Most artistic pen or brush-lettered card, used for opening

or special announcement: Gold medal won by James Jervis, Ottawa; Silver medal, Will Surman, Chapples Limited, Fort William.

Class 2.—For best plain-lettered price card—Silver medal: A. W. Murdison, Regina.

* * *

ADVERTISING CONTEST.

First prize, gold medal, for best all-around advertising, including general publicity, opening and Fall announcements—J. A. McNabb, Peterborough. Silver medal—J. McNichol, with Allan-Cunning Co., Limited, Moose Jaw, Sask.

Make Your Show Windows Pay Your Rent.

Many Sales are made from the Sidewalk.

This particular set of Interchangeable Window Fixtures will make the finest of Window Trims, will display your Merchandise to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.

Read further about this wonderful Dry Goods Set

Hundreds of Trims. With this set over 500 original trade-pulling window trims can be made and at no time making any two alike, besides hundreds of standard and odd window fixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The NEW construction, the "Sunken Steel Socket," takes the place of the old construction. There are now NO Screws Screwing Into Wood. They will now last for many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautiful book of many captivating trims made with this set will be sent FREE with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made of thoroughly Kiln-Dried Oak, the metal parts of cold rolled steel; each YOUNIT is accurately machined to fit right and made interchangeable.

Our Guarantee. We guarantee to replace this set FREE of CHARGE any time within one year if it proves defective in any way through construction or parts not fitting satisfactory.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax non-scratchable finish.

Just ask the merchant who has bought a set of these fixtures with the (NEW CONSTRUCTION) what he thinks of them.

Price for the Full Set No. 119, \$31.⁵⁰ NET

Price for a Half Set No. 119 1-2, \$18.50

F. O. B. Hamilton, Ontario, Canada

Order thru your JOBBER OR DIRECT

THE OSCAR ONKEN Co.

No. 381 W. 4th Street, Cincinnati, O., U.S.A.

Quick Shipments. Address All Correspondence to Cincinnati. Send for Younit Catalog. Stock is also carried in CANADA, ENGLAND and AUSTRALIA



PATD IN UNITED STATES AND FOREIGN COUNTRIES

The Storage Chest. The 96 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.

Many Ads Exaggerated and Not Convincing

Prize Winner by J. A. McNabb, Was Convincing, Readable and Original—Many of Descriptions of Goods Suggested That Writer Had Never Seen Them—Strong Points and Faults.

IN his report on the ads. submitted to him by members of the Canadian Order of Display Men (originally C.W.T.A.), Mr. Eugene L. Beaupre, head of the advertising department of the T. Eaton Co., Limited, Toronto, writes:

"Judging the samples submitted from the point of first, selling quality; second, appearance; thirdly, typography; fourthly, originality of ideas, the one numbered 3, comes first, No. 4, second, and No. 2, third."

The names of the writers of the ads. were unknown to Mr. Beaupre, as each ad. was numbered.

No. 3, who won first prize, a gold medal, is J. A. McNabb, with Richard Hall & Son, Peterborough.

No. 4, who gets a silver medal as second, is J. McNichol, with Allan-Cumming, Moose Jaw, Sask.

There is no third prize on the list, but the honor of this position goes to No. 2, C. A. Hansford, with R. H. Williams & Sons, Regina, Sask. Thus two places out of the first three of a long list of entries, a record one for C.W.T.A. contests, were taken by western members.

Won All Four Points.

The advertisement which is reproduced here won the highest number of "marks" of any among the scores submitted. It was the best of Mr. McNabb's six, and indeed all of all succeeded in getting all four points on the

basis of which Mr. Beaupre—whose own advertisements enjoy distinction, not only in Canada, but in the United States—adjusted the entries. Several others won three, including those of the next two places. The point most lacking was originality.

"Selling Quality" First.

It will be well for ad. writers to note carefully the point on which Mr. Beaupre lays strongest emphasis. Selling Quality. Too often ad. writers set "appearance" first, just as window trimmers are tempted to value the artistic look of their trims more highly than their selling qualities. But the proprietor whose main purpose is to sell

XXXX - All four qualities *Out of the ordinary expression*

BARGAINS! BARGAINS! BARGAINS! IN EVERY DEPARTMENT DURING THIS OUR SEMI-ANNUAL MID-SEASON SALE

HIGH, LOW AND MEDIUM PRICED MERCHANDISE OFFERED AT A MERE SHADOW OF THE USUAL AMOUNT

WEDNESDAY, JULY 15th, is the Semi-yearly Out Clearing which offers Money Saving Opportunities not to be had at any other time of the year.

Silk Hosiery at Big Savings
 \$125 Silk Hose, pair 69c.
 \$300 Pure Silk Hose, pair \$2.29
 \$40 Lace Lisle Hose, pair 12c

Women's Combination Underwear
 Reduced
 \$3.69

Bed-room Furnishings at Sale Compelling Prices
 40c English Sheeting, yard 32c
 30c Plain Bleached Sheeting 23c
 Circular Pillow Case, yard 22c
 Hemmed Sheets each 97c, pair \$1.90
 18x36 inch Bath Towels, pair 24c
 Cotton Pillow Cases, French made and more as ours, 3 for \$1.00
 White Bed Spreads \$2.19
 \$5.50 White Sun Bed Spreads \$4.38

Good break in center.

WE HAVE THE GOODS TO BACK UP EVERY ITEM

THE PRICES AS HERE QUOTED ARE SO LOW THAT YOU ARE BEING NICHOUSLY LOW THEY ARE! NOT!

Men's Combination Underwear
 \$3.69

Men's Knit Sports Coats
 \$2.98

Men's Summer Coats
 \$7.50

Men's Combination Underwear
 \$3.69

Men's Knit Sports Coats
 \$2.98

Men's Summer Coats
 \$7.50

Three Notable Bargains in Rugs
 Axminster Rugs \$22.50
 \$50.00 and \$60.00 Wilton and Axminster Rugs \$39.50
 \$12.50 Hall Rugs \$9.00

Imported Bridal Sets
 \$25.00 Set \$12.50
 \$22.50 Set \$11.25

Bargain Table of Pure Linen Handkerchiefs
 \$39.50

Perfect Damaged and Soiled Summer Sun Shades
 39c

Much Wanted Staples Way Below Usual Prices

17 Inch Roller Toweling, yard 6c
 31 Inch Bleached Saxony Flannel, yard 7c
 45c Half Bleached Table Linen, yard 33c

72 Inch Pure Bleached Table Damask, yard 72c
 36 Inch Lonsdale Cambric, yard 12c
 Pure Bleached Nansook, yard 12c

Richard Hall & Son
 \$6.00 to \$20.00

Chintz and Curtain Nets Underpriced
 \$1.00 and 1.25 Curtain Nets, yard 50c
 \$5.50 White Sun Bed Spreads \$4.38

Mill Seconds in Linen Clothes at Mill Prices
 \$1.25 Black Fleur de Nice Satin, yard \$1.24
 \$1.75 Black Fleur de Nice Satin, yard \$1.74

Women will not want to miss These Sale Values in Seasonable Silks
 \$2.50 Chiffon Taffeta Silk, yard \$1.24
 \$1.25 Black Fleur de Nice Satin, yard \$1.24

Best ad. submitted in C.W.T.A. competition; work of J. A. McNabb, Peterborough, winner of gold medal.

This Prize Winner Had All Four Points

1—Selling Quality; 2—Appearance; 3—Typography; 4—Originality.

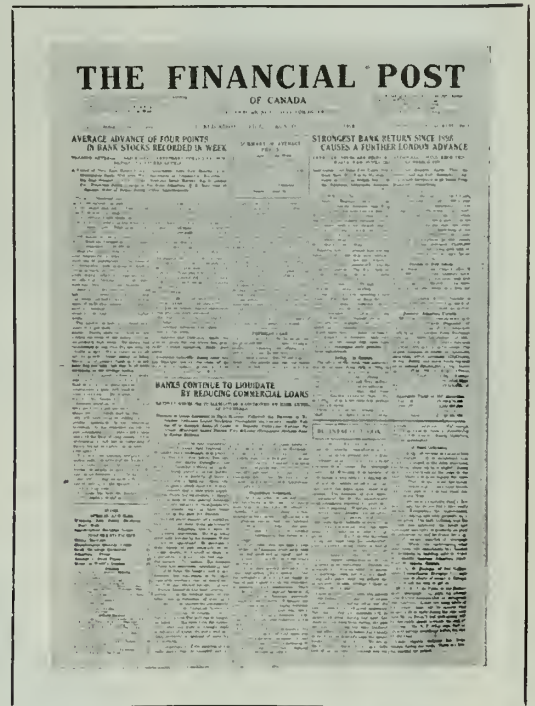
BEWARE OF FALSE PROPHETS

The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

WHY NOT HAVE THE FACTS?

The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its bymail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.



THE CANADIAN BUSINESS MAN

has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel!

LET

The Financial Post of Canada

serve you at least during the next four months.

Write for a free sample copy or

Sign ← the attached Coupon and return

to us with one dollar for four months, or if more convenient pay on receipt of bill.

Annual Subscription \$3.00 the year

Date 1914

To:

THE FINANCIAL POST
143-153 University Ave., Toronto

Dear Sirs:

Please enter ^{my} _{our} subscription to The Financial Post at the rate of one dollar for four months.

Name.....

Street or
Box No.....

City.....

WHY NOT HAVE THE FACTS?

D.G.R. V

goods will agree with the order given by the judge in this contest.

Indefinite or Exaggerated.

Two shortcomings are pointed out by Mr. Beaupre as applying to a considerable percentage of the ads. entered:

"In most cases the trouble was that there was nothing said that would indicate that the writer had ever seen the goods referred to."

This statement has reference to many of the descriptions of articles offered for sale which consist mainly of generalities, "good values;" "a line we were fortunate in securing," etc., etc., Samples of this will be given in this, and articles in the next issue of The Review.

No. 2—"Some were very apparent exaggerations and therefore not convincing."

This had reference to claims for goods, either as being worth \$5 and selling for \$1.50, say; or as being "the finest models ever shown in this city," etc.

The method employed in the judging was to take the six samples submitted and award each points, 4, 3, 2, 1, or 0, then add these up. The three highest turned out as follows:

First15 points.

Second14 points.

Third13 points

In commenting on the ad. shown above, almost a double page spread, but

one which could be worked out for a store that could not wisely afford such space, Mr. Beaupre said:

Good, Strong, Selling Talk.

"This is an effective and good strong, selling talk.

"Starting at the top you are told what the store is doing. "Bargains! Bargains! Bargains," and go on to the second line, with the most display of all. "Semi-Annual Mid-Season Sale," a pointed expression.

"From here you follow on naturally in graded type down the center, and are held by the interesting text. Take that expression 'a long hand reaches into every department of our stocks'—quite out of the ordinary expression, and one I have never seen used before.

Holding Descriptions.

"The type itself runs from big down, and is pleasing as there is not too much black and white contrast. The ad. is artistic and neat, and well balanced; real good commercial stuff.

"The display line stands out clearly for each item, then comes the descriptive matter and a prominent price figure. This descriptive matter is where a great many ad. writers fall down, but notice how pointed and crisp most of these are: 'Full 36 inches is this quality cambric, and bleached pure white, with a fine, close and soft finish, very even

weave and suitable for night gowns, slips,' etc.

"Take again the descriptive matter in the panel at the bottom on 'Elegantly made imported Summer dresses.'

"As a rule the descriptions are short and pithy, but even where there is a lot of talk it is usually right to the point and convincing.

"In the center that cut breaks the ad. and serves to hold interest in the whole page. It is quite appropriate 'The prices as here quoted may seem to you as being ridiculously low. They are, but—we have the goods to back up every item.'"

An example of an unconvincing description in another ad. was pointed out by Mr. Beaupre where shoes were advertised at \$1.50, and a description given that would have done duty for a \$5 pair. The man who wrote thus about a \$1.50 pair as the best ever, did not know what he was talking about, and probably never saw the shoes.

"As a rule, if you want to emphasize value, give a description of the goods that people will recognize them as extra value for the price. Don't hammer the price point, that you are giving \$5 goods for \$2. If they really are worth \$5 give a \$5 description of the goods."

Another ad. talked about what other stores were doing or not doing. "Say (Continued on page 72)

A Profitable Investment

An up-to-date figure will bring back the price paid for it many times over.

Evening figure, as cut, \$48.00.

With 1/2 arms and 3/4 bust, \$30.

It pays to be patriotic and let Canadian-made figures sell your gowns.



Made from Photo.

A. S. Richardson & Co.

Old and Tested

99 Ontario St.

Toronto

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

BY FRANK FARRINGTON

A Companion Book to Retail Advertising Complete

\$1.00 POSTPAID

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

THIRTEEN CHAPTERS

Here is a sample:

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

ABSOLUTELY NEW

JUST PUBLISHED

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

Technical Book Dept., MacLean Publishing Co. TORONTO

Better Displays Are Necessary



Just now with war influencing people to save their money, extra efforts are needed by the window trimmer to make more attractive displays that will create such a desire for possession that madame will forget economy. Such results are entirely possible with the help of the elegant Dale wax models which we have just completed for Fall and Winter trade.

A splendid form which can be used to good advantage at the present time is the Dale Waist Form here illustrated. Write to-day for catalogue fully describing our newest forms.

DALE WAX FIGURE CO.
LIMITED

106 Front Street East - - Toronto



French Wax Figures *Perfection at Minimum Cost*

PUT life into your women's clothing displays this Fall by using Hall-Borchert Wax Figures in your windows and throughout your store. No greater sales-producers can be found than really good French wax figures. Send for our new catalog of display forms, manufacturers' models, wax figures, wooden and brass fixtures—all the latest designs.

**Hall-Borchert Dress Form
Company, Limited**

*Makers of the Famous Hall-Borchert
Adjustable Forms*

41 Lombard St. - TORONTO



No.
1115

THE NEW NARROW SHOULDER COAT FORM

Just the thing to show the latest styles in coats.

Made in sizes 36, 38 and 40.

Mounted on	Price
11" black base	\$ 4.50
9" ox. copper base.	6.00
11" ox. copper base.	7.00
9" Eiffel base	8.00
On new nickel Tri- pod base	10.00
No. 1115, as per cut	7.00
On 8" round base	5.50

SEND FOR
CATALOGUE

**Clatworthy
& Son, Ltd.**
161 King St. West,
TORONTO



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.

MEN'S-WEAR WAR ADS.

THE following are extracts from the ads. of prominent U. S. firms in which they announce the relation of the war to stocks and prices:

Buy Early .

Hearns, New York: "This firm has conducted its business without interruption through three United States wars and many European contentions. * * Our experience is at your command (we have prepared for your wants), and we repeat that it is time to think and to act. Merchandise the United States imports, if needed by our customers, should be purchased now. * * There is an abundance of such in our August sale and clearances at special prices, and elsewhere throughout our many departments at our regular prices. We are fair with you; be fair with yourself and take advice on European merchandise. * * You may ask why we do not keep quiet and make the extra profit. * * Such is not our way. We plan for quick sales at moderate profits and thus retain your confidence."

Prices Will Go Up.

Strawbridge & Clothier, Philadelphia: "Fortunately, we have very large stocks of merchandise. It is our policy to anticipate demand long in advance, and, in general, to order deliveries early, especially in everything not depending upon

STUDS INSTEAD OF BUTTONS.

There is a movement among retail jewelers to induce shirt makers to use buttonholes instead of buttons in certain lines, especially soft fronts, in order to increase the sale of studs.

sudden fashion changes. There should be no hesitancy on the part of our customers to buy freely of merchandise needed now. In fact, there are many reasons for believing that present values will not be obtainable later on."

New Variety of Sherman.

The Hub, Chicago, uses the heading, "War Is Hell on the Consumer," and says: "The cost of commodities in this country is advancing by leaps and bounds. As usual, the consumer pays the freight. Importation of woollens has been absolutely shut off and clothing is bound to advance. The suit sales now going on here give you a chance to beat the increase in advance. We are selling smartly designed, full silk-lined blue serge suits at \$14.75 that have never been sold for less than \$25 and \$30. They are strictly high class. They are made right here in Chicago by a house that is renowned for quality, style and volume. The same qualities will cost from 20 to 30 per cent. more than \$25 and \$30 later on. Why not beat war prices in advance?"

MANY ADS EXAGGERATED AND NOT CONVINCING.

(Continued from page 70)

more about the goods and less about other things," was the criticism of this.

Christmas Lists With Prices.

Another ad. for Christmas had a long list, nicely arranged, of suitable presents for Christmas, a very nice and complete list; a list that everybody would find something in. But this ad he considered almost useless:—there were no prices mentioned, and tests had proven that Christmas lists without prices were almost useless.

In succeeding issues The Review will reproduce other ads. that were entered, and indicate favorable or unfavorable criticisms that were made upon them.



Smith Trading Co., Elgin, Man., has been succeeded by the Elgin Cash Trading Co.

J. A. Valentine, Lanson, Sask., general merchant, has been succeeded by Valentine & Kerr.

H. Leff, Port Arthur, suffered a serious loss by fire to his stock of dry goods and boots and shoes.

Fred C. Rogers, Fort Frances, Ont., fur merchant, has improved his store by a brick front and large plate glass windows and mirror sides and backs.

Judges' Report on Card Writing Competition

THE PRIZE WINNERS



No. 1.—First prize card winning gold medal in class 1 for most artistic pen or brush-lettered card, used for opening or special announcement. Won by James Jervis.

No. 2.—Second prize, silver medal, class 1. Won by Will Surman, Chapples Limited, Fort William.

No. 3.—First prize, silver medal, class 2, for the best plain lettered price-card. Won by A. W. Murdison, of R. H. Williams & Sons, Regina.

ON the left are reproductions of the cards which won first and second prizes in Class One and the prize in Class Two at the competition in connection with the Convention of the Canadian Window Trimmers' Association, now changed to Display Men. These were the unanimous choice of the judges from a large number of entries, and the reproductions, for the most part, bring out the merits of the original cards.

Nos. 1 and 2 were for opening or special occasion cards. No. 1 is a bright, snappy card, with clear inscription. The main part of the announcement, "Blazer Jackets," stands out boldly and is given strength by the use of an outline of a nice shade of tan, edging the black letter. The letters are of brush stroke, neatly executed. The illustration on the right is a pen and ink sketch done by the card writer, with a delicate water color background, which makes it stand out in relief. The figure itself is well chosen, illustrating the goods advertised in a free and easy style.

The second card was a strong contendant for first position, but lost its chance through the misplaced use of a bright green air brush wall which is scarcely visible in the illustration, but detracted from the legibility and artistic appearance of the lettering. While air brush work on such cards can be approved of to some extent, the tendency on a large number of entries was to "plaster" this on to the detriment of the whole appearance of the card and its practical value. The writer of this card has executed some of the best work published in *The Review* in the last few years and is particularly strong on the artistic use of illustrative cut-out figures. In some cards submitted by contestants, these figures were so large or so bright that they utterly dwarfed the lettering and lessened the effectiveness of the card as an unobtrusive "guide mark" to the merchandise.

The third card shown was the best of the price tickets submitted. The border was an attractive design of Christmas colors, red, green and gold, but good as this was, it constituted no handicap to other entries, as the prize was awarded irrespective entirely of this. It won from its simplicity, legibility and the neat prominence of the price. One of the strong additional features was the evident speed with which it could be executed, being of a brush stroke lettering of a type that lends itself to speed, and which after all, in most stores, is a valuable consideration in the turning out of price cards, especially for interior work, such as this evidently was.

Many of the other samples exhibited showed the price only, which the judges held to be a grave mistake. Such a card lacks the individual appeal, whereas the prize card draws attention with its definite wording to a special article, and carries with it a suggestive force that is nearly always lacking in a ticket with figures alone. The figures in this card are well executed; the lettering is plain black, and stands out very distinctly. The one which, in other respects, was next to this, had the price letters shaded, which put it into the fancy class, and in any case it was not as distinct, as the letters were crowded and ran into each other.

Judges:—J. C. Edwards, instructor in card-writing; H. C. MacDonald, Toronto, and H. H. Black, Dry Goods Review.

Odd Twists and Fancies in Men's Fashions

A NEW SOFT SHIRT COLLAR which is being shown for the Spring, 1915, trade is different in that there are no button-holes and the front lies low on the neck.

A CONSIDERABLE SHOWING OF BROWNS and burnt orange is to be noticed throughout the autumn neekwear displays.



This drawing illustrates a new "slide back" union suit which the Manhattan Shirt Co., of New York, will put out for next Spring. It will be made in a variety of fabrics of special design and every button will be sewed on by hand.

A NEW COLLAR BAG has been brought out for Christmas trade which has a base of leather and top of velvet. The latter is more flexible than a leather top.

A CANADIAN BUYER prophesies a strong demand for the black stripe shirt in England and in Canada as a result of the war and the loss of life that has taken place and still is inevitable.

THE PUGGAREE BAND on soft hats is becoming as weak a seller as the taper straw hat.

THE PNEUMATIC OR "CUSHION" edging on brims of soft hats promises to be a good spring seller. A cord is run inside the felt band.

SOME OF THE NEW LOUD SHIRT PATTERNS which are shown include large plaid checks, about two-inch size, in bright colors—bright pink and live shades of blue and green.

NEW MUSHROOM PLEATED SHIRT FRONTS are seen with floral patterns with small individual designs.

AN INVENTIVE GENIUS in the States has brought out a "Panama" scarf, showing in the pattern the continent of America and the new canal.

A LONDON TYPE of boys' overcoat is made in plain grey cheviots and has neither a belt at the back nor a strapped cuff.



Sample of a "war" tie brought out in U.S.

A NEW UNION SUIT gets rid of the ten or a dozen buttons in the front by having a little flap and one button. If this comes off there is an extra button hole so that a flat collar button can be used to close the suit.

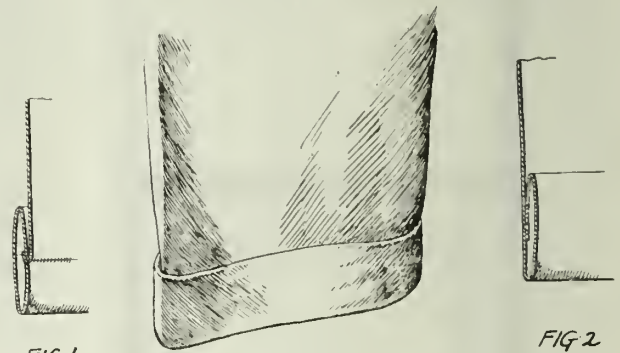
A MIXED SILK AND CORDAL overcoat has been brought out for Fall, the wool being black and the silk white. They are of the slip-on pattern, with Raglan shoulders, very full sleeve, no vest at back and lined with silk or satin.

IN ENGLAND THE BLACK SHORT COAT which is fashionable has one button and fits the waist closely. The lapels are long and wide, and no flaps on the lower pockets. The collar is very narrow. The vest is low and long and the trouser has a small shepherd's plaid pattern. It is slightly peg-topped and is not turned up.

A MILWAUKEE FIRM has invented a knitted collar for vests and coats which may be worn turned down or standing.

A NEW IDEA in closed crotch underwear is a gorepiece or gusset insert which extends through the crotch from end to end.

A TWO-BUTTONHOLE DOUBLE CUFF has been put on the market to replace the ordinary one with four-button holes. One of the advantages is that where the shirt is too long the cuff may be rolled back to suit.



there is no companion buttonhole that each has to fit into. It may also be lengthened, similarly, if too short. The sleeve part under the cuff is, of course, narrower to allow of the link joining the two holes.

FOR 1915 NOT ONLY are there soft collars again of the same materials as the shirts but there are also bow ties made of the same stuff; this is a distinctly novel idea.

IN THE CANADIAN TRADE there are now double cuffs for shirts made without starch. The principle is the same as the double stiff cuff, the arm of the shirt being attached to the centre of the cuff band leaving two free ends either of which can be used.

A NEW FEATURE OF SOME of the better shirts for Spring is the fact that the front pleat goes right to the bottom of the garment instead of being discontinued below the buttons.

MEN'S WEAR REVIEW

A NEW TYPE OF UNION SUIT is being brought out by a United States firm. It is a regular one with the addition of a knitted cuff below the knee, which holds the drawers down and does not bind the leg. The garter is held in place by loops on the cuff and does not touch the leg. The manufacturers of this garment say it is "intended for all-the-year-round wear; it is roomy at the knee, obviates any awkward appearance at the ankle, and keeps out the cold wind, because the cuff fits snugly about the calf."—Courtesy of Men's Wear, New York.



* * *

A POPULAR BATHING SUIT in England this year has been the two-piece of a solid ground with club colors as edging to sleeves, neck, skirt and trunks. A few tried shot-silk variations.

A VENTILATED CLOSED CROTCH has been brought out by the Newport Underwear Mills, which has "an elastic insert of ventilated cloth fabric" in the crotch. This allows the heat of the body to get out and prevents the perspiration that hardens the crotch part.

A WELL-KNOWN NEW YORK clothier picks as the styles in overcoats "the modified Balmacaan and form-fitting, short, double-breasted coat."

A NEW TYPE OF COLLAR seen in England is a stand-up with small wings, and a flap extending along the bottom except for a couple of inches in front, to conceal the tie band.

A "BACHELOR OUTFIT" has been designed in the form of a leather bag with separate apartments for collar buttons, scarf pins, etc. These are equipped with needles and thread and buttons, a very handy combination.

THE WIDE TROUSERS now used in England must be discarded if the close-fitting frock coat comes in to replace the morning coat as many think probable.



Patriotic Window in Honor of Winnipeg Soldiers

THIS window was trimmed in honor of the Winnipeg soldiers as they were leaving for the front, and is the work of Gerald R. Macgregor, for the Hudson's Bay Co., of Winnipeg. An officer of the 100th Grenadiers described it as "one of the best patriotic displays" he had seen and very appropriate, and beyond criticism. He further declared that it was an inspiration to those who saw it, and carried a strong appeal to every man.

"The floor of the window," as Mr. Macgregor describes it, "is covered with a large Union Jack, and one is draped at the back as well. On the right is the French flag, with the Canadian draped on the top, and in the centre the Belgian and Russian. The King's picture and the figures represented Britannia and Liberty." Both these figures are very gracefully draped, while the stacked rifles at either side add a military air. The window card reads "For King and Empire." Owing to difficulties in photographing the whole window, it had to be taken in two parts.

Indications are that Spring Hats Will Cost More

English Manufacturers Claim Ability to Supply all Former Needs But at Higher Prices—Lower Crowns in Straws and Black Bands in Soft Hats Strong.

From interviews with buyers



STYLES FOR SPRING, 1915.

The top hat comes in Leghorn, Bangkok and Panama. The second shows the contrast in colors carried out in a narrow strip along the brim. Fried, Grills & Co., who are showing these lines, are strong believers in the Alpine block for the best trade.

SAMPLES of straws for the Spring trade are now on the road, and it looks as though $3\frac{1}{2}$ by 2 will be the big seller, although $3\frac{1}{4}$ and $3\frac{3}{4}$ will be in demand, but only in back towns. The $3\frac{1}{2}$ has taken the place of the $3\frac{3}{4}$, which had its day, only running for a few weeks, during which season it could not be secured fast enough. It was significant that the merchant who asked early this year for the high crown, bought low crowns when he came to buy his second supply.

Black Trimmings Popular.

Trimmings will be much the same as this year, though they will be a little fancier. Very little colored trimming will be worn, and blacks will predominate. Braids for straws are imported from China, and may be more difficult to secure with the present unsettled conditions.

Panamas, particularly in smart young men's stuff, have had a very large sale this year, and it is predicted the sea-

son will be a big one yet, particularly in fancy stuff.

Blues Strongest in Softs.

In soft hats, Alpine blocks will have a big demand, even among the best-dressed young men. Lighter contrast trimmings will be in vogue for Spring. As far as can be learned, the dish brim is passing out of favor. Better class men are asking for smart ultra stuff, and blues will be in biggest demand, although greens and darker shades are coming along strong.

Hats are going to be higher in price without a doubt, and considerable difficulty will be experienced in securing stocks from Europe, except England, whose manufacturers advise that they will be able to fill orders, although the cost may be a little higher. The Austrians, who have led the world in velours, will lose their trade entirely. Felts from Germany will be missing. Trimmings are also imported from that country.

Stiff Hats Slow.

Stiff hats have been slow, and the only thing that will produce a revival is something decidedly new. Young men are looking for it, and will not buy until they see a decided change. The trend for Spring is in the direction of high crowns, tapered to a real bullet shape, with heavier rolls.

In the past six months the demand for caps has been slow, due to the big demand for soft hats. It is picking up a bit now, and some sorting is being done for Fall. Styles are tending along the same models, banded caps being most in favor. There is being shown now a four-piece crown, with large button. Broken checks and quiet patterns are in biggest demand. Little rough stuff is selling.



DYESTUFFS UNCERTAIN.

Canadian Manufacturers Likely to Find Difficulty Here.

A circumstance which is going to present a serious problem to the trade is the fact that Germany makes 75 per cent. of the world's dyestuffs. The quantities of this used in the manufacture of hosiery, gloves and sweater coats is sufficient to make the Canadian dealer

wonder where it is to come from. The German Government is allowing dye-stuffs to leave the country now, but English warships may object, and insurance is so high, that it is a question whether manufacturers can get it out or not. In any case this is likely to affect the price of highly-colored sweater coats, or to make it impossible to get them at all.



From the Fall lines of E. A. Mallory. The top one, an Alpine block, looks strong also for Spring.

Many New Features Showing in Spring Shirts

Moderately Priced Lines to Be Strong, But Some New Novelties—Double Lengths in Sleeves—Reversible Soft Cuffs—Soft Collars Without Buttons and Ties of Same Material—Silk Fronts and Cotton Bodies, Etc.

CANADIAN shirt manufacturers are now directing attention to the Spring business, and some of the travelers are already on the road with the samples. While there are a number of new and interesting features which are to be noted in the new garments being shown, the strength of the Spring lines will be in staples, with the idea that there will be a stronger demand for the more moderate priced lines.

Generally speaking, the feature of the Spring lines, as predicted, is a continuance of the high colors, in the wearing of which the continental influence, which has already had its effect in the American cities, is shown. Colors are for the most part, however, confined to patterns rather than to backgrounds, and there are strong showings of stripe combinations in which blue, pink, red, and green predominate.

Cross Stripes are Weak.

An outstanding feature of the Spring lines is the weakness of the cross stripes which have been so popular during the past couple of seasons and there is also an absence of the cross pleats.

The pleated fronts, however, are holding their own remarkably well and in this connection there is a new feature in a combination of pleat and stripe, the stripe being left plain and the white space between pleated; this brings a narrower pattern into the front than is seen in the body of the shirt.

Two Length Sleeves.

One of the big Canadian manufacturing concerns has introduced a new fea-

THE NEW FEATURES.

Ranges with sleeves of two lengths in the size.

Soft collars without buttons in self materials.

Bow ties same material as shirt and collar.

Silk fronts with bodies of cheaper material.

Sport shirts with new fold back collar.

Front band extended down full length.

Garments sold in envelopes of waxed paper.

A reversible soft cuff.

High colors continue in patterns.

Pleated fronts still strong but no cross stripes.

Strong showing of moderately priced garments.

Weakness of cross stripes and cross pleats.

ture which promises to become very popular in the trade. This is a range in which there will be garments with different length sleeves. This has been one of the weak points of the ready-made shirt. There is the business man who may desire to have the length so that the cuff will be shown at all times, while others will want a shorter sleeve for the reason that their employment may be responsible for the band being easily soiled. Again there are different opinions as to the length of the coat sleeve. With the different length sleeves the retailer should be in a position to much more readily supply the demands of his

customer and give more general satisfaction.

A Double Soft Cuff.

The continued popularity of the soft cuff on shirts for all times of the year has led to an innovation in a double soft cuff which is on the same principle as the double stiff cuff which has been displayed in the trade for some time. The bottom of the sleeve is attached to the center of the cuff band rather than to one side which allows two wearing ends and a double exposure.

Collars and Ties of Self Material.

A feature of the Spring lines will be an effort to revive the popularity of the soft collar which is being made in the same materials as the shirts. A new idea is a collar without the button holes. Instead of being held up by the pin or cross tape as in the past, the ends will be loose, and the collar will lie flat at the front.

An entirely new idea with the soft collar will be ties of the same material which will usually be tied in bows.

Another new idea which we have seen in the Spring shirts is to continue the front band down the full length of the garment instead of only so far as the row of buttons.

Some Novelties.

The demand for a silk shirt has led to something new in a garment with a front of silk and the body of cheaper material, which, however, will have the same pattern and the same coloring as the front. A special effort is being made



SAMPLES OF SPRING SHIRTS.

Here are some of the new things brought out for the spring trade. The one on the left is shown in a candy stripe; it is retailed in individual envelopes of waxed paper. The pleated front is new in that the pleats are only between the stripes. The new collar, without buttons, is shown in the same material as the shirt and also a bow tie of like material which is unique. A shirt for the holiday trade with special box is shown; it has a silk front and body of cheaper material in the same pattern. Shown by Tooke Bros., Ltd.

to put this garment into the holiday trade and it will be sold in appropriate individual boxes.

High class shirts will also be sold in envelopes of waxed paper, which prevents anything in the way of soiling and leaves a good impression with the customer.

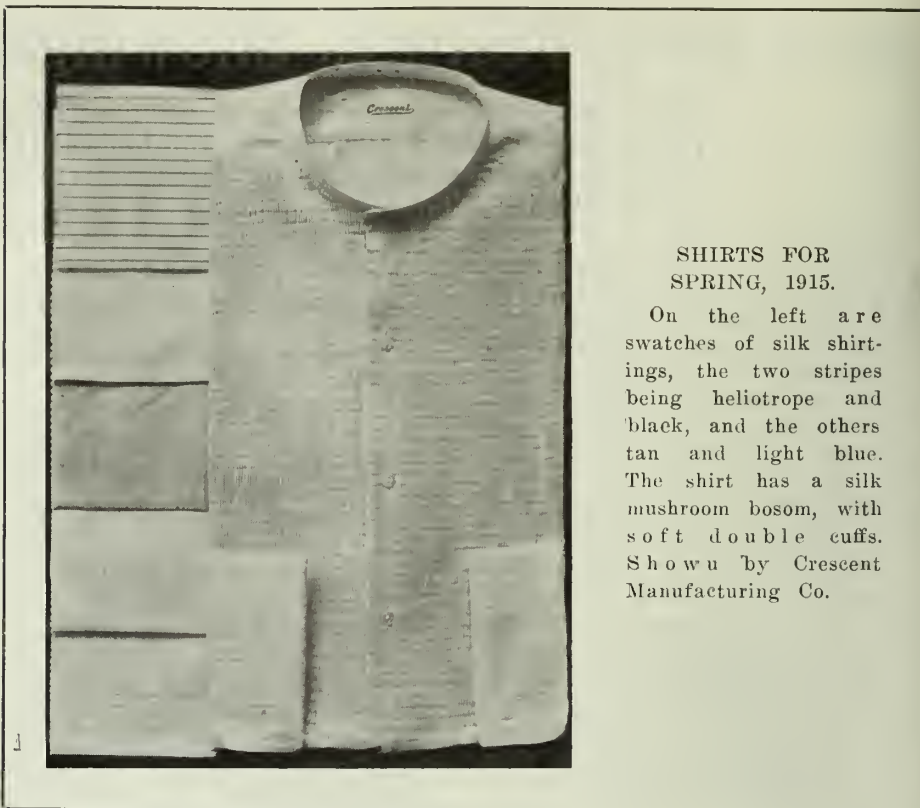
Sport shirts for next Summer are being made with the new convertible collar which can be folded back, leaving the neck open, after the fashion of a coat or sweater. This garment has a breast pocket.

Some New Collars.

There will be a number of new collar shapes displayed which will be in plain and madras. The latter will continue its popularity next year and there will be some new designs and patterns. It looks like a continuance of the open and long pointed shapes but it is yet rather soon to predict definitely.



McNaughton & Green, Sudbury, have opened a stock of men's furnishings and groceries.



SHIRTS FOR SPRING, 1915.

On the left are swatches of silk shirtings, the two stripes being heliotrope and black, and the others tan and light blue. The shirt has a silk mushroom bosom, with soft double cuffs. Show by Crescent Manufacturing Co.

Bigger Business for Canadian Mills Due to War

Government Orders and Extra Demand for Hosiery—Choice of Lower Priced Underwear for Spring is Public Fancy from Sense of Economy—Silk Fibre on Hand.

THREE things will determine the amount of knitted goods sold this Fall: the war, the weather, and the disposition or ability to buy first. The war has had the effect of eliminating certain German lines from the market, diverting this business to Canadian and British houses. Secondly, those who are observant declare that this will be an early and severe Winter. Thirdly, there will be a disposition not to buy heavily for a time at least.

Retailers have stocked well in a better grade sweater coat. This is rather unexpected, and the only explanation to be offered is that they carried over a large stock of medium and low-priced coats. The demand will be chiefly for plain colors, and not for the red and green stripes which used to be so popular. Greys are an easy first, navy second, followed by maroon and brown. The pull-over sweater is not so popular. The big coarse-knit coat is in favor. This business is pretty well controlled by Canadian firms. German goods that will be missed are shawls and boys' jerseys, but these supplies can be secured in England, while Canadian firms have also been entering the market.

The price of underwear is not affected

much by the war as yet. Our own factories are able to take care of this business. The war will make a difference if it continues, however. Manufacturers report that the price of wool has advanced, and they cannot replace goods for next Fall at prices secured for next Spring lines. Wool is costing 3 cents per lb. more now owing to increased ocean freights and insurance.

The Dominion Government has placed orders for an enormous amount of underwear and socks for the troops, which has helped to keep the mills running, and in some cases mills shut down or very slack, are running again. Wholesalers express the opinion that woolen socks might be scarce before the Winter is over. Retailers have ordered woolen hosiery almost up to the average. Orders were few earlier in the year, and a rush is expected between now and December.

For the last two years the public has shown a tendency to buy lighter weight stuff. There is another tendency now to buy cheaper goods, though not too cheap. All Summer there has been a tendency to economize. A dollar suit of underwear is good enough, whereas a year ago it was "Let me see the best you've got."

What has been said about underwear applies equally to men's and women's.

For the past two years, reports a large Toronto retailer, about ninety per cent. of their hosiery business has been in black cashmere. Cotton, silk and lisle hosiery will be seriously affected by the war for Spring business. Chemnitz, in Saxony, is the great centre for ladies' hosiery, and this supply will be entirely cut off. There will be little change in prices except on lines, the yarn for which is imported.

Samples of silk fibre hosiery were submitted to Toronto wholesalers a week before the war. The announcement was made shortly afterwards that these had been withdrawn from the market. American manufacturers have a large stock of this yarn on hand, and should be able to supply for the Canadian market what cannot be secured here.

As regards other lines of hose, the war could not have happened at a more opportune time for Canadian manufacturers. One firm had recently doubled its capacity and come on to the market with several new lines, competing with the Germans. Another mill has just started to manufacture the very goods that were cut off by the war.

No Dyed Hosiery Deliveries After Christmas?

National Association Executive Take Stand as Result of Scarcity of Dye Stuffs—Lots in Germany but Shipments may be Held up by British Fleet—No U. S. Dyes for a Year.

PHILADELPHIA, Sept. 14. — The knit goods situation was threshed out thoroughly at a meeting of the Executive Committee and Advisory Board of the National Association of Hosiery and Underwear Manufacturers. The lack of dyestuffs was considered the most serious obstacle in the way of business, and it was decided to take no orders for the delivery of dyed hosiery after January 1, as stocks of dyes were getting low. A statement was issued in which it was declared that no immediate relief could be expected in the dye-stuff situation, and domestic dyestuff manufacturers showed it would take at least a year to start any plants for their manufacture, and then only at an outlay of immense capital and some time. Even then only a limited class of colors could be produced. Furthermore it is problematical, if any dyestuff can be imported during the progress of the European war, or for a considerable time after its termination, and in any event prices will be advanced enormously, it was therefore

“Resolved, That it is the opinion of this meeting that the hosiery manufacturer should take no orders for dyed

hosiery for delivery beyond Jan. 1, or beyond such time as the stock of dyestuffs of the individual manufacturers will last. Furthermore, that our customers be advised of these conditions, and they are recommended not to commit themselves to deliver any dyed hosiery which is not in their possession on or before January 1.

“Consequently, owing to these conditions existing, it seems that bleached white or undyed hosiery will, of necessity, be the prevailing color for all hosiery for next Spring and Summer.

“At the morning session it is also understood that every possible phase of the situation received careful attention, and it was the judgment of all present that the future was decidedly uncertain, and that it behooved every manufacturer to move very cautiously. The yarn market alone presents a problem worthy of consideration, and with the uncertainty of obtaining sufficient dyestuffs, the manufacturers’ troubles were considered to be of a weighty character.”

Manufacturers stated that in Germany there were big supplies on hand, but England might interfere in the shipment of these goods. A representative of the Berlin Aniline Works, stated that the German Government was making every effort to ship merchandise to the seaport—Holland, Denmark and Sweden, and to have the goods transferred in neutral bottoms, but that there was nothing definite which he could state. He claimed that the supply in Germany is sufficient to last manufacturers in this country for almost a year. As far as he could learn plants in Germany were being operated in part and that, while they were not remitting money on sales made, they are making arrangements to transmit it in a round-about way. He declared that if he were a manufacturer he would not sell goods to-day to be delivered six months from now on the indefinite basis of receiving supplies. He also stated he knew nothing about prices because factories are partly closed down and a good deal of the raw material has been used for other purposes, particularly for explosives by the Government.

Representatives of dye works claim they were operating to a certain extent, but that the prospect of securing domestic dyestuffs is very small.

It was stated that manufacturing in the United States could not be undertaken before one year.

GEORGE E. PEARSON,

Member of the MacLean Publishing Co.’s editorial staff, Toronto, who goes to the front with No. 1 Company Princess Pa-



tricia Light Infantry. Mr. Pearson is a splendid type of man and has many warm friends throughout the country.

The Princess Patricia Light Infantry, which is now recruited up to its full strength of 1,000 men, will be the first Canadian force to leave for the front.

The regiment is practically all composed of veterans, either Canadian or British, who have seen active service. They present a splendid appearance, and will undoubtedly create a most favorable impression on landing in England. Before crossing the channel the regiment will probably be given a little further training at Aldershot or Salisbury Plains.

After reviewing the Princess Patricia Light Infantry the Minister of Militia, Col. Hughes, sent a cable to Earl Kitchener stating that there was no finer regiment to be found in the world.



WORSTEDS IN SMALL SUPPLY.

Manufacturers are chary of committing themselves on prospects for cloth deliveries. It is known, however, that some of the largest in the trade have had to lay off cutters for lack of material so that the necessity of using more Canadian and American textiles appears quite likely. The supply of Old Country tweeds is ample for some months, but that of worsteds is reported to be rather low. Prices will likely be affected by the probable shortness of supply and increase of first costs to the manufacturers.



Boy's double-breasted ulster with stitch-down cuffs, and centre back vent. Buttons close to neck.

The Future of the Closed-Crotch Union Suit

PROBABLY the greatest legal controversy which has ever stirred the furnishing goods trade world, says "Men's Wear," New York, is that one which for the past several months has centered around the form of union suit which has been denominated by the various makers the closed crotch. Letters patent covering this invention have been the subject of a prolonged controversy between the manufacturers and sellers of underwear throughout this and some foreign countries. Many manufacturers have become involved legally, and wide publicity has been given to the various aspects of the controversy in the news and advertising columns of trade papers everywhere. As a result the closed-crotch idea has gained a vast amount of publicity for which it has not been compelled to pay advertising rates. It is safe to say that this publicity has been a very potent factor in the sale of garments embodying this feature. It may also have resulted in causing many manufacturers who never before made such garments to engage in their manufacture, though each has tried to avoid possible litigation by modifying his designs to an extent that he feels safe in producing them and selling them to the trade. The earlier history of this feature is somewhat obscure. Like all controversies involving patents, more than one claims to have originated the idea, and often some feel that the one who succeeds in getting letters patent from the government is not rightfully entitled to them. The original idea underlying this feature may be traced back to 1906, at which time Wm. A. Meredith is conceded by many to have conceived the idea of a closed-crotch union suit. The business development of the idea did not begin, however, until some time later, when a company was organized to sell union suits embodying this feature. The first advertisement which appeared in a trade paper was in March, 1910. This marked the beginning of the publicity which has been so great a factor in the growth of the business.

Almost a year before the appearance of this advertisement the first order for union suits embodying this idea was recorded, and the first patent was granted a few weeks before this first sale of the new garments was made.

As the merits of the idea became known, and as the advertising became more intense, others entered the field, until to-day there is scarcely a house making union suits in this country but

what makes suits embodying this feature.

Comments of the Retail Trade.

Notwithstanding the growth and development of the business on union suits embodying this feature, and the many advocates of the merits of the "closed-crotch" idea, there are those who believe that these merits are magnified by the publicity given this line. Notable among these is the head of one of the leading men's stores in the country, situated in Chicago, whose clientele is among the best that exists. He says that his experience handling the closed-crotch union suit confirms him in the belief that the chief merit of the idea is in the amount of printers' ink used to promote sales of the various lines in which it is embodied. This buyer said that the business with this line has been so unsatisfactory that he had about decided to abandon it, except possibly in the basement department. The statement was made, and confirmed by the salesman who handled the greater part of the union suit confirms him in the belief call a day has been received for "closed-crotch" union suits; that in most cases he was able to sell them the regulation open-crotch garments, and that an infinitesimally small percentage of sales were lost by not having "closed-crotch" suits in stock. He also asserted that after closed-crotch union suits were sold many of the purchasers returned them or asked to have them changed into the "open" kind.

Conversely, another leading buyer of underwear stated that 50 per cent. of the union suit business is done on the

"closed-crotch" varieties, and it was his opinion that this style is the greatest improvement ever made in modern underwear.

Another expressed the opinion that while the business in this line is growing greater all the time, because of the merit of the idea, it was not yet perfected to the highest possible degree. Complaints of too much material in the crotch have been made by wearers, while some take the ground that it is more difficult to be fitted with the "closed-crotch" kind of union suits.

Very Favorable.

The consensus of opinion as expressed by underwear buyers in New York indicates that the future of the closed-crotch union suit is considered very favorable throughout the retail market. All of the buyers interviewed on this subject in that city displayed a great deal of interest in this style of underwear for men, and predicted that its popularity would increase steadily each season. Its success, they say, is already an established fact.

Boyd Payne, furnishings, hosiery and underwear buyer for Browning, King & Co., said: "There is no doubt in my mind but that the closed-crotch union suit is here to stay. Our closed-crotch union suit business in our eastern stores at present closely approaches 50 per cent. of our entire underwear business in these stores, while in our western stores more than 65 per cent. of our underwear business is done on closed-crotch union suits. The old-fashioned open-crotch union suit in all our stores has been completely displaced by the closed-

Message from Valcartier Camp

Valcartier Camp, Quebec, Aug. 30, 1914.

The C. W. T. Association,

Gentlemen:—

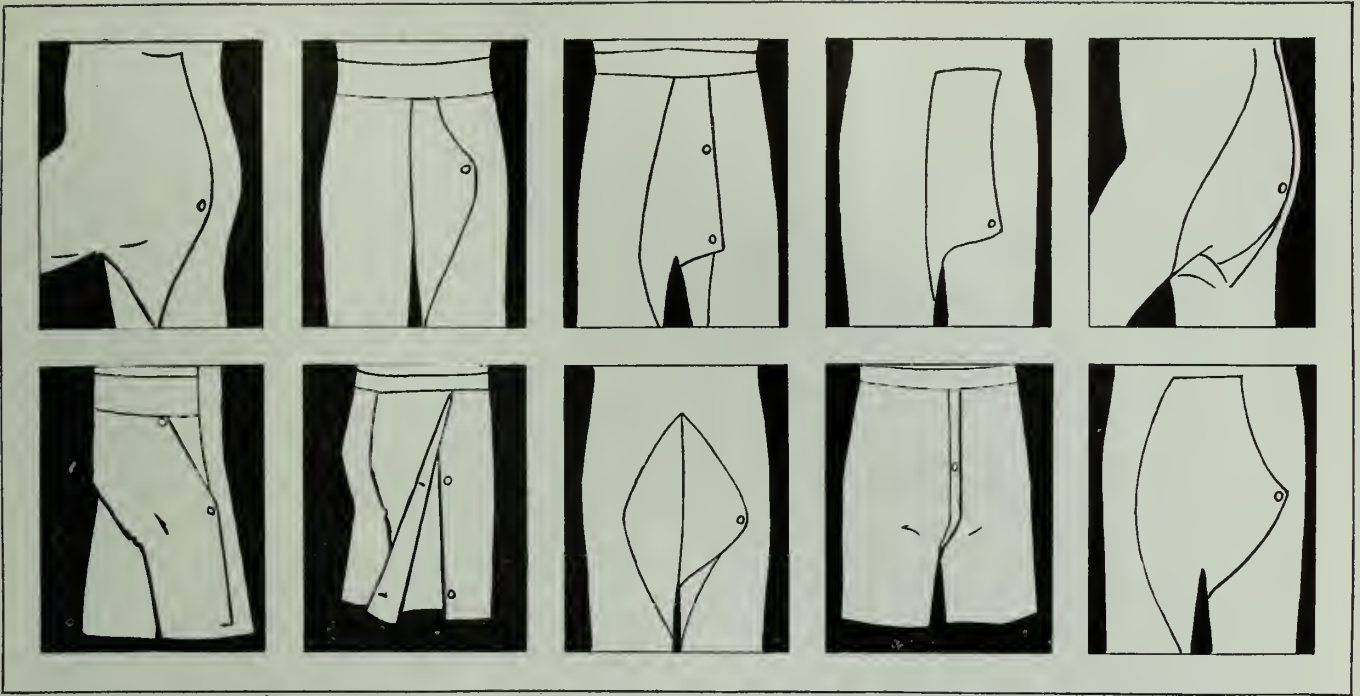
I regret being unable to be present at the recent annual August Convention, my absence being caused by my joining, on the call of my native land, the 72nd Seaforth Highlanders now in the camp en route for the front. I trust you had an instructive and very pleasant time and that the Association will grow stronger each year.

Trusting that I may have the pleasure of being with you all again next August,

I remain,

Yours sincerely,

E. G. MEADOWS.



Sketches of ten various forms of closed crotch union suits now on the market. Courtesy of Men's Wear, New York.

crotch garment, and our business on this latter style of garment is increasing all the while at the expense of a proportionate decrease in our two-piece underwear business. To my mind, the closed-crotch union suit is the only thing, and it has taken the place of the old open-crotch style, which we do not carry at all now, just like the coat shirt has replaced the old-style open-back shirt. The closed-crotch union suit is growing more popular all the time, and after a man

has once worn and become accustomed to that style of underwear he prefers it to anything else."

The assistant underwear buyer for one of the largest department stores in New York said: "Our business on the closed-crotch union suit is increasing about 10 per cent. each season, and we believe that its popularity is going to continue to grow until it has become one of the most important styles of underwear for men on the market. Al-

though the West took up this garment first, and still leads other sections of the country in closed-crotch union suit business, the East is becoming a greater factor in the distribution of this style of underwear all the time. The sizes and measurements of the closed-crotch union suits now being made by a big number of manufacturers are so nearly perfect that it is an easy manner to satisfactorily fit any man.

Merchant Writes a War Poem Every Night

THE patriotic war time poem, "Canada Awake," which is here reproduced, is but one of many from the same pen since the outbreak of the present war. The author is T. R. Gaines, of Montreal, manager of the Vassar store for ladies.

Mr. Gaines tells The Review that he has written a poem each night since the declaration of the war, dealing with some phase or feature of the campaign which appeals to him. He has written of the glories of the Empire's history, of the world duty upon the shoulders of those of British blood, of the heroes at home—the wives of the men at the front—and of the awful responsibility which lies at the doors of those who have plunged the world into blood. The strongest are those which look upon war-

fare from the more socialistic standpoint, seeing beyond the glory of victory or the disgrace of defeat, the wanton destruction of human life.

The writer of these impelling verses is not a poet—or rather had not been. He explains that his work has been largely a matter of inspiration, and that he has written something each night since the war began—always based upon some inspiration from the developments of the day's news from the front, or some incident in his own experience. With the idea once grasped, he states that it is only the matter of a few moments to write, and that he notes improvement in his work as the days pass.

Mr. Gaines is having his poems put out in card form, and proposes to issue a small volume later.

CANADA, AWAKE.

Canada, awake! a mother calls in troubled tones to you,
Grim danger threatens, a finger points and shows what you should do.
Duty is beck'ning, take instant heed, tomorrow may be late,
Darker still clouds grow, perhaps, on you depends a nation's fate.

Mighty is your strength, go gather all your sons to join the fray,
Do not falter now, Old England calls on you for help to-day;
Flash the answer forth, we hear thy cry, thou need'st not call again,
Canada will show, by mighty deeds, thy call was not in vain.

When dark clouds lift up, when war is past and gone, and peace is here,
Thy reward is sure, thy deeds a mighty Empire will revere,
Ne'er will she forget, the lion-hearted men from thy fair shore,
None could be braver, descendants from their fighting sires of yore.

Hist'ry, too, will tell, of battles great, in which thy sons engaged,
How val'rous were they, when bursting shot and shell around them raged,
How they helped to win, the Nation's final war-destroying fight,
Bringing mankind peace, establishing forever Britain's might.

Copyright, 1914, T. R. Gaines.



MacLean Publishing Co. in New Quarters

AT the end of August the offices of the MacLean Publishing Co. were moved into the new building, which has been in course of construction for the past year. The above illustration shows the present plant of the MacLean Publishing Co., the new building to the front and left, the old building to the rear and right of picture.

The old building was built a little over four years ago, being used for business offices and the mechanical departments as well. Capacious enough to house the organization comfortably at the time of its occupation, this building ordinarily would have served as the home of the MacLean Publishing Co. for many years. The aggressive policy of the company, however, led to unprecedented expansion, each of the fourteen papers composing the "MacLean group," showing a rapid growth. The staff necessarily grew until the building was found quite inadequate and accommodation had to be found outside for some departments. The erection of a new building on the north-west corner of the lot was then started.

Under present arrangements the new building is occupied by the editorial and business offices. The ground floor is occupied by the business, accounting, circulation and subscription departments, together with the offices of some of the executive officers, including the president, Col. MacLean. The floors above are occupied by the staffs of the various papers, including the business managers, editors, advertising men, advertising copy writers and artists. The old building will from now on be given over entirely to the mechanical and stock departments.

The new building is the result of very careful planning. It is airy, well-ventilated and, above all else, light. There are thirteen large windows on each floor, so that the space within is flooded with light and the facilities for ventilation are equally unexcelled.

For the convenience of visitors the location of the various papers may be given as follows:

First floor (above ground floor).—On right; Canadian Machinery, Power House, Canadian Foundryman, Marine Engineering, Dry Goods Review, Men's Wear Review. On left; Hardware and Metal, The Sanitary Engineer, Bookseller and Stationer, Printer and Publisher and Canadian Grocer.

Second floor.—MacLean's Magazine, The Farmer's Magazine, The Financial Post, Ad. Service and Art Department.

Friends of the MacLean papers are cordially invited to visit the new headquarters of the company.



View of Grounds and Lake, Canadian National Exhibition.

Canadian National Exhibition as a Business Tonic

Crowds in Attendance for Entertainment, the Diversion Needed to Dispel War Gloom and Bring Sunshine—Optimism of Minister of Trade and Commerce—Description of Exhibits That Drew Admiring Attention of Hundreds of Merchants.

IN other years the Canadian National Exhibition has been heralded as a great educational meeting-place for members of the dry goods trade, where not only processes of manufacture were revealed in helpful detail, but where facilities were afforded, unrivalled in some respects, for coming into intimate touch with extensive displays of the newest lines in ready-to-wear garments, both for women and for men, and dress fabrics skilfully draped, with furnished rooms that revealed the most modern development in interior decoration, hats, furs, rugs and carpets, men's furnishings, boots and shoes, and a score of other lines where style and novelty play so important a part.

But the Exhibition of 1914, while affording in undiminished variety and excellence the services of past years, has exercised an even more important function, if the novel part may so be termed. It has gone far, if The Review has read aright, to dispel the gloom, distrust, uncertainty, pessimism that for a whole month seemed to have settled upon the public of this as of other provinces.

The Exhibition of 1914 has proved a sore-needed tonic for the general public

as well as the business life of Ontario, and to a less degree of Canada.

A Broad Smile.

War, war, war permeated everything. The people went about with set faces; Canadians just come from London, so near the scene of warfare, were struck by the seriousness of our daily aspect. Business became sluggish, confidence had well-nigh vanished. But the C.N.E. showed a people throwing off care and with a gladsome spirit seeking entertainment in an army of 100,000 and more in a day. The Exhibition of 1914 was a broad smile waking itself across the sombre countenance of the people of this country.

Were not the figures inspiring? On Children's Day, 105,000, the largest ever; on the Saturday of that week, Hamilton Day, 115,000, the most people there ever were at the "Fair" on a day of the first week. And Labor Day with 135,000!

Be Of Good Cheer was the inspiring message it bore all those two weeks. The result can hardly help projecting itself with beneficial effects towards a more hopeful business life and greater buoyancy in every circle of society.

A Chance for Manufacturers.

The inner personal life of the Exhibition—the behind-the-scenes experience is met with at the directors' luncheon gatherings, when experiences, mistakes, lessons and future plans are given expression to with a heart-to-heart frankness. But this year these assemblies were devoted to a series of confident analyses of business conditions that backed up effectively the positive results of crowded thoroughfares and attendance figures. Quite worthy of mention was an optimistic pronouncement of Sir George Foster, Minister of Trade and Commerce, that this was no time for despair, but for seizing upon the great opportunities that lay open to Canadian manufacturers to go after a portion of the foreign trade—amounting to \$2,420,000—that had been held by Germany in the year before the war. This was now open to three nations—Great Britain, the United States and Canada. "Do you want markets, you manufacturers? Then go after them." In the face of these opportunities it was the duty of labor and capitalist, of employer and employed, to set their heads together and by proper co-ordination and organization to go after these markets. "Let us be of good

courage," said the Minister. In this way patriotism could find its expression in patronizing the home markets. The manufacturer should buy his raw materials, where obtainable, in Canada, even at a slightly increased cost. The Canadian consumer should see to it that he bought the Canadian product. For the time being the employer could afford to lose his profit, the stockholder relin-

quish his dividend, and the employee accept a little less wages.

Canadian-made Goods.

There was another note struck at the luncheon on the same day, and destined to a frequent repetition in the speeches, displays and advertising of the following week. This was the Trade-in-Canada or Empire-made sentiment. "There was a limit to warehouse capacity as

well as bank credit," said E. G. Henderson, president of the Canadian Manufacturers' Association, "and the people in Canada could help the situation by purchasing, where practicable, Canadian-made goods. There is not a manufacturer in the Dominion of Canada who is not prepared to sacrifice profits, who is not prepared to sacrifice dividends, who is not providing means that men may be kept in employment."

Shoe Prices May Hold While Leather Lasts

President of Big American Firm Predicts an Advance of \$1 Per Pair—Some Manufacturers Taking Orders at Old Prices, and Others Working on an Open Basis Until Time of Delivery — "Sales" for the Present.

PREPARATIONS must be made for higher prices for shoes. This is the direct result of the war and the action of the European countries engaged in the conflict of placing an embargo on the exportation of hides. It will be the effort of manufacturers, however, to delay the increases so long as conditions will permit.

The extent to which prices will advance is problematical. The head of one of the largest manufacturing concerns in America is given as authority for the statement that the present outlook is for an advance that will mean a dollar a pair in the retail trade, and that with a continuance of existing conditions the advance is likely to be more.

The seriousness of the leather problem may be realized to some extent when it is stated that seven-tenths of the calf skins used in the shoe trade in the United States and Canada are—or rather have been—secured from Europe, and at present this source of supply is entirely cut off. Practically all the uppers of men's shoes are made from calf and the majority of women's; other skins which are used for uppers are practically in the same position.

The advance in price in the trade of calf skin has been 5c a foot, and there has also been a big increase in the prices for sole leathers, which have gone up 2c to 3c a lb. These figures are from the manager of one of the biggest shoe manufacturing concerns in Canada, but they are not confirmed by the tanners—one of the big concerns making the statement that while there are material advances they did not care to give definite figures at the present time as the market is in a very unsettled condition. Supplies are very hard to secure.

No Basis for New Orders.

There is no definite basis at present

on which orders can be taken on account of prices having been withdrawn by the tanners in many instances, but there are many manufacturers who had heavy stocks of leather on hand at the time of the outbreak and who had been running on such short time that they are making efforts to get business on the old basis. However, as soon as there is anything like a strong demand on the market it is certain that the prices will go up and go up rapidly.

Some houses have already adopted the policy with the outside trade of submitting their samples and when orders are given to base these orders upon stock which may be on hand at the time. As to prices, the situation is left open and the figure will be based upon the market at the time of delivery.

In the Retail Trade.

In the retail trade there is no tendency so far towards higher prices. In fact, on the other hand the demand appears to be such that sales are the order of the day and this is particularly true with regard to Summer lines.

The retailer is in the position of being faced on the one hand with the prospects of higher prices for his stock and with a demand and competition which requires price cuts to bring business.

Inquiry of the retailers reveals the opinion that it will be some months before it will be necessary to raise the prices of shoes to the wearer. It is believed that the prices will be kept down so long as there are stocks of leather on hand, but when these stocks are exhausted the forecast of the U. S. firm that advances will amount to one dollar a pair is not considered as being excessive, although in one quarter 75c the pair was given as more reasonable.

Rubbers Also

Crude material advanced 50 per cent. as result of War—Keeping prices normal so far.

THE manager of one of the largest rubber factories in Canada made the following statement to The Review in regard to the very important part of footwear: As soon as war was declared the price of crude rubber jumped 50 per cent. This took place in England, which is practically the world's center for the purchase of rubber, as a great portion of it comes through the Suez Canal to London. Whether this was warranted or not we cannot say at this distance, but it looks as if advantage was taken by those who are practically in control of the situation. In fact in some cases the advance was even more, and we have paid \$1.15 in place of 70c. So far as our firm is concerned we probably will be supplied with raw material up to the first of December. We think it will be the policy of nearly every Canadian manufacturer to maintain present prices until it is necessary for them to begin using raw material for which they have been forced to pay the advanced prices. This time may come for most about the 1st of November when sorting business starts.

In a couple of weeks our travelers will be starting out with their Spring samples of sporting shoes, in which although only a small percentage of rubber is used, other materials, such as canvas, etc., have also gone up in price. We do not know yet just what advance will be made to the trade on these Spring lines.



W. J. Alarie, Ottawa, has opened a fur, hat and cap store at 225 Dalhousie Street.

Every Pair of Shoes Worth 50 Cents More

All Raw Materials Were Advanced to Manufacturers on First of September, 5 to 25 Per Cent.—Finished Goods Costing 7 to 12 Per Cent. More This Month—Puzzled Over Prices to Retailer.

Written for The Review by a Canadian Manufacturer.

THE shoe situation is a peculiar one: we are absolutely dependent on the fighting countries of Europe; absolutely.

There are some hides in Canada, but such a tiny percentage of our needs that we never take them into consideration.

Let me explain the situation briefly:

All the patent leather is not colt, but all the colt used for patent leather comes from Russia.

On the first of September colt will be advanced 5 to 8 per cent. Some quotations now are up from 30 to 35 cents a foot.

Cut sole leather, that is leather cut into soles, will go up on Sept. 1 from 10 to 15 per cent.

Calf skins come from Germany, Russia and France. These were advanced 2 to 4 cents but since have been taken off the market.

Even the Cloth is Up.

The cloth topping we use, with increases in insurance, freight, and higher cost of exchange, will mean from 3 to 15 per cent. advance.

We sent an order to each of four big firms for 50 dozen skins for trimmings, flaps, etc., and can't get one-quarter at any price.

What was bought a while ago for 7½ cents you can't get now for 14.

Tanners may have the skins but are out of tanning materials, dyes, and other chemicals. That is the way with us, for they all come from Germany.

A prominent United States manufacturer was over in Canada trying to get colt and trimming skins. He went away almost empty-handed.

We put in an order for kid stock to a U.S. tanner: he gave us part of what he had promised and advised us to take anything we could get, even at a greatly advanced price.

The finished goods, on Sept 1, when the advances will go into effect, will average 7 to 12 per cent. more than they do to-day to the manufacturer.

The situation thus is that there has been an advance or will be in practically every item that goes into the manufacture of shoes, and as most of our stocks are bought up to September 1st each year the advance goes into effect then.

No Immediate Advance.

What then will be the effect as far as the retailer is concerned? Undoubtedly

there will have to be an advance. Under ordinary conditions this would naturally go into effect as soon as we saw the inevitable result to ourselves, but for various reasons we have decided not to make any increase, so long as we are using supplies which we obtained at normal figures. That will probably mean until the 1st of October or thereabouts. When that time comes it is not at all certain that the full increase in cost to us will be added on to our price to the retailer. General conditions probably will make this inadvisable, so that it is likely there will be graded increases.

As matters stand to-day the finished

article in our factory and in that of every manufacturer in Canada will be costing after September 1st from 7 per cent. to 12 per cent. more than it did before war broke out.

Under these conditions every reasonable pair of shoes in retail stores is worth to-day 50c more than it was a month ago.

Various estimates have been made as to the advance that must be made to the retail trade, and it is placed at from 10 per cent. to 20 per cent., with an uncertainty, as I said before, as to just when it will go into effect, and to what extent on the first increase.

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 wish advice of any kind, get in touch with the business manager of The Review.

Domestic Supplies Make Situation Fairly Good

Particularly is This the Case in Underwear and Sweater Coats—Silk and Lisle Hosiery Certain to Advance, as Have Most Woollen Lines from England—Searcity of Dyes and Fine Yarns Troubling Makers for Spring.

FORTUNATELY for the ease of mind of the men who are responsible for knit goods supplies for the public, domestic manufactures are in a much more favorable position than in a great many other lines. In sweater coats, for example, as is well-known, domestic makes predominate to an overwhelming extent. In underwear the manufacturers of this country have won and are holding a similar place, and in hosiery this state of affairs is being approached more nearly year by year.

The first two lines are active in another respect: many merchants as well as supply houses came through the Summer with considerable stock on hand, and fortunately styles show very little material change in either line. Some large firms that were short in lines of English underwear scurried around on the first alarm to protect themselves by rapid buying, but since then the situation in regard to shipments from England has improved wonderfully. Unquestionably the supply sent over will fall far short of a normal year, but domestic lines will be used to supplement.

Silk and Cotton in America.

In hosiery the demand for silk and cotton will help Canadian and U. S. manufacturers while England is expected to look after cashmere fairly well. The U. S. is going into the manufacture of artificial silk and the European source will not be so indispensable.

The scarcity of dyes will affect the sweater coat and hosiery men here as in the States and so far no one seems to know how the situation will work out. There will also be a scarcity of the finer wools and yarns and higher prices. One manufacturer has a supply of the latter awaiting him in England, but is afraid the high exchange and carrying charges will prevent him ordering its release until he sees how prices will be worked out by other manufacturers. Meanwhile a number of factories are working overtime on Government orders for the Canadian contingent.

Like most other lines Spring supplies are threatened more than Fall, and many travellers will not start out on their usual September itineraries.



DUBIOUS ABOUT SHIPPING.

“English goods on the whole will be in pretty good shape. We have received 75 per cent. of our shipments in hosiery,

and expect to get goods right along. This applies to cashmere particularly. However, we must expect that the volume of manufacturing will drop with the uncertainty that there is as to the likelihood of British manufacturers receiving payment for their goods. This makes no difference with large and well-established Canadian buyers, but they will hesitate with new or small accounts when they do not know the exact financial condition, and when they are sure of being compelled to wait for perhaps months for the payment of their accounts, because at the present rate of exchange no importer can afford to pay his bills promptly. Some are fortunate enough to have arrangements by which

English representatives settle their accounts, and are willing to wait any reasonable time for payments from Canada.

* * *

SILK LISLES AT 35 CENTS.

“We have bought recently in the States fibre silks, both in ladies' and men's, and silk lisle hose in colors as well as black and white, and expect to do a big business with domestic and United States manufacturers. We have been able for example to get a line of silk lisle hose that can retail at the popular price of 35c., and the United States in spite of all reports as to the impossibility of getting raw materials are making their own silk fibre yarns.”

WE CAN HAVE PIE.

There was once a good woman who couldn't make pies but had two kind neighbors who kept her supplied with that article of food.

One day her two neighbors got to fighting, and so badly injured one another that neither of them was able to make pies for some considerable time.

What did the pie-less one do? Go without pie? Not much. SHE HUNTED UP A COOK BOOK AND FOUND OUT HOW TO BAKE PIES HERSELF.

Canada to-day is in the position of the lady-who-couldn't-make-pies.

There are many things she does not make at home because she has been getting them so easily from Continental Europe. But now her neighbors in Europe are at war with one another and so—for some time to come—cannot supply those things.

Canada is too thrifty and serious and sensible a housewife to sit with hands folded at such a time.

While loyally contributing a number of her best sons to help settle things in Europe, Canada will not entirely overlook her other sons who remain at home.

The manufacturers of Canada will get out the recipe book and learn how to MAKE many of the things that Europe can no longer send us because of the war. And in the making of those things the manufacturers of Canada should have the support of the financial interests and the people of Canada.

The manufacturers of Canada are now making much of the woolen goods, motor cars, rubber goods, corsets, millinery, hosiery, silverware—and countless other things—that are used in Canada, and generally speaking are making these goods at least as well as they are being made anywhere else. The people of Canada know that most of these things are being made by the manufacturers of this country. They do not know yet whether the manufacturers of Canada are going to serve them still more by making many of the things that were formerly imported from Continental Europe.

The manufacturers of Canada should tell the people of Canada at this time more than ever, just what they are making and the merits of their products. Let them drive home the facts through the great modern message medium—advertising. Let them use the newspapers to inform the people that they “have the goods.” Let them explain that notwithstanding the war the people of Canada CAN have “the pie”—“home-made pie,” and all the better for being home-made.

And after the war is over—if not before—perhaps our neighbors in Europe will be coming to Canada for some of this “pie”—importing from Canada some of the things Canada now imports from them.

KNIT GOODS TROUBLES.

A manufacturer of knitted goods reports that makers will be tied up for want of fine wool and imported yarns. Worsted yarns are in great demand by sweater coat manufacturers. Mercerized yarns, such as are used in silk coats, have been coming from Germany, and this source, of course, will be tied up. The manufacturer who had large stocks on hand would, he thought, be fortunate if the war lasted for some time, and the general result in his opinion would be a considerable advance in the price of all knitted goods.

* * *

ADVANCE OF 10 PER CENT.

An advance of ten per cent on woolen goods in England, which was announced during the last week of August gives some idea of the seriousness of the situation. This with the increased costs of transportation and exchange, etc., directly affects the position of the Canadian trade, particularly as the manufacturers have not got heavy stocks on hand and the advance will also apply to raw material.

A department head in one of the large wholesale firms states that his view of the situation is that the outlook is not at all bright. Wholesalers he says have not heavy stocks and he estimates that their orders for this Fall were thirty per cent. below the normal. This was due to the fact that retailers were working close to the line and were buying as little as possible. The same state of affairs affected the manufacturer for the mills in many instances were only running about half capacity and stocks of raw material were very low.

Raw Material For Soldiers.

With the declaration of war and the advance in the prices in Great Britain comes also orders from the militia department for goods for the contingent which seem likely to use up the raw material on hand. This places the trade in a serious position.

This wholesaler believes that there should be better business eventually for Canadian makers, but it will all take time and in the meantime there is likely to be a shortage. In the first place there is the question of the supply of dyes, and there would be the matter of securing the fine yarns required, for many of these yarns are made in Germany, even those which are used in the manufacture of goods in England.



W. J. Woods, Enderby, B.C., has taken over the men's furnishings and boots and shoes business of Polson, Murrin & Speers, the latter firm taking the stock of dry goods and ready-to-wear carried by the former.

WAR COURAGE.

Many a man in Canada, willing to go a-warring across the seas, is unwilling to fight at home—against the shadowy foes of bad times or of business depression.

This is a time in Canada when Canadian business men should fight—fight to capture new trade and to hold old trade. To stop one's advertising is to withdraw a powerful offensive and defensive force, and to expose one's business without a guard.

If the courage of manufacturers, wholesalers, retailers—the generals and captains of trade and industry—fails, the courage of the nation will ebb.

*Keep up your courage.
Keep up your advertising.*

Fixed Prices

U.S. Jobbers Protest Against Retailers Forcing Selling Prices to Remain Unchanged.

THAT it would be wise to break away from the fixed retail prices of 25 cents, 50 cents and \$1 for underwear was the opinion of President Smith of the Jobbers' Association of Knit Goods Buyers at a recent meeting in New York.

The fixed price custom, he held, had forced manufacturers to produce down to a price instead of up to a quality. A committee was chosen to report on means to divert the abuses of the fixed price.

Dealing with the same subject, Lincoln Cromwell, of Wm. Iselin's, said:

"There have been some peculiar conditions to make the underwear competition uncommonly hard. The retailer has

THE BACKBONE OF NATIONAL PROSPERITY.

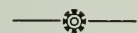
Farming is by common consent the basis of our national wealth and prosperity. The farmers of Canada have, for the past two years, been getting top prices for what they have had to sell and have been able to obtain what they have had to buy at moderate prices. The war means better times for farmers.

Where the foundations of national wealth and prosperity are sound and assured, hopefulness may build her structures with confidence.

Business in Canada can and will be good if our business men will do their utmost to keep the bottom in business. Advertising is a good workman for this purpose.

When the Canadian farmer prospers, all is well.

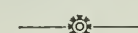
put a Chinese wall around the whole business. He has fixed certain prices on underwear called "popular" prices in the trade, but inexpressibly unpopular with manufacturers, and refused to sell underwear at any other prices. Fully three-quarters of the underwear sold in this country is retailed at \$1 a suit, most of the rest at 50c a suit, and comparatively little at higher prices. So all our manufacturing ability and all the selling competition has been focused on two prices. A mill can sell taffetas from 75c to \$3 a yard, but Summer underwear mills must shut down if they cannot sell a 25c or a 50 balbriggan or a \$1 union suit. For years we have walked into these two price funnels with our products and have squeezed our profits in order to come out at the small end. No industry ever had a harder task master than the fixed retail price of the underwear business. But the trouble did not stop there. The retailer who would not change his selling prices by a cent, would and did change his buying prices. Each year he came back crying that his expenses had increased and he must buy cheaper or fail. We all remember when \$4.25 a dozen, 35c a garment, was the jobbing price for most 50c underwear. At that time the average cost of retailing dry goods was probably under 20 per cent. of the sales, and underwear business at these figures showed the retailer a net profit of ten per cent. Now the big retailer's expenses average three per cent. of his sales. As he will not or cannot change his fixed selling prices, he expects the jobber and manufacturer to sell him cheaper each year; and the end is not yet. I do not blame the retailer. He cannot help it."



TWELVE THINGS TO REMEMBER

By Marshall Field.

- The value of time.
- The success of perseverance.
- The pleasure of working.
- The dignity of simplicity.
- The worth of character.
- The power of kindness.
- The influence of example.
- The obligation of duty.
- The wisdom of economy.
- The virtue of patience.
- The improvement of talent.
- The joy of originating.



BOOTS FOR SERVICE.

In a window in Montreal was seen a display of heavy tan shoes and top boots of a quality which made them desirable for the use of those going to the front. A neat card accompanied the display, "SPECIALLY ADAPTED FOR USE IN THE FIELD OR SADDLE."



MENS CLOTHING AND FURNISHINGS



SEPTEMBER, 1914

98 CENTS ON THE DOLLAR

ONE of the minor results of war conditions has been the charge by the banks of a discount of two or three per cent. on United States paper money. A number of Canadian stores have followed suit by deducting two cents from every dollar bill presented by an American customer. This depreciation in value is due to the inability of the United States Government to redeem the notes in gold. The same course has been followed with Canadian bills in many cities across the border, and in some the discount has been much higher. It may be said that the latter action justifies the former, but in reality the course taken by United States merchants cannot be held a criterion for Canadian business. It is a more logical proceeding to follow the decision of the banks, whose action is by no means arbitrary, but is simply a common-sense business proceeding. And yet we believe that the merchant may find it to his advantage to consider his own step from a separate point of view, from its effect on his own business. We have come across several instances where a United States visitor resented the "depreciation" of his paper currency and it is probable that many sales have been lost through this blow at the pride of a proud people. Most of the goods that are bought by visitors to Canada at this time of year, such as furs, fancy goods and various novelties, are capable of absorbing that 2 per cent. discount, and thus retaining the good-will of an oft-times generous spender. At the most it will not be long until the United States dollar regains its hundred per cent. value, even with the banks. The broader question of the recognition at par of Canadian notes in the United States can also be left to right itself as soon as gold becomes available for their redemption.

PUT CHEER IN YOUR ADS.

WHILE the beneficial effects on the trade are being felt slowly, as yet there is undoubtedly a better all-around feeling in the country that is bound to influence buying more and more in the coming weeks. The "Cheer Up," "Keep Business Moving" propaganda that is being carried out successfully in England is being adopted in Canada, with a marked improvement in the general atmosphere. The best tonic of all, of course, was the cheering news that started coming early in September of

a positive movement of the allied armies in making headway against the German invading force. This has been of immense service in inspiring confidence in the business and every day world of consumers, for it relieved their minds of the ever-present, though often sub-conscious, dread of temporary disaster.

The retail merchants can do effective service at this time in their own locality. Insert bright, cheery, optimistic editorials in your ads., and share them up with your headings. Talk in a cheerful vein; get your local papers to adopt a similar policy, and it will be astonishing how soon the benefits will be felt.

SETTLE ACCOUNTS AS USUAL

WE BELIEVE most retail merchants realize the need of keeping business as near normal as possible during the war. A few complaints are being heard from authoritative sources, however, that some who could help by paying their accounts are deliberately holding off doing so. This is not only an injustice to wholesalers and manufacturers who are straining every effort to keep collections up to normal, but it is calculated to cause an immediate money shortage. If persisted in it will defeat its own purpose and dealers who deliberately hoard up funds will find the practice will speedily react against themselves. They cannot injure the community at large without involving themselves. Our advice is to make settlements as usual and help to keep business normal. You cannot conscientiously ask your customers to pay their accounts if you do not practice what you preach.

A NEW TYPE of collar seen in England is a stand-up with small wings, and a flap extending along the bottom except for a couple of inches in front, to conceal the tie band.

A "BACHELOR OUTFIT" has been designed in the form of a leather bag with separate apartments for collar buttons, scarf pins, etc. These are equipped with needles and thread and buttons, a very handy combination.

ON A RECENT occasion the Prince of Wales wore a four-button frock coat, without full skirts, of black vicuna and lapels faced half way with bright silk. His trousers were tweed with a silver-grey diagonal in the pattern.

Good Times Ahead

THE sudden breaking out of war caused many to "run to cover." Like the chicken on whom the rose leaf fell, some of us became a prey to fear and were ready to declare "the sky is falling."

Now our vision is clearing, our alarm has fled, we have recovered our poise and our courage. We are seeing, also, our opportunity. Swiftly and almost overwhelmingly has come to us the perception of the fact that the competition of Continental Europe has been taken away. We are faced with a condition and an opportunity both tending to our advantage as a country of industry, agriculture and trade. Good times are ahead, if Canada and Canadians see and seize the present opportunity for enlarging their industries and trading.

We must be careful. We must have courage.

How to Win Battles

More Victories Are Won by Siege Tactics Than by Assaults

Apply this to business and see what it means: it means that continuous and steady advertising is more resultful than campaigns that come and go, come and go with long intervals in between.

For an advertiser with goods to sell to suspend his selling effort now is to make conditions worse for himself, and is no sign of that courage which is supposed to possess every Canadian heart in these war times.

WIN AND HOLD YOUR POSITION IN BUSINESS BY STEADFASTNESS IN ATTACK

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“ROCKWOOD”

A SEASON'S NOVELTY
TO RETAIL AT 3 for 50c.

Same style in 2 for a quarter
quality is called

BRIGHTON

ASK YOUR WHOLESALER FOR
THEM

The Canadian Converters Co. Limited
Montreal

MADE IN CANADA

KANTKRACK

Trade

Mark

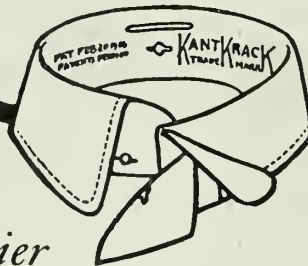
Registered

Fact No. 1

“ONE
GRADE
ONLY

Concerning “KANTKRACK”

—AND
THAT
THE BEST”



*The Slit Back
Makes Buttoning Easier*

You might at first wonder why a long slit over the back buttonhole of a waterproof collar was necessary. In the first place, unlike a linen collar, the coated linen fabric of any waterproof collar is necessarily very stiff, and for this reason the wearer often experiences a little difficulty in buttoning and unbuttoning the back button. In the second place the stiff back of a waterproof collar is liable to be very uncomfortable on the neck.

These two difficulties are wholly overcome by the long slit over the back which allows freedom in buttoning and unbuttoning and also allows the collar to adjust itself to the neck, thus giving absolute comfort.

KANTKRACK is the only collar on which this patented feature can be used.

KANTKRACK is made in “One grade only, and that the best.” All styles. We sell direct to the trade.

Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

MEN'S WEAR REVIEW.



Where Plate Glass Holds an Honored Place

An account of this store; of one that has tried out clever publicity stunts; of one that moved to get business; of the latest style features, and the effects of a rush for army cloths on future supplies and prices, forms some of the features of this issue.

OCTOBER : : 1914

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

MADE IN CANADA

KANTKRACK

Trade

Mark

Registered

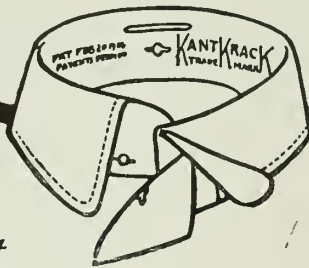
Fact No. 2

“ONE
GRADE
ONLY

Concerning “KANTKRACK”

—AND
THAT
THE BEST”

The back
*is heavily
against*



button-hole
*reinforced
breakage*

In overcoming the strain on the back button-hole, added to the long slit is an oval reinforcement around the hole itself. This totally eliminates the possibility of breakage, and, along with the other exclusive features, such as the flexible lip, greatly prolongs the life of **KANTKRACK** collars.

Order your stock now—we sell direct to the trade.

The Parsons *and* Parsons Canadian Co.
HAMILTON, CANADA

On schedule time

The seasoned old railroad man does everything on schedule. Watch in hand he keeps pace with the minutes and hours. He is the very impersonation of precision. He is the man who appreciates the time value of

Carhartt's Overalls

—the man who sizes up value in a cool-headed, matter-of-fact way and places these famous overalls in their proper class—the class that stands the strain without a give. The railroad man is not alone the friend of Carhartt's, for men in every branch of hard labor appreciate the Carhartt features — the double-sewed seams, the reinforced parts where strain is greatest, the self-adjusting suspenders, the safety watch pocket, and not the least, the large, roomy, comfortable cut.

We want a live agency in every town and offer this proposition to the first reliable applicant.

We will send an assorted shipment of overalls, uniforms and workmen's gloves for your approval. Keep them for 60 days, show them—what you fail to sell and don't wish to keep, return at our expense.

A card will bring it.

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



Selling Point No. 9
Challenge Collars
 have appearance of Linen
 but are better

They represent in a deceptive manner the well-laundered, high-grade linen collar. The styles are identical, but their wearing quality far surpasses any ordinary linen collar made. They have the free tie space which is almost impossible in the linen collar, which you have to depend on the laundryman to keep clean. Your patrons will appreciate your recommendation of Challenge Collars.

Samples sent on request.

The Arlington Company
 of Canada, Limited

58 Fraser Avenue,

Toronto

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



“King George”
Suspenders



Retail Price
 50c.

Give Free
 Movement
 of
 Body and
 Shoulders

*Easily the best
 value in Canada*

Berlin Suspender Co., Ltd.
 BERLIN ONTARIO

“Poole's Paragon Pants Please”

because they are true to name, “Perfect samples of excellence” in style of cut and fabric, fit and workmanship.



They give permanent satisfaction to the wearer, ensuring that essential of successful business—REPEAT ORDERS. When our representative calls, all we ask is that YOU

*Test and try before you buy
 Your Pant stock for Spring or
 for Sorting.*

*For we've specialized in making
 Fine PANTS out of Panting.*

*So, when to buy Pants you are
 planning,*

*If sales you'd keep increasing,
 POOLE'S PARAGON'S THE
 THING.*

Geo. C. Poole & Co.

*Successors to the
 Andrew Darling Co., Limited*

Darling Bldg., Toronto

Penmans

Closed-Crotch UNION SUITS



Cultivate
Your Most
Substantial
Trade!

Penmans Limited, - Paris, Ont.

It pays to cater to the more substantial trade, such as the family provider who buys for several lads the make of underwear he has found to be the best.

Penmans Underwear, being satisfactory at every point, gets the preference with the better class of trade. You reap the full benefit when you are stocked up and ready to fill this demand.



MEN'S WEAR REVIEW.

OCTOBER, 1914

Some Low Grade Cloths Will Be Wiped Out

Huge Demand For Army Supplies For France and Russia as Well as England Will Exhaust Wools and Capacity of Mills—Advance in Price of Coarser Lines—Embargo on Khaki Serge—Efforts to Have Cank... Kept.

QUITE a flurry was created among those interested in men's wear lines by the announcement some days ago that an embargo had been placed on all wools by the British Government. At first it was felt that possibly an exception had been made in favor of the Colonies, but a further cable made it clear that all outside countries were included. At once there were visions of suitings that could not be made in Canada; of the sweater coats business languishing for want of the raw material; of lines of the coarser hosiery and underwear being cut off entirely. For what could Canada do without wool?

In spite, however, of the cabled announcement, there were strong hopes that supplies of wool must be allowed to reach this country, if for no other reason than that war materials were being manufactured here, not only for 50,000 Canadian troops, but for a large section of the British army as well. The net result to date has been that strong representations have been made to the Government at Ottawa, to appeal to the Imperial authorities to allow wools to come over to this country. Some feel that a condition may be made that the use of the wool be limited to army contracts, but this is generally considered to be an impracticable condition. The general opinion is that, in a short time, Canada will not find herself included in the embargo.

For French and Russian Also.

The pressing demands for clothing for the troops, however, will force some changes not only in supplies of cloths but in prices. An agent for a number of British woolen mills, as well as Canadian, pointed out, in an interview with *The Review*, that not only British, but French and Russian troops depended on English manufacturers as the mills in these countries were not running. What

wonder then, that most of the mills where the heavier fabrics are made up are running night and day on Government orders, and in many cases acting under a stipulation that precedence must be given to these. Some are allowed a few looms for outside orders.

"The present situation means that in many instances low priced tweeds will be cut off entirely," said a manufacturer's agent. "The mills that are handling these cannot touch anything but Government orders, and no shoddy is coming from the Continent. Where they are made the price is sure to be advanced. The 49 or 50 cent tweeds undoubtedly will go up to 60 cents, for they cannot get enough yarn, while many lines will not be produced at all.

"Goods up to three shillings as a rule will see an advance of three pence, while for all above this figure, it will be an increase of 4d, 5d and even 6d. In addition there is sure to be a delay in delivery.

"It is likely that the Spring stuff will come out all right and with little increase in price, except perhaps in the cheaper lines. Anything on order now I would say is sure of being delivered.

Embargo on Khaki Serge.

"Of course khaki, which is really a serge, is in the worst shape of all. Many of the cheaper grades are made in Canada, but most of the better, used for officers' uniforms, are made in England. Just now there is an embargo on this also. We have a letter just received from the other side, reading as follows, in reference to two samples we ordered:

"We are sorry we shall be unable to accept orders on these for early delivery as we are already booked up with Government orders. Further, we might say that khaki serge is at present on the exportation prohibition list and until this is removed it will be

impossible for us to ship any goods to these patterns."

Wipe Out Cheap Serges.

"Cheap serges will be wiped out entirely," added the importer, "and there will be a better chance getting serges of the higher quality, for there is less demand for the grade of wool used in these."

A manufacturer of ready-to-wear clothing stated that already advances had been made in England for the coarser suitings, and that an advance in these to the trade must go into effect shortly.

This would not affect suits selling for \$22 and up, as there was less demand for the finer goods. The advance in prices in England on the coarser goods was about 5 per cent.

In discussing the wool embargo with *The Review*, a wholesale dealer in wool, John Hallam, made the following statement on the situation:

"The embargo, if it holds, will affect very materially the large mills that do their own importing, and the smaller mills that are dependent on Canadian dealers.

"I would say, roughly, that 75 per cent. of the wool used in Canada is imported, and a very large proportion of this comes from London. Nearly all Australian and New Zealand wool, and a good portion of the South American also is marketed through London.

More Wool From U.S.

"Since the U.S. tariff was lowered a year ago and wool put on the free list, the exports from the States to Canada have increased, and there will be some relief there now. However, as their domestic production falls far short of their needs, an enormous quantity is imported from London also, and this is cut off now.

(Continued on page 50.)



Portion of a crowd that has been looking in one of the windows at a demonstration by a young woman of the making up of overalls.

Winnipeg Stunts That Brought Business

Women Made Overalls in Window of Men's Store During Trade-in-Canada Week—Baseball Souvenir, in Series of a Dozen, Meant Twelve Trips to Store.—A Theatre Program.

By a Staff Correspondent

WHEN it comes to advertising, the firm of McNeil, McLean & Garland, Winnipeg, is irresistible and in some ways seems unapproached. They get the business every time. Their little stunts for drawing attention are unending. Like a Maxim gun's shorts, they come one after another, and each hits the market. Altogether they bring down a lot of business.

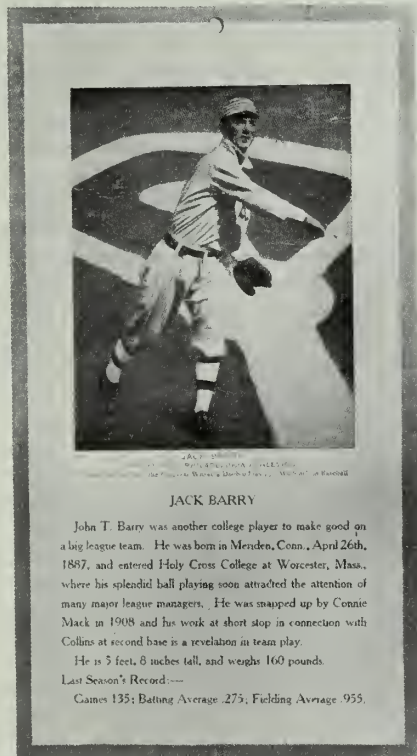
Some time ago The Review illustrated one or two methods used by this concern, and thought they had been exhausted, but here are several new ones.

The Manitoba metropolis had what they called a made-in-Winnipeg week. Prizes were offered to the stores making the most attractive display of Winnipeg goods. The opportunity was a good one for McNeil & Garland. They carry lines of overalls and working shirts, made in Winnipeg, and the manufacturer being approached, it was found feasible to put a woman and a sewing machine into one of the Main street windows. And there she made overalls all that week.

In another window was a good specimen of manhood demonstrating how to wear Winnipeg overalls. It tickled the fancy of everybody, especially that overalls should be made in Winnipeg. Winnipeggers don't know how much they do make in that city.

The accompanying picture shows one

of the attentive crowds that stopped to watch this sewing machine, this woman



JACK BARRY

John T. Barry was another college player to make good on a big league team. He was born in Mendon, Conn., April 26th, 1887, and entered Holy Cross College at Worcester, Mass., where his splendid ball playing soon attracted the attention of many major league managers. He was snapped up by Connie Mack in 1908 and his work at short stop in connection with Collins at second base is a revelation in team play.

He is 5 feet, 8 inches tall, and weighs 160 pounds.

Last Season's Record:—

Games 135; Batting Average .273; Fielding Average .955.

BASEBALL SOUVENIR SERIES.

This was one of a series of cards presented by this firm during the past season. On the back was a cut of the store, called "The Busy Corner—Head-to-Toe Outfitters." The terms of presentation are explained in the story.

and this man. Of course, the rest of the windows were trimmed with other Winnipeg makes. Twenty-five different cards were run off for the demonstrator to show the good points of the overalls. If they had double knees, he had to point to them, and then to the card.

Sold 150 Extra That Week.

The test of course was in the amount of actual business done. They sold 150 extra overalls that week, and won the second prize into the bargain.

This was such a success, it is the intention of the firm to have another demonstration at a future date. People have been coming in for "those overalls shown in the window," ever since.

Another advertising scheme that was successful was the distribution of baseball pictures. These were colored, and handsome—something people would go into the store and ask for. There was a series of twelve, and the firm's conditions were that only one of the series was to be given away each week. Men who registered the first Saturday had pictures saved for them the next week. The number of people brought into the store by this method was astounding.

The firm also gives away neat baseball schedules of the Northern League, each being framed suitable for carrying

(Continued on page 51.)



View of left side of Omberg & Co.'s store, taken from the entrance.

Niagara Falls Store That Drew Buffalo's Envy

Unique Methods of Display in Amberg's Men's Store — Raised Show Case Full Width of Store at Rear — Boy's Department Behind—Keeping a Detailed Record of Clothing Customers.

Seasonable observations by a Canadian fashion expert.

THE series of illustrations of Amberg's men's wear store in Niagara Falls, N.Y., almost tells the story itself. The equipment and layout are so attractive and practical that most of the features have been adopted in more than one other large store in New York State.

Triangular Show Case at Entrance.

Glance first at the diagram of the store and some conception of the skill in utilizing every chance for the display of goods will be secured. There is a triangular figure in the centre of the entrance: that is, a big show case, larger indeed than is indicated in the drawing; looked after carefully and kept trimmed with goods that cause hundreds to stop and study them every day. Yet enough room is left on either side so as not to obscure the double windows, each with its special message to men: be it clothing, ties, shirts, gloves, hats, underwear, and so forth.

Furnishings in Central Department.

On entering, the store looks different from most men's wear quarters. It is wider, and this width is utilized for a double aisle and a centre that is one of the features of the whole lay-out: the department of ties, collars, shirts, underwear, etc., grouped around a row of pillars and stretching in a double row of show cases to near the rear. Facing these on the left is another row of these display cases, and all the brighter that the beveled glass has no wooden side or top prices. This centre arrangement doubles the frontage usually given to men's furnishings and is a most impressive and systematic showing. These are all lighted with electricity on dull days, and trimmed regularly. On the left side near the front, beyond the shoes, are glass cabinets for hats, which make a fine showing. On the right side are a series of uniform cabinets for holding clothing. Two rows of semi-indirect lights provide a bright light.

One scheme that The Review has not seen duplicated is a substitute for the ordinary railing across the back of the store along the edge of the office. A show case, brightly lighted, running the whole width, and clearly visible from the front of the store.

Glass, glass, and more glass!

This line of displays can be used for special goods, and has been found a sure seller of stocks shown inside.

Secluded Section for Boys.

Just behind this is the boys' department, also running almost the width of the premises. It is to a certain extent secluded, and mothers go in there away from the men's sections, to buy clothing and other lines for their boys.

Using Ledges for Displays.

But the display of goods does not rest with the means already noted. The ledges at both sides, from front to rear, and the centre ones around the pillars, are called in to do their share. Trunks,



View of right half of store, looking towards the rear.

valises, and suit cases get a good chance on the high position, and even shirts are sometimes shown. On the right side the ledges are kept for clothing, such as is contained in the cabinets below. Where there are special sales these ledge trims are divided off and big price tickets used, corresponding to the figures in the advertisements. Sometimes various accessories are used to complete the clothing units.

Putting on Evening Dress.

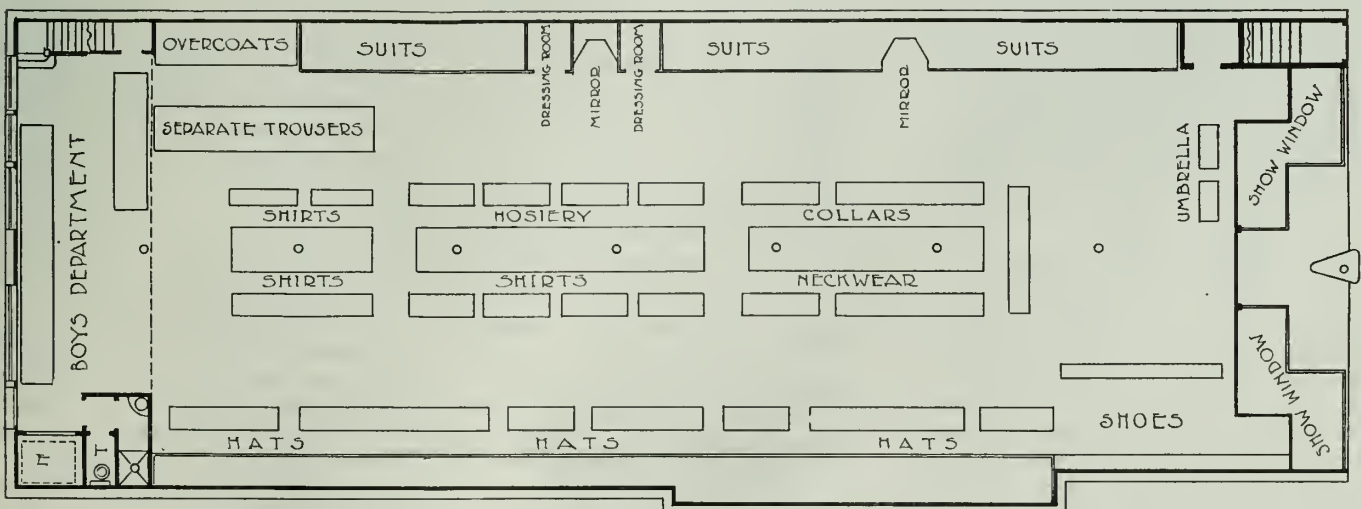
Following the diagram on the right

side may be noticed two dressing rooms, between the cabinets. These are used for trying on new suits, and particularly for allowing a customer to change from business to evening wear without the trouble of going home. This privilege the firm have reason to know is much appreciated.

Under the able management of Mr. Hauser, the clerks have developed a considerable facility in securing data for a most useful mailing list. A copy of the card that is filled in by the clerk is re-

produced here, and contains detailed information about the customer that comes in useful later. These lists are used, for instance, when special sales are on, or when the firm have special sizes at reduced prices that their records show will fit these particular customers. The information applies especially to clothing customers, but is often noted after sales in other lines. A dozen expedients are used for ascertaining the name when goods are not sent out by the store.

(Continued on next page.)



Ground plan of Amberg's store, handsomely fitted out, and of unusual plan. Note men's furnishings in center surrounded by attractive show cases, all electric lighted; triangular show case at entrance, and boys' department across rear end.

PARTICULARS KEPT OF CUSTOMERS AND SALES

Prospect-ive	CASH	CREDIT	High	Medium	Low	Men's	Y. M.	Boys'	Furn	Shoes	Full Dress
	CUSTOMER										
Name						Special Clerks		Date Stated			
Street											
Town											
Business											
Address						Purchases					
Line			Age		Married Single						
Position			Boys		By Self By Wife						
Special Remarks											

This form is filled out wherever possible by the clerks, and has proved to be a valuable record for future canvassing. It is a very complete index, showing what was bought, something of a man's measure, his business, etc. If he has boys these are likely to become customers if approached by circulars,

etc. Special announcements are sent out to all on this mailing list by the firm. Often it takes two or three visits to the store before the information is secured, but the record on this card is being added to continually. As a nucleus for a classified mailing list it is very serviceable.

WALT MASON ON TRADE PAPERS.

I asked Jim Quaekenbush a question—printing things are sure his line: "Say, don't you have the indigestion? You read trade papers all the time."

Old Jim laid down his monthly paper, and wound his whiskers round his neck, and said: "It is the proper caper to read up on your trade, by heck. The lawyer, if he'd make a killing, must read his law-books, day by day; the clergyman, however willing, without research can't make it pay; the doctor, if he'd be a winner, must read the books by experts made; and so it is with wheelwright, tinner, and every man who has a trade. If this is true of lawyer, healer, that each must cultivate his mind, it's just as true of every dealer—none can afford to go it blind.

"This journal here, in every number, contains some fact, or hint, or phrase, to guide the man who deals in lumber, and help him forty-seven ways. And so it is with Griggs, the printer: he takes trade papers three or four; they bring his world of commerce closer, and help his business all the more. Now there's the other fellow, Harkness: for printed stuff he spends no dimes; he gropes along in doubt and darkness, a hundred years behind the times.

"Oh, these be times of stress and hustle, and giants wrestle for the tin, and man, so help me Lillian Russell, must know his business, if he'd win. That's why I take this useful paper, and through its helpful columns wade; and every printer, butcher, draper, should take the one that fits his trade. Now, run along and leave me, sonny: I have to earn my daily bread; and while I'm taking in the money you might sit down and soak your head."

CLOTHING OR DRY GOODS

There has been an evolution in the business at Fowkes Brothers, Oshawa, Ont. This store, which for many years carried dry goods has changed over to men's wear. Mr. Fowke bluntly states that his reason is that he can sell a suit of clothes to a man in the same time that he could sell a pair of stockings to a woman. In the one case he makes three or four dollars; in the other the profit would be about ten cents.

KEEPING TRACK OF STOCKS.

In connection with the men's wear department of the store of Field & Bros., Cobourg, Ont., there is a single method employed by the head salesman for keeping track of such lines as suits, trousers, overalls, shirts, sweaters, etc.

AMBERG & CO. No 2802

CALL OR DELIVERY

Date Finish

Name

Address

Coat

Pants

Vest

Am't Due

Salesman

BRING THIS COUPON WITH YOU
ALTERATION COUPON No 2802
AMBERG & CO.
 NIAGARA FALLS, N. Y.

Items

When promised Am't Due

Alteration Slip.

A book record is kept of the numbers in stock, size and price. This book is revised from time to time, and on short notice a report can be made of the position of those lines which are rapid sellers and with which the buyer wants to be closely in touch.

GLOVES 600 MILES BY MOTOR.

The glove manufacturers seem to have been particularly enterprising, or at any rate, fortunate, in getting through their shipments in spite of the war. In a September issue of The Review we recorded the steamer *Ida* having run the gauntlet and reached Canada with a consignment of gloves for an English firm with a Canadian establishment. The steamer *Hesperian* brought into the port of Montreal recently a shipment of gloves for the Canadian branch of a French firm, that had been sent 600 miles by motor transports to the port of Havre, the railway being entirely occupied with the transfer of troops.

VALUABLE DOCUMENT IN WASTE PAPER.

After lying for years on an open desk with a lot of worthless scrap paper, a discolored sheet of foolscap fluttered to the floor of the office of J. Meyer & Co., knit goods manufacturers, Chicago, and settled a threatened suit over an estate valued at \$125,000. The document was a will written in long hand twenty-five years ago by Jacob Meyer, who died August 27th, apparently without disposing of his estate.

SOME LOW-GRADE CLOTHS WILL BE WIPED OUT.

(Continued from page 46.)

"The mills in Canada that will be affected by the embargo chiefly are those making tweeds, worsteds (more or less), blankets, sweaters, and the coarser grades of underwear.

"In the small and medium mills the supply of wool is based on a 30 or 60-day production, and lately has been closer than that. The larger mills usually are provided for four to six months in advance, though this depends on the market conditions.

"Wool to-day is five to ten per cent, higher than it was one month ago. The medium to coarse has felt the advance, the finer grades showing a much smaller per cent. increase.

Domestic Wool Up Also.

"Domestic wool is used for socks and all but the finer grades of sweater coats. This is up also, of course; what sold for 24 cents last year is 30 to 32 cents now.

Even if wools, of course, are allowed to be exported to Canada the price will be much higher. A prominent Canadian agent has received a cable that no quotations can be given on wool at present.

Isolating Men's Wear from Dry Goods--30% Gain

Trenton Firm Found That Receipts of General Establishment Did Not Fall Off and Now Business in Men's Store Represents One-Third of the Whole Turnover.

By a Staff Correspondent After Visit to Trenton

MEN do not like to buy their clothes or their furnishings in a dry goods store "mixed up" with regular women's departments. There are so many ways in which this can be shown that the truth of the statement is obvious. The number of successful establishments which specialize in men's wear is proof of this. The experience of dry goods merchants who have isolated their men's wear department is another proof.

The dry goods merchant who may be considering the advisability of catering specially to men in a special department should profit by the experience of J. Sutcliffe & Sons in their new store at Trenton, Ont.

Opening just a year ago in Trenton, business developed very rapidly and in order to give the extra accommodation required it was decided to move the men's department to an adjoining store, which was also controlled by the company. These new premises were entirely separated from the main store, in fact there is a lane running between them.

Result—The business of the dry goods store showed no falling off in receipts. From the day the men's store was opened the records of the establishment indicated that the receipts here were an entire gain, and to-day about one-third of the business of the whole concern is being done in this men's store.

Give the Men a Store

J. A. Sutcliffe, the head of the Sutcliffe store in Trenton, is firmly of the opinion that men desire to shop in a store of their own; they show a reluctance to enter a dry goods emporium if they can find a convenient place where they can make their purchases in surroundings more appealing to the male spirit.

In a circular addressed to the patrons of the store, it was stated with regard to the new men's wear department: "Opened to give men's goods the deserving place our men's stocks deserve; a men's store for men's goods separate, but sharing in the affiliations and strength of our general business."

Watching for Prospects.

Entering the men's department of Sutcliffe's is to be surprised by the sound of the tick of a telegraph instru-

ment. This requires an explanation. The store is a large one, and for the time being at least, the office of the C.P.R. telegraph and the ticket office of the C. P.R. have been installed here. This course might not be generally advisable and could not be recommended as a rule, but Mr. Sutcliffe says that it works out all right in this case.

In the first place he saves about half his rent expenses, he figures. In the second, all the employees of the C.P.R. at this point have to come to the store for their pay checks and a special effort is made to secure this business—with success, too. A specialty is made of overalls and other lines which railroad men are interested in.

Again, there is the feature that the

ticket counter brings a lot of people in to the store who would not come in otherwise, and "at least two overcoat sales last week were made as the result," states Mr. Sutcliffe.

Then the railroad office occupies little space, and there is nothing about it which interferes with the men's wear business.



WINNIPEG STUNTS THAT BROUGHT BUSINESS.

(Continued from page 47.)

in the pocket. These are taken on to the field and distributed to the crowds in thousands.

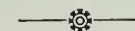
This firm prints programs for one of the big Winnipeg vaudeville houses — "pantages"—one of which is put in every parcel leaving the store. The theatre returns the compliment by using these programs in the gallery. The only cost of this publicity is the cost of printing.

This firm will shortly open a high class men's clothing store on Portage avenue near Smith street.



KICKED STONE THROUGH WINDOW.

One of the plate glass windows in the front of the store of Messrs. Field & Bro. at Cobourg, Ont., was recently broken in a very peculiar manner. A horse was being driven down the street and was evidently handling its feet in a careless manner for it kicked a stone off the middle of the roadway across the sidewalk and into the middle of one of the big lights in the glass front. Insurance companies might consider the advisability of opening a school of instruction for horses as to handling their feet while on business streets.



RED LIGHT FOR TRIMS.

In the Yonge street store of the Semi-Ready Co., Toronto, is a display cabinet in which trims are shown under a shaded red light. The effect is a pleasing one and takes off the bareness and glare of the usual white electric lamp. Of course there is taste required in the selection of the colors to be shown under the red light. The lamp used is an ordinary colored one such as used for signs or decorative purposes.

THE WORLD'S GREATEST BALL PLAYERS.

One of each of this series of pictures will be distributed free every Saturday from May 2 to July 18 inclusive. The names of players and dates of distribution are given below:—

	Saturday
Christy Matheson	... May 2nd
Chief Bender May 9th
Eddie Collins May 16th
Jack Barry May 23rd
Frank Baker May 30th
Wallie Schang June 6th
John McInnes June 13th
Walter Johnson June 20th
Joe Jackson June 27th
Ty Cobb July 4th
Tris Speaker July 11th
Jimmy Archer July 18th

If you wish the complete series call and leave your name, and we will save you one on each Saturday. None mailed and none given to boys under fifteen.

There is no advertising on the front of these pictures.

McNEIL, McLEAN & GARLAND,
Commonwealth Block, City Hall
Square.

Winnipeg, Man.

Do Too Many Models Spoil Hat Business?

So Many Styles That the Fashion of Last Season Does Not Look Out of Date—Stiff Hats Not in Demand, and Are Not Favored For Spring, Either—More Conservative Shapes in Rough Materials for 1915 Straws.

THE FEMININE problem of the selection of the new Spring hat can be understood to some extent by the male who endeavors this season to select his fall chapeau. There is offered for his selection almost everything that his imagination could cover in shape and color—and several others which would better be credited to a nightmare than an ordinary healthy imagination.

Although there has been developed some favoritism for certain colors and color combinations—principally combinations—there is at the same time such a big range that almost anything goes. In fact there are complaints in the trade that the range is so extensive that there are many men who are brushing up the hat of last season and putting it through for another heat—and the point is that no one can tell the difference.

Must Keep Open for Last Minute.

It looks as though there would have to be some changes made in the soft hat business if the fashion is to continue. Not only are there so many novelties now that there is nothing distinct to a season, and people need hardly make a change, but the competition between the manufacturers is so keen that retailers are not able to put any faith in the future market, with the result that they have to leave themselves open for last minute supplies and orders which would have been placed months ahead are now held down to so many weeks.

Two-color effects are having a good sale and there appears to be a call more for the blues and the grays than other shades—with the greens getting weak and the browns coming into the range to a limited degree. But there are so many shades which are permissible and evidently correct, so many shapes, so many different bands and knots that almost anything goes. Blue and pearl have had a good run as a combination but this is too loud to last for any length of time, and the blue and slate appears to be a better effect.

Yet Stiff Hat is Not Gaining.

And yet there can be little doubt but that the Spring of 1915 is going to see another soft hat season. There are few contrary opinions in the trade. There had been predictions that this Fall would see more of the stiff hats but the increase has been no more than the natural development of the Fall season; there is nothing to indicate that the stiff hat is gaining popularity at the moment—but what may be the result if the freaks continue in the soft models would be impossible to foretell. The bell shaped in the stiff has gone out as it was almost certain to do after a very short run, and the taper crown has more to recommend it from the standpoint of appearance.

There are evidences that the stiff hat manufacturers are making an attempt to get in on the soft hat trade. This is to be seen in the introduction of two-color effects after the fashion of the soft hats. A combination of black with gray binding is seen and an extreme model is a dark blue and pearl combination—which is anything but a thing of beauty.

English Makers Slow?

There is a complaint in some branches of the trade of the reluctance with which the British manufacturers fol-

low the changing styles with the result that it is difficult to handle the British felts in Canada. The manufacturers over there are turning out high-class material but the styles are too conservative to meet the demand here. Models can be duplicated when they are sent over but the changing conditions are such in the hat trade at the present time that it is not a business proposition to do so and get a share of the demand before something new is flashed on the public.

A Two-Color Binding.

In some of the Spring models which have been shown to the trade there is still a higher crown than the high crown of fall, a new idea being the elimination of the telescope effect, there being just a slight dint in an otherwise flat top.

A novelty which has been shown is a hat with an emphatically rolled brim and with a two-color binding. There is a broad binding of about half an inch round the brim of a color matching the body material and this is edged again with a contrasting color.

Fedora Crowns More Popular.

It is predicted that the Spring will see a return to more of the solid colors although the contrasts will continue undoubtedly strong. There is also an indication that the telescope and other forms of round crowns will be changed for the dented fedora shape which is merely a different method of shaping the same crown. The fedora crown is the strong feature of the hats which are now being shown on the continent.

Ridiculing Hat Fashions.

The extremities to which the hat designs have been carried in the past couple of seasons and more particularly in the present is leading to a certain amount of ridicule. The Washington Times remarks: "The straw hat of this year has been an artistic failure, sometimes in color, frequently in altitude, always in shape. Of course, once on the market it had to be worn. There was no way of sending the crop abroad to be eaten by the horses of the Cossacks or the Uhlans—which would have been the proper fate for most of the patterns. Now comes the felt hat of 1914-15 with all the possibilities for shapes and names afforded by the war idea. We shall have the Kitchener, the Kaiser, the Pau, the Grand Duke, the Liege (badly dented) the Volga, the Lemberg. The colors will emulate the autumn foliage of all Europe, with dashes of London purple, Parisian blue, Paris green and magenta. The derby hat is a sad thing, hard to the head and a mark for wind and dust. But if the makers do not become more sane, safe and conservative in their future products it may be necessary to go back to the stiff and gloomy derby. Nobody looks happy in it, but few look ridiculous."

Saner Straw Shapes.

Although there are some freaks shown in the straw hat shapes for 1915 the general tendency is for saner shapes than prevailed during the season which has just closed. There will be some high crowns but not many and the popular hat promises to be something conservative both in crown and brim. Materials will usually be in the rough rather than the smooth effect and there will be few split straws worn; for the extremists there will be hats which will resemble woven rope rather than straw.

Odd Twists and Fancies in Men's Fashions

A NEW YORK shirt manufacturing concern reports that there is a big demand this Fall for flannel as a material for fancy waistcoats.

TIES OF KHAKI of different shades in plain tones are being made for the trade in England, and samples have been received by Canadian haberdashers.

SOMETHING NEW IN SUMMER shirts brought out by a St. Louis company is a detached and adjustable sleeve constructed with a tab by which the length of the sleeves can be regulated to suit each man's needs.

A NEW COMBINATION IN SUMMER UNDERWEAR has no opening at the crotch but has a split in the leg down the outside extending from the waist to the bottom of the garment.

A "HIGH SHOE DAY" is advocated by some of the Chicago newspapers, a fixed date when the low shoes will be discarded in the same manner as the straw hat has been outlawed after a certain time.

ONE OF THE BIG STORES IN CLEVELAND tried the experiment this season of having their new men's suits exhibited on living models at the same time as the new gowns and cloaks were being shown for the lady patrons.

WASH TIES WILL be strong in the trade next Summer in the opinion of a prominent neckwear buyer in Chicago on account of the dyestuffs situation, which, if unrelieved, promises to interfere with the production of colored silks.

THE BUYER OF A Philadelphia department store reports that there is already a change of sentiment in regard to the two-colored hats for men. Soft felt is in demand and few cloth hats are being sold; some velours have been disposed of to women.

CUSTOM-MADE COLLARS are now being turned out to the order of the patrons of some of the high-class furnishing stores. These are made of the same material of the skirt and in endless variety of pattern and color, with Madras effects becoming popular. The colored color influence comes direct from England.

THE "EMERY NORFOLK" shirt is the latest model which has been brought out by the big Philadelphia firm. It is, as the name implies, after the Norfolk jacket, with box pleats front and back, invisible pocket at the pleat gathered in at the yoke and with a belted back. The collar is attached and the garment is specially designed for outdoor wear.

FIREPROOF CLOTHING is advocated by a Brooklyn, N. Y., physician, for girls and boys in view of the fact that within sixteen days there were eighteen children who lost their lives through burns in that city alone, the average age being between two and five years. A pound of ammonium phosphate, costing 25c, dissolved in a gallon of water will make a

child's clothing immune to fire. This fluid will not injure the fabric and the effect will remain until the garment is washed.

PLAIDS ARE VERY strong for the cape of the Fall and Winter season; in fact practically nothing else is being shown by the makers.

THE WHITE DOVE scarfpin is a novelty which has been brought out by Lewald & Co., Chicago. It is particularly timely in view of the European war.

THE LATEST DEVELOPMENT in the colored collar idea has been seen in England where the wing model is being made in the same material as the shirt.

AN ELASTIC RIBBED UNION SUIT for Summer wear not only has an expanding insertion at the waist but there are also bands running down the sides from the armhole to the bottom of the garment.

A NEW DERBY has a medium, high-tapered crown, a sharp curve and nearly flat top with a narrow, nearly flat brim and wide puggaree band. This band is of soft green and black silk and forms a contrast to the hat proper.

A STIFF HAT IS NOW BEING MANUFACTURED in the derby style which follows the style of the soft hats in the two color combination. This is distinctly odd and it is not expected that it will command more than a limited demand.

AMONG THE LATEST fads in neckwear is the black and white fashion. There is a big variety of designs in stripes, checks and figures. The black and white fashion may be expected to hold if the shortage of dyes should continue.

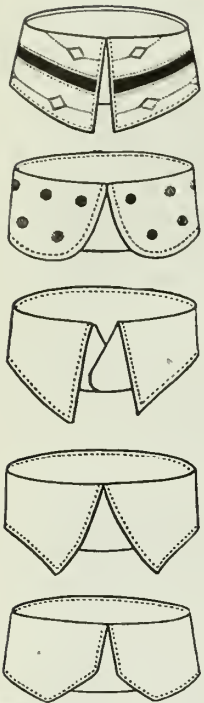
A BIG CLOTHING HOUSE recently made a showing of ready made clothing of which it was announced that the materials were directly imported and that there was only one size in each line and only one garment of that size; in other words each was an individual model.

A NEW DANCING WAISTCOAT which has been brought out by a New York designer and manufacturer follows the new idea of an open back, there being only a band at the waist. In this waistcoat, however, silk covered elastic is used which adds to the flexibility of the garment and prevents uncomfortable binding with rapid movement.

DESPITE THE EVIDENT effort which has been made by neckwear manufacturers to supplant the knitted tie with the wide silk cravat, a prominent Boston men's furnisher advertises: "The knitted scarfs are great favorites this year and good style. Both the self-ribbed and the club stripes are shown. Some with tiny embroidered figures on the dark bars. All shapes are much more liberal in shape to fill the collar space."

Even Wing Collars Now Made in Colors

Demand for Novelty Goes to the Extreme—England Sends Many Shapes in the Same Material as the Shirts—Collars at the Moment Cover a Big Range of Shapes in Plain and Fancy Materials—Soft Collars May be the Means to Supply the Demand for Something Different Next Summer.



AFTER RUNNING the whole gamut of possibilities in collar design—and the past several seasons have been noted for the number of novelties in shapes, in stiff and also soft models, which have been brought out by the trade—the manufacturers are filling the demand for something different by changing the materials.

The first relief from the pressure for new shapes was found in the use of the

Madras. For a time the medium stripes sufficed—but only a short time. Soon there was a variety of the stripes in different widths, running both vertically and horizontally. These were best suited to the straight line collars, and then came the introduction of madras in the collars with the circular openings, and with these water-mark and clouded effects were used. New patterns followed from time to time, and different polka dots and other small figured designs came to the front.

Introduction of Colors.

But the demand for novelty did not stop here. It remained for the introduction of colors to fill out the cycle. The extremes which are now being shown by some of the advanced style shops, and which find their origin in England, seem likely to represent the extremity to which the makers can go, and it is doubtful if they will have a very strong run in this country. First the color was introduced in a stripe running round the collar at the centre and small colored spots were used with the Madras patterns, and then came the stiff collars in the same materials as the shirtings. And in England this color idea has been taken so far as the wing collars, which in patterns similar to the shirts with which they are worn represent a combination

of popular style and conventionalism which it is hard to imagine as having anything but a narrow demand in the general trade. The wing collar represents the extreme, but the same idea is also worked out in the shape fastened with a long pin; it is starched, but gives the impression at the same time of being less rigid than the usual stiff design.

In the general trade at the moment there is a big range of collar shapes, and the Madras materials are having a good showing, although they will be as strong for the Fall and Winter business as for the Summer, where they to some extent supplied the place usually taken by the soft neck band. Outstanding appears to be the long-pointed style, which comes in a large number of shapes, with varying widths of vent and length of point, but it cannot be said that there is any distinct style, and makers are still making a strong showing of the round-cornered shapes, with varying height and curve, the wide vent and the model with the opening of the fold extending to the top of the outer band and the V-shaped opening on the inner wall. Wing collars have a very limited demand, but may be

stronger for the Winter season, with the Ascot-shaped tie coming in again with some wearers.

Soft Collars Returning.

An outstanding feature of the past season in the collar business has been the weakness of the demand for soft collars, either with the shirts or in the white—in fact, it might be said that there has been no demand at all. For next Summer, however, there is a tendency on the part of manufacturers to try and revive the soft collar, and this may solve the problem of supplying the demand for something different. A new soft collar which will be strong comes with the shirt, but makes no attempt at standing up—an effect which has been obtained in the past by the use of a cross pin or a short band with buttons to pull the bottom ends together. With the new collar the ends will be loose, and will lie flat on the shirt, somewhat after the fashion of the old attached collar on negligee shirts. However, there is a difference of opinion in the trade regarding the soft collar, and some opinions are that it is out for more than one season.

Hats for Spring in the States

THE style tendency for 1915 is at this time well defined and buyers whose judgment is reliable can place their orders with confidence, says The American Hatter.

For the fine trade sennits in fancy patterns and fancy rough braids will be correct. Crowns will be full and the prevailing dimensions will be $3\frac{3}{4}$, $3\frac{1}{2}$ and $3\frac{3}{4}$ inch crowns, and brims from 2 to $2\frac{1}{2}$ inches. A moderate shape for the well-dressed man will be $3\frac{1}{2}$ by $2\text{-}2\frac{1}{8}$; for the fine trade that is a bit more dressy, best dimensions will be $3\frac{1}{2}$ by $2\frac{1}{4}\text{-}2\frac{3}{8}$, while the real extreme novelty will be $3\frac{1}{2}$ by $2\frac{1}{2}$, which provides a very large hat.

For the popular trade the slightly taper crown, $3\frac{3}{4}$ and 4 inches by 2 and $2\frac{1}{8}$ inch brims will be the exact dimensions, with some play on $4\frac{1}{4}$ inch crowns for an extreme style.

The extreme taper crown will probably have some favor in the smaller

towns where the vogue did not reach this year.

There will be few, if any, three-inch crowns, and none under three inches.

Split braids will be staple as in recent years, $3\frac{3}{4}$ and $3\frac{1}{2}$ by $2\frac{1}{8}\text{-}2\frac{1}{4}$.

Soft braids will be more favored than in recent years. Leghorns will revive a strong vogue for the better class, although it is questionable if the very finest trade will favor this variety as Leghorns were quite the fashion this year with the real society men in the large cities, and next season will not be so exclusive.

Bangkoks will be quite as popular as ever, as will panamas, both duplicating the new novelty in soft felt styles.

Bows will be side or three-quarter and medium width bands will be correct. With the decadence of sash bands in felt hats there will be a general disfavor of puggarees on soft hats. Attachable puggarees will be left in stock for those who prefer them.

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The Effect of the War on Styles for Men

Speculation as to Whether Americans Will Diverge From London Standards on Account of War Influence or Whether Returning Tourists Will Demand That New York Tailors Follow English Styles—Advanced Styles Show Cape Coat and Form Fitting Lounge Models—Loose Coats For Rough Wear Only.

ALTHOUGH it is generally recognized that London is the centre of men's styles just as Paris is the great centre of creation for fashions of women, Canada sees the English influence only in a modified degree, particularly in men's furnishings. But for the principles of style we get back to the same original source, for the reason that New York, the fashion centre on this side of the Atlantic, follows the lead of London. Well-dressed men in New York will not only follow the London styles, but will have their clothes made by Bond street tailors; for the popular trade there is an American modification of the English models and it is this American modification that is much accepted in Canada.

There is considerable speculation at the present time by those who keep in touch with the fashions as to the effect of the war and the extent to which London and New York may be affected; also whether Canada will continue to follow the lead of New York in the event of a greater individualism in style developing in that city.

Somberness of dress will undoubtedly be noted in London as the effect of the war, with a tendency towards military influences in styles and colors. This will be noted first in the apparel of the women and then in the clothing of the men, and it may be expected that the Fall and Winter will see quieter colors than had been anticipated.

Which Would Canada Follow?

New York will follow this lead for the time being at least, but there is some question in the minds of authorities on the subject in the United States as to whether a continuance of the war will not lead to a wider divergence in style opinions between the Englishmen and Americans. To-day New York tailors are catering to men who have previously had their clothes made in London, and this may be the start of a more pronounced American tendency. Then there would be the question as to whether Canada would continue to follow the lead of the American designers, or whether direct connections might be established with London by Canadian tailors.

But while it may be that New York will not follow London in some of the style influences that may result from the war, it is not to be supposed that the

HOW UPSTAIRS GOT DOWNSTAIRS

In view of the article which was printed in the last issue of The Review regarding the policy of Robinson's upstairs clothes shop in Montreal, the methods adopted by a similar establishment in Chicago to attract business upstairs is very interesting.

The Monroe Clothes Shop in Chicago is situated on the third floor of a State street shop building. It is the only establishment of its kind in the Windy City and during the past couple of years has built up a reputation on its motto, "Take the Elevator and Save Ten"—fifteen-dollar suits and overcoats are sold.

Chicago's style parade is on Michigan boulevard. Here are the high-class stores where stylish apparel for women is sold. Monroe's establishment is on the third floor half a dozen blocks away. One day recently a display of clothing appeared in two Michigan boulevard windows. There is not a men's clothing establishment within several blocks. In connection with the display was the address of the Monroe clothing shop—and the fifteen-dollar figure was emphasized.

The result was that sales were made to some of the best people in Chicago who were attracted by the display in the center of the fashionable establishments of the city. In fact the management of the store report that through special numbering of the suits displayed they have traced sales of thirty-five to forty suits a day to the Michigan boulevard display since the windows were secured.

The display was made in the windows of a store which was vacant at the time.

standing of London as the style centre for men's clothing is to be seriously impaired. There have been so-called style leaders who have set themselves up in New York before this and endeavored to change the trend of the fashions, but they have been soon proven to be impostors so far as style standards are concerned. Fashion creators are among that

class of men who have a full knowledge of the luxuries and the arts of the world indulge in appropriate changes of dress and who have the time and the money to harmonize with the surroundings and the changing influences of world events.

Contrary to the views which have been expressed are the contentions of some of those who are students of style influences and who take the view that the war may result in a more pronounced Old Country influence in styles than before on account of the large number of Americans who have been abroad and who are returning now—many of them without baggage—with definite ideas of what they want the American tailors to make for them.

Cape Overcoat.

A tendency in overcoat styles which was slated to return to favor this season to some extent and which will be made more popular on account of the military tendency, is the cape overcoat, which is somewhat similar to the coat which was worn fifteen or twenty years ago. However, the military idea is not altogether responsible for this style, as there is also the influence of the cape coats which have been worn by the women and there are some particulars in which it will be noted that the styles of men follow those in vogue with the other sex. One of these coats is shown here as illustrated by "Men's Wear," New York, and in addition to this model there are other effects including a double style which comes around under the neck and is rounded off to the shoulders after the fashion of some of the coats of the picturesque Irish gentlemen of a couple of centuries ago. The extent of popularity of the cape coat is very questionable.

Another revival is the paddock or old-fashioned racing coat with the form fitting back and skirt effect. There are other plainer designs also of body formed coats with full skirts.

Advanced styles indicate that except for storm or motor use the voluminous coat is going out. Anything approaching the Balmacaan for lounge wear is not favored.

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Garside & White, Toronto, shoes, have changed the firm name to The White Shoe Co.

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 pique, two studs showing	Poke	Butterfly, with round ends, plain white or small plaque pattern	Plain white glace kid or white suede	Black, grey or deep blue, or 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 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

MEN'S WEAR REVIEW

DAY WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
AFTERNOON CALLS, RECEPTIONS, MAJINES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lambs wool, undressed, worsted, plain or braided edges.	Same material as coat, double breasted, or fancy fabric	Black worsted, with white stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing band	Once-over, hand or four-in-hand 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 lowers, plain 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, hand or four-in-hand same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LUNGE 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, chamolis, colored or white buck	Cotton, wool, listle, shades in harmony to 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 Highland cape, s.b. ulster.	Tweeds, chevots, homespuns, hannels	Single breast like suit or fancy knitted lambs wool	Same as suit or flannel, knickerbocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wood to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain 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.

Formal Dress Wear and Some of its Tendencies

Evening Suit Has Higher Fashioned Waist with Descending Curve to the Front—Shoulders Are More Roomy and Braid and Other Fads Going Out — Same Tendencies Apply to Morning Coat—Frock is Not Favored.

By a Staff Correspondent.

THE braid fad and some of the other fads in connection with the evening dress which have developed to some extent during the past few seasons, and which appeared to move in with the dancing vogue, will find a weakening influence this Fall and Winter. Not that the fads gained any wide popularity, for the man who considers himself dressed in strictly good taste does not follow the extremes—particularly in regard to formal dress—but such popularity as these little eccentricities did gain is on the wane.

Changes in formal dress from season to season are not radical, but there are certain new influences which are followed by discriminating dressers. For the 1914-15 season this new influence is seen in a shorter fashioned waist, with a descending line from the back to the front to give the length in front of the waistcoat. This waist-line coming down to a peak in a curve adds considerably to the graceful effect of the garment.

The coat is also distinguished by a concession in shoulder width, which has changed from the extremely narrow effect, by which the English fashion was accentuated on this side of the water, to a natural width.

In the lapels, outside of some general tendencies, considerable latitude is left to the individuality of the wearer and the maker. Generally the lapel descends in a curve outward rather than in a straight line, and the front is rolled gracefully, but the shape and angle of the points are a matter of discrimination. The facing may be of corded silk, which has been strong for some seasons, or of satin which is coming back in some strength. The collar proper is of self-material. Three buttons on either side set at a slight angle are favored, but two are also correct. The cord fastening is seldom worn by the better dressed men.

There is practically no change in the shape of the trousers, although there is a slight tendency towards more roominess with the more "comfortable" shoulder. Braid on the side seams is correct.

The white silk waistcoat with four or three buttons is strictly correct for evening wear, but white pique is also fashionable, and for some events the grey silk is in good taste. The white starched bosom shirt is worn with a wing or band

collar, and the former seems likely to have the preference. White bows are worn in a variety of shapes, but not to such an extent as the past few seasons have seen. Pearl studs are correct, and jewelry is not favored. Patent leather shoes are correct, with the button given the preference.

Morning Coats in Dark Grey.

For the morning coat also there will be less of the braid binding than in the past few seasons. Braid will still be worn by some, but this effect, which is more of less of a fad is passing with dressers of better taste. Here also we find a more roomy shoulder; nothing like

wide, but natural and without wadding. The waist is form-fitting and somewhat higher. The favorite material will be dark grey, which has generally supplanted black for this garment.

As for the frock, there is little to be said, and that little is scarcely necessary. The same general tendencies will apply as to other formal apparel, but for several seasons the frock coat has been frowned on by fashion, and it is very, very seldom that there is a call for this garment.

HANDY UMBRELLA STANDS.

The early bird gets the worm; so also does the bird which gets busy after a shower. The addition to the old adage is made to apply to the men's wear dealers who handle umbrellas. When the rain is falling is a good time for umbrella sales. Then is the time to make use of the umbrella stand. During a fall shower there were five of these stands made their appearance on the street line in the retail section of one of the large Canadian cities in the space of two blocks. They were of a variety of shapes, four being made of plate glass with wooden frames, while the fifth was merely a stand with brackets and not enclosed. These stands can be brought to the door way when there is a shower and can be instantly removed after the rain is over. They prove a big factor in making sales for the man who is caught in a shower is likely to act quickly on the power of suggestion.

DOUBLING WINDOW DISPLAY.

The men's wear store of Clarence Trull at Oshawa, Ont., has a narrow front and single window. To make the most of this display front, the idea has been used of a two deck arrangement for showing goods. The window has been divided into two stories by a large shelf which fits tight against the glass, and lights are arranged so as to make a good showing both above and below.

AN OTTAWA CHANGE.

Sydney Smith, manager of the gents' furnishing department, The 2 Maes, Ottawa, has left to go into business with the Whitney Pye Co., Banks Street, Ottawa. The latter are opening a new store at the corner of Bank and Albert Sts.

KNOWS WAY TO BERLIN.

The war contingent has claimed a number of the staff of Tooke Brothers, Limited, Montreal, including Capt. Whitehead, who has had charge of the neckwear department. "Tooke Talks" says:

"Capt. L. W. Whitehead—'Officer Commanding' the Tooke Neckwear Department—is spending most of his time in Europe. He had hardly returned from his spring buying trip, picking up colors for winter cravats, when he was called back to Europe to 'pick up a few German colors' as captain in the famous 5th Highlanders. With the same regiment goes C. B. Muir, of our office staff, and in one of the other regiments goes H. Thom of the Shipping Department.

"Captain Whitehead is familiar with the battleground of Europe, having visited nearly all the places now being mentioned in despatches. He is no stranger to Germany, where the forthcoming battles will be fought and will know 'the way to Berlin' from previous trips. Not the least of his recommendations as a soldier is his foresight and power of quick decision."

NEW YORK MODELS OF EVENING DRESS



No. 1—For formal occasions.



No. 2—The Tuxedo.

Chinchilla Overcoat Strong for Winter Wear

Early Sales Indicate Second Season for Last Year's Favorite—
More Close-Fitting Backs, with Belt Higher Up — Balmacaan
Only for Early Fall.



A boy's double-breasted ulster, which buttons close to the neck, having a belt, and, in some cases, stitched-down cuffs. It also has a center back vent.

EARLY sales in the large city stores are of an encouraging character for those who have carried over a large stock of overcoats from last season, for the bulk of these goods in many stores have been chinchillas. The early indications of a popular demand for this soft cloth with the pronounced nap caused dealers to buy pretty heavily and the subsequent mild weather and light buying left heavy stocks on hand. The problem with most was whether the chinchilla idea would prove a fad or whether the fancy of the public would come back again.

There was some justification for the anxiety over the "come-back" for in probably far more than half the coats sold the wearing qualities were not of the best, and many dissatisfied customers was the result of a chinchilla sale, and probably the liveliest problem of the

retail seller of clothing for weeks and months after, was that of allowing a refund or not on a chinchilla with the nap worn. The fortunate ones were able to take the stand that they did not guarantee the wearing qualities of the coat, any more than they would give a bond that patent leather would not crack.

But here it is again, and quite as favorable a guest of the store as one year ago. Once again the chinchilla would seem to be a one-two-three proposition. It is one of the most attractive cloths, soft, and dressy looking, and outside of the frailty of all naps, it is logically one of the most likely of coat cloths.

Outside of chinchillas there is a modification of the old coarse frieze that is going well, somewhat after a melton texture. The camel's hair cloth of last winter is not coming strong.

The word "chinchilla," of course, is now applied to anything that has even a faint resemblance to it, and the cloth that was known familiarly as "the one with the blue nap" before chinchilla was a recognized term in the clothing dictionary, is selling well this year. Many stores, in fact, set this and the more legitimate blue chinchilla as the best sellers, with greys and browns following in order.

For boys the chinchilla promises to be just as popular as for young men. For a few of the more staid, elderly men, the black melton with the velvet collar will be the usual standby.

In style the half belt for men is the "only thing in sight." The full belt is seldom seen except in boys' coats. The vogue of the belt has been one of the phenomenal features of the overcoat trade the last two or three years: coming from a one-to-ten position to one almost universal now.

The strength of the half-belt is ordinarily explained as due to the tendency to semi-fitting styles. What for years has distinguished English clothing has, in overcoats, crossed to the States, and some extreme styles in fitted directions are seen. Canada has not yet adopted these to any extent, but the more fitted overcoat undoubtedly is replacing the long, looser ulster. The change is seen also in the belt being placed in a slightly higher position, and in a shortening of the skirt of the coat, but not to the

extent yet, at least, of the extreme American styles.

The place of the Balmacaan is, as indicated before, not strong for winter coats. It is in its looseness essentially a fall coat and, with its modifications, has sold well for Fall. But the public has considered it as too loose for cold weather, as it has a suggestion of a chilliness in the outward sweep of the skirt.

Cuffs, it is reported, do not matter much. Of course, few would look at the old wide cuffs, but given the narrower ones, with the centre cut, little is said about them.

Little is seen yet of a military tendency in Winter coats except in a young boy's, which is made in a cloth like khaki, with half belt, brass buttons, epaulets with crest and crossed flags, etc.

Spring may see more of this for everybody.



Advanced style model of cape coat, which may be popularized with present military influence. Courtesy Men's Wear, New York.



Special Announcement



Having purchased the business of

The Durham Glove Co., Ltd., Bowmanville

we beg to announce that we have moved our office and sample rooms to

73½ BAY STREET, TORONTO

where we will be in a much better position to cater to the requirements of our customers.

We shall also carry at this address a completely assorted stock of all lines we manufacture and orders entrusted to us will be shipped promptly.

We invite you to call and inspect our range, or write for catalogue.

A continuance of your esteemed patronage is solicited.



The "Big Four" Glove Company

73½ BAY STREET

TORONTO



Deacon Shirts *for* Spring Distinctive, Stylish, Reasonable

Our travellers are now on the road showing the most extensive Spring range of

Outing and Working Shirts
Boys' Shirt Waists
Pyjamas, Night Robes

that we have ever shown—perfectly made and finished in every detail. Our line of shirts completely covers the wants of the outing and business man as well as the laborer.

Be sure to look over our samples when one of our representatives calls on you. Samples sent on request.

THE DEACON SHIRT COMPANY
BELLEVILLE ONTARIO

What Is Being Sold in Better Class Stores

Demand Almost Exclusively for Soft Hats — Green Shades Appear to Lead—Demand for Round Crowns Falling Off—Dark Bands Better Now Than Light—Knitted Ties Strong.

Written for The Review by Staff Correspondent in Montreal.

IN high-class stores like that of Max Beauvais, Ltd., several cases of knitted ties are being shown, prices ranging from \$1.50 to \$3, of very fancy shades. These are meeting with ready sale, indicating that knitted goods are coming back this season. They are made in four-in-hand shape. Last year plain shades were being worn in neckwear, but this year they are inclined to be gaudy. A few club stripes are selling, but the demand is not nearly as heavy as was expected. Prices range from 75c to \$1.50. One of the best sellers is a tie made of grenadine silk, of English manufacture, a tie which can be worn for six months, every day, and still give good service. Stickpins do not leave a mark in it. It is enjoying a splendid sale, probably because of its durability.

A four-in-hand Irish poplin, reversible and double, is selling well at \$1, but the average poplin is only in fair demand. Effects of the depression are being felt in this business. Brokers, real estate men, and other business men who formerly spent \$2.50 on their neckwear, are now content with articles worth 75c and \$1.

The English colored collar, which has met with some favor in the United States, and was recently introduced into this country, has not yet found its way into the retail store. For afternoon or dress, a turn-down collar, with round corners, is being worn. For everyday wear, a collar opening in a V-shape from the button up, is being worn. Another style is a complete close over, with considerable cut-away. The latter are now

ORDER FORM AT BEAUVAIS'.

If it is not convenient for you to come to our store, we will be pleased to give our careful and prompt attention to your order by mail. You will find this order form useful.

Send to

Street address.....

City

State

Express

Derby or Soft.....

Color

Style Plate No.

My weight is.....lbs.

My height is.....feet.....inches.

Size of hat

I am enclosing \$.....

N. Y. draft, money order, cash.....

Remarks:

the rage, nothing of a close-fitting nature being worn.

The demand in hats is almost exclusively for softs. Sixteen soft hats are being sold for every single Derby. More green shades are being worn than anything—moss and resida green, with a thick roll. Fedora or diamond shapes are best sellers, the demand for round crowns falling off. Greyish blue and a few browns are other colors in smaller demand. Until recently green hats with light bands were worn, but now all bands are dark, the same shade as the hat. Quite a number of velvet hats are being sold, and a bigger demand is expected as

soon as the weather is colder. Tweed hats are not expected to be in vogue much this Winter.

The latest caps are of shepherd's plaid, and grey, black and brown checks. They are rather loud, having no seams on top, and of large shape. These retail from \$1 to \$2. Cheaper caps are of the same cloth, but smaller shapes.

Winter goods have arrived, and consist of plain Chesterfields and Ulsters. The latter cannot be beaten for cold weather, and about the same demand is expected as last year. Fall coats have been selling freely, the demand not being much below that of previous years.

Economy is noticed, particularly in suits. Two or three years ago it was customary for a man choosing a \$30 suit if he saw another in the same row that took his fancy, to take them both. With brokers and real estate men missing from the financial district, business has dropped off considerably. Some of the better class stores are putting on special sales of \$18 suits, something they have never done before.

The latest in neck scarfs this season is the bandana silk. Knitted goods, which enjoyed a big sale last year, have entirely given place to this new scarf. Already before the season has begun they are being bought eagerly. They retail from \$1.50 to \$5.

Canes are in fair demand, although not being carried as much as a year ago. The newest is light in weight and color, resembling bamboo in appearance. These are made plain and mounted with silver. Partridge wood and ash in rough finish are having a fair sale.

War Interferes With Expensive Cravat Program

Demand is More Than Ever for the Cheaper Lines—Anything Goes in Style—Expensive Ties Should Find Sale in the Holiday Trade—Costly Imported Silks Being Copied in Cheaper Grades.

WAR has changed the trend of the tie business. Not that the effect will be very noticeable in the usual trade but rather is the matter one for consideration of the manufacturers. It is not so much that there is an actual change, but that certain developments which have been expected are not likely to take place and programs must be changed accordingly.

At the moment there is no particular alteration in the style outlook except in some minor particulars; it is rather in the matter of price that the war has made a change, or rather has acted as preventing a change which had been expected.

Tie makers and dealers had been looking forward this Fall and Winter to a more than usual demand for high-

priced lines. The expectation of this found ground in the style tendency in favor of large all-over patterns, in scrolls and floral designs as following the stripes and other more formal materials. These patterns find best expression in high-priced heavy silks to retail as high as \$2.50.

A worse season could hardly have
(Continued on page 66.)

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


STIFEL'S
INDIGO CLOTH

Standard for over seventy-five years

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.

You can tell the genuine in a minute by this trade mark  on the back of the goods inside the garments. It's your guarantee and your customers' guarantee against imitation.

Give yourself the prestige and profits of the world's standard fabric.

Cloth Manufactured by

J. L. STIFEL & SONS
Indigo Dyers and Printers
WHEELING, W. VA.

NEW YORK	260-262 Church Street
CHICAGO	223 West Jackson Boulevard
SAN FRANCISCO	Postal Telegraph Building
TORONTO	14 Manchester Building
WINNIPEG	400 Hammond Block
MONTREAL	100 Anderson Street



They're Made to Wear

Where ordinary boys' suits are showing the worse for wear, Lion Brand Clothes are practically as intact as when new. This is a strong statement, but the fact that every suit of Lion Brand Clothing is reinforced with double knees, elbows and seat, will convince you of its truth.

Get in a few samples and see how readily they will appeal to both the boys of your town and their parents.

Write for catalogue to-day.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at :—Clinton, Goderich, Exeter, Zurich

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

UNDERWEAR UNDESTRUCTIBLE

RELOTHING PURE WOOL ONLY

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

The Turnbull Co. of Gal. Limited
Gal. Canada Ltd.

Suppose you lose your job to-morrow

have you a side-line that will help out? If only as a side-line, cardwriting, as taught by the Edwards Short-Cut System, makes you practically independent of your present position. Our instruction is worth many times the price we charge.

Write for handsome two-color prospectus. Write to-day.

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

Silver Cup Winner's Message to Trimmers

Must Command the Confidence of Employers and Department Managers — Should Choose His Own Merchandise — Overtime Work Often Necessary.

Written for The Review by A. W. Murdison, Regina.

IT gave me extreme gratification to learn through your columns that I had won the annual grand prize donated by The Review for the six best displays of the year.

Show windows, in my estimation, are decidedly difficult to judge (I mean photographs of them are), as the feature of color harmony is lacking. Very often a show window which would appear attractive in its natural garb does not readily appeal to the eye because the color combination is absent in the photo. So I think the duty of a judge in this capacity is a very difficult one to perform.

At this point I would like to express, on behalf of R. H. Williams & Sons, my sincere thanks to the judges and the staff of The Review.

Generous Appreciation.

Window display in the last three years has undergone some wonderful changes. It has advanced with all the other branches of up-to-date merchandise methods and the cheesecloth artist with hammer and tacks is no longer to be seen. Simplicity is now the motto of every successful display man, and he must adhere to that motto in order to hold a position to-day. The Western firms generously appreciate their windows. Every up-to-date store seems to demand a large window frontage, thereby giving the display man ample scope to carry out his ideas.

I find it very difficult indeed to manage 26 sections averaging 9 feet, usually twice a week, and also attend to all the card writing. Sometimes a nine-hour day looks pretty short, and at Christmas or Openings, thirty-six hours is a short period to finish a big stretch.

Getting down to brass tacks, I can only give a few suggestions which greatly helped me in overcoming obstacles in this all-important branch of the advertising world.

A vital asset to the window man is that he must command the confidence of his employer; without it he is like a fish out of water, and it is his own fault if he cannot have it. He is directly responsible for the thousands of dollars' worth of merchandise that enter his windows every week. (Hence keep your windows locked.)

If his work necessitates overtime, he

has every stock at his command; unless in some stores the system prevails whereby the goods are chosen by the departments, which, too often, is unsatisfactory.

A display man should choose his own merchandise, especially yard goods. He knows or ought to know what he wants as regards color and accessories to match.

He should have the undivided co-operation of the department manager, advertising manager and merchandise manager, thereby giving him every op-



A. W. Murdison, of R. H. Williams & Sons, Regina, winner of The Review's silver cup.

portunity to carry out his ideas and plans. Each department manager, of course, is of different temperament, of different ideas, and thinks he is absolutely correct in his view of the store's campaign for business. These things the display man all over the continent must contend with. He must be impartial with every one by being able through his almost magic power to give each and every department manager the front windows all at the same time.

And now let me state here that the system of allotting and charging windows now in use in the Robt. Simpson Co.'s store, Toronto, is the best in the country, and any display manager or merchant would find it a great asset if they adopted it or one similar.

Another point which is to my mind an extremely important one and one over which there has been a good deal of difference of opinion:

It is concerning overtime work. I maintain that a display man cannot possibly get out of it. With a big expanse of windows one must do a great deal of work after hours, especially at the openings of Xmas. Never ask your employer for overtime—for you'll be further ahead in the long run if you don't, and you're not liable to get it if you do. It is really not a part of your work, but nevertheless it must be done, and don't forget, they appreciate it.

I might quote here a good motto which should be in every window trimmer's room:

"Hard work never killed a man nor gave him nervous prostration, but improper care of yourself while not working is what rots the rivets of your boiler."

* * *

As second vice-president of the C. A. D. M., I hope that every member in Canada will make an effort to attend the N. Y. convention in 1915. Give President McNabb and Secretary Thompson all the co-operation you can. It will benefit you and make you worth while to yourselves and employers.

Here's hoping for a banner year for Canada display men.

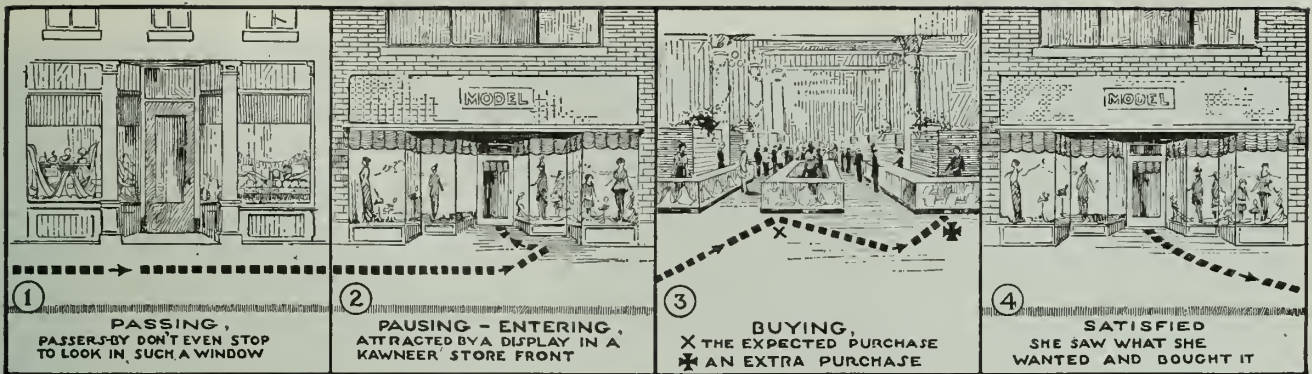
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STARTED IN BUFFALO.

As to my personal experiences, I started my window trimming career in Buffalo under Mr. Joe Hensinger, of the H. A. Meldrum Co. I worked through the day painting cards and three nights a week in the windows. I might say here that a young man learning the trade can never repay his display manager because the assistant is in a position to secure ideas, layouts and plans of windows which are the result of years of hard work. At the same time he demands to-day a reasonable salary, although I started on \$3 a week, and I think that I was paid well considering the amount of knowledge and experience I gained in that department.

After being able to write price tickets

(Continued on Page 70.)



It Happens on Every Street Every Day.

Here's a picture story of an every-day occurrence. It tells the truth about good Store Fronts.

It tells what is happening in Front of your Store every time a person passes.

To sell you must *attract* and *interest*. You must get the people *into* your Store, and you realize the great number of *extra* sales (see Figure 3) made *after* the customer has entered. As the result of interior sales helps most people make *extra* purchases after they have entered the Store.

One Merchant says, "Our old Front was fair but it takes a modern K A W N E E R FRONT to get the business. One of the best arguments for good show windows is the fact that one can sell the people what he wants to sell rather than what *they* want to buy." Think what a stock free of over-stock would mean to you—think of the money you have tied up in over-stock. A KAWNEER STORE FRONT will not only clean up your old stock, but it will increase the sales of the new lines.

30,000 Proofs

Do 30,000 proofs of one thing mean anything to you? If you had 30,000 customers wouldn't you have the same faith in your Store that we have in KAWNEER STORE FRONTS?

You may go from coast to coast—stop off at big cities and little hamlets and you will find KAWNEER STORE FRONTS making money for the Merchants behind them. Many of the keenest and most conservative Mer-

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Guelph, Ont.

chants have manifested their faith in KAWNEER STORE FRONTS by adopting them. During the past sixty days more than 1,000 Merchants have written to us asking for more information about KAWNEER STORE FRONTS and for suggestions for their businesses.

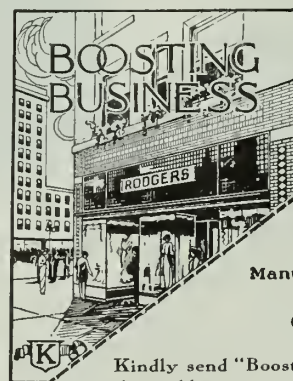
These Merchants have investigated thoroughly enough to know that their businesses need KAWNEER FRONTS—their initial steps (seeking information) are business-like and that's just what we want you to do.

Send this coupon for "Boosting Business No. 21" and see the actual photographs of many of the best-paying Store Fronts in the country. See the photographs of the Fronts be-

fore alteration—the changes are truly wonderful.

Your only business reason for putting in a new Front is to increase your sales—be sure you adopt a Front that will do that. In making your decision let the experience of 30,000 other Merchants help you.

First get "Boosting Business No. 21"—it's free for this coupon, and it will not obligate you in the least.



COUPON
Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Guelph, Ont.

Kindly send "Boosting Business No. 21" without obligation to me.

Name
Street and No.
City or Town
Business

Special Merchants' Day for Window Trimmer's Convention

Talks to Display Men by Live Retailers—Reduced Rates From Best of New York Hotels—First Report of Program Committee.

The Review has received the following initial report from A. E. Hurst, chairman of the Arrangement Committee of the Canadian Association of Display Men for the 1915 convention:

While the next convention of the C.A.D.M. in New York City is many months away, yet the Programme Committee for the C.A.D.M. have already begun their work by securing most desirable accommodations for the next meeting in August, 1915, at the Waldorf-Astoria Hotel, for both the Canadian Association of Display Men and the International Association of Display Men. The magnificent Grand Ballroom in this building will be used for the convention meeting and banquet.

The size of this room is one hundred feet square and forty feet high, has twenty-five first tier and eighteen second tier boxes.

Directly adjoining the Grand Ballroom is the West Foyer which will be used for reception and registration rooms for both Associations. Leading from this is the Astor Hall, Myrtle Room and other rooms which can be thrown into one large exhibition palace and will give us ample space for about eighty booths. A large room has also been secured on the floor for the special use of the Canadian Association for calling any meetings they may desire to hold.

One great advantage that this location will have is the fact that the convention rooms are on the second floor and within easy access of the street.

Special rates have been secured for the convention dates to all of those in attendance. Six hundred rooms can be secured at the following rates: \$2 per day for room; with bath, \$3 per day.

These rooms are elegant in their appointment and the charges during the winter season run from \$4 to \$10 per day.

These accommodations were secured with the understanding that the Association will be put at no expense for the exhibition and convention halls. It is understood, however, that the banquet on Wednesday night is to be held at the Waldorf-Astoria. The object of the Programme Committee is to make this convention of unusual entertainment and educational value.

One feature which has already been decided upon is that of a Merchants' Day, which will probably be held on Tuesday. At this time all the demonstrations, talks, etc., will be equally as interesting to merchants and buyers who may be in the market and it will give the display man an opportunity to invite his proprietor to the convention so that he may form a better idea of the calibre of men who make up these organizations.

Arrangements are now under way to secure prominent retail merchants of Canada and the States to address the display men on this day. By such an arrangement we believe that the retailer generally will more fully appreciate the value of the convention meetings and that he will be more apt to consider the expense of sending his display man to the convention, as a profitable investment.

At the last meeting of the Greater New York Display Men's Association, it was decided to have the entire New York local act as reception committee to welcome all visiting display men and merchants during the convention dates. Taking all of these points into consideration, the Programme Committee for the C.A.D.M. can report much progress towards making the next convention a great success.

WAR INTERFERES.

(Continued from page 62.)

been chosen for extending the business in high-priced cravats. Rather, on the contrary, the trade is preparing for a stronger than usual demand for the 50c and the 75c lines—and particularly the former. Look in the windows of the stores where haberdashery is sold and it will be found that practically all the price tickets bear the figures 50c. There are some 75c cards and a few \$1 ones, but for the most part it is recognized that the 50c is the trade bringer to-day and that it is advisable when the price runs to \$1 and above to leave the price out of the display and rather depend on salesmanship after the customer gets into the store.

In one of the high class stores in a leading Ontario city the manager states that recently he put on a tie sale offering English silks which were worth as high as \$2.50 for \$1.25, and the window display did not even draw a "bite." He now shows nothing but 50c lines in his windows.

May Take for Christmas.

There is an opinion more or less general that there will be a demand for the high-priced cravats for the holiday trade, and that there will be no falling off here from the usual business. The opinion is based upon the idea that in a gift there is not the same consideration of the matter of price and that it is usually the best ties that are sold. War conditions may mean that the prices paid

for some gifts are reduced, but the shading down should not materially interfere with the range of possibilities of the tie as a gift. The high priced cravats may be found to appeal to some people who formerly bought jewelry or other more expensive articles.

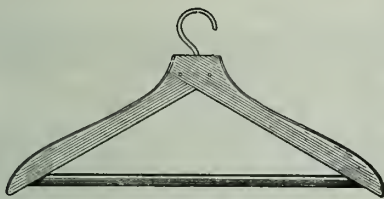
Anything Goes in Style.

It would be difficult if not impossible at the present time to say that there is any one style of tie in either shape, pattern or color which might be said to be the hit of the season. The range of possibilities has been so thoroughly and so rapidly covered during the past few seasons that there is to-day being shown practically everything that the imagination could call for. There are bows,

(Continued on page 73.)



This Store Equipped with Taylor-made Rack System

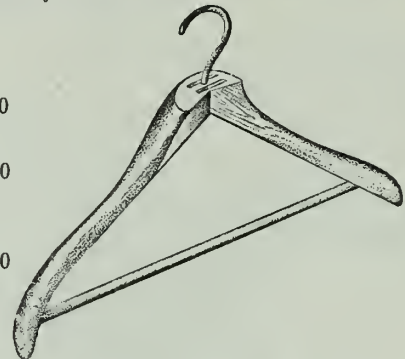


No. 33 I.B.—Combination Suit Hanger, per 100 \$7.50

No. 33B—Boys', 15 inches wide, per 100 \$7.50

No. 74B—Combination Suit Hanger, with inserted Trouser Bar, per 100 \$15.00

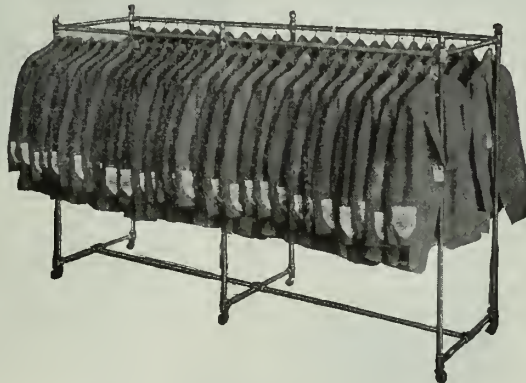
A Perfect Hanger.



Made of Polished Steel Tubing

No paint, no rust, no tools or trouble to set up. Shipped crated, K.D. Ball Socket Rollers.

6 feet long,
6 post \$10.00
8 feet long,
6 post 11.50
10 feet long,
6 post 12.50



Made of Oxidized Steel Tubing

6 feet long,
6 post \$13.00
8 feet long,
6 post 14.00
10 feet long,
6 post 15.00
Suit Racks, 5 ft. high,
26 ins. wide. Overcoat
and Ladies' Garments
6 feet high.

Our Complete Catalogue No. 84, giving splendid ideas for the window man, free for the asking. Mail Orders filled promptly. Send us your order to-day.

The Taylor Manufacturing Co.,

82 Queen Street North
Hamilton, Ont.

Clothing Methods that Won Success from Failure

Practical Points Applicable to Any Business, Large or Small—
Keeping Departments Separate—Clerks' Sales Records—Govern-
ing Buying by Actual Sales—Paper by Alfred Decker.

It is seldom that a convention of business men produces as pointed and practical an address as was the one given by Alfred Decker before the Wisconsin Retail Clothiers' Association at their first annual convention. Canada has not reached the point of population probably yet when clothing merchants can be organized to any extent and draw sufficient attendance to make a national convention feasible, and even provincial meetings might be found difficult to keep going, but whenever possible it should be attempted. Across the border the various states are being organized and among the most successful have been the gatherings of retail clothiers.

The address of Mr. Decker which *The Review* reproduces in substance and partly verbatim below was not

only valuable in presenting principles that control success, but in having a conspicuous example of the application of these principles in actual dollars and cents.

In a word Mr. Decker gave an instance of where a deficit was turned into a surplus by a young, newly appointed manager, who made it a point to know what was going on in his store.

And what did he insist on knowing?

1. Actual value of stock on hand, and a knowledge of this from day to day.
2. Profits of each department; suits, overcoats, pants, furnishings, hats, shoes.
3. Daily record of the day's busi-

ness, compared with corresponding day of previous year.

4. Daily record of sales by each clerk, with percentage of salary to sales figured out.

6. No goods put into store until the selling price conformed to the mark-up decided on before as a safe margin.

7. Refunds and exchanges handled to prevent any gains to clerks.

8. Records of sales of each line as guide for next season's buying.

The net result was that the Spring turnover increased from 1.45 to 2.4 in two years.

One of the most valuable of the maxims of Mr. Decker was this: "No merchant should buy any more than he knows from previous years' experience he will be able to sell the first four months of each season."

THE retail clothing business, I am told (began Mr. Decker)—and I am convinced—ranks among the most profitable and best-paying trades. I believe I am not exaggerating when I say more substantial fortunes have been built in your line than any other. I know you will allow me to start off from that basis on my discourse this evening.

We find great merchants with successful careers and large establishments that started—so to say—with a shoestring. This not only applies to the one who was favored with extraordinary conditions, but also to cases where the most primitive environment prevailed. Of course, as in everything else, there is that variety of ability that shapes all out destinies; but, gentlemen, the point I wish to bring out, the point that swings the great pendulum of the successes in your trade, is that besides ability and good location and surroundings, the success or failure of the retail clothing business is due to strict adherence to or due to the lack of the very first principles required in the running of any business—even a peanut stand.

Half-cocked Attention to Business.

We who are on the other side of the fence see these cases exposed so often that it makes one wonder how these very conditions can exist. Now, I don't want you to think of me as a pessimist or calamity howler, for my friends know of my optimism, but when you would see, as we do, the thousands of

financial statements of evidently good clothiers, who started with, say, \$5,000 or \$10,000 capital, and after 15 to 25 years of toil show a statement of, say, \$18,000 stock, \$3,000 fixtures, \$5,000 outstanding, a homestead worth \$6,000, encumbered for \$2,000, making a total of \$30,000 assets, and owing (at the end of a season) \$5,000 to the bank and \$10,000 for merchandise, \$5,000 of which is past due on an annual business of \$40,000. One frequently finds examples like this—while, on the other hand, you will see statements of \$30,000 assets and \$2,000 or \$3,000 bills payable from merchants who lived and worked under the same conditions.

RECORD FOR SPRING, 1912.

Dep't.	Turnover.
Suits	2.1
Overcoats	2.1
Pants	1.1
Furnishings	1.6
Hats	0.9
Shoes	0.9
Average turnover	1.45

RECORD FOR SPRING, 1914.

Suits	3.2
Overcoats	3.3
Pants	1.9
Furnishings	2.9
Hats	1.9
Shoes	1.6
Average turnover	2.4

My point is that while the latter condition can be accomplished, the former is, unfortunately, too common. The causes of these mediocre successes are not drink, sickness or extravagance, but a combination of fair ability, half-cocked attention to business and an utter disregard of one's best interests.

Now, gentlemen, I don't want to dwell on generalities alone, but here give you a concrete example of a case that was as I here describe, and which was turned into a successful issue. This occurred in a larger city than that in which the average merchant resides, but there is no question but what it can be duplicated anywhere. My reason for quoting it is that the man who did the trick wrote the story for me, and thus supplied me with the necessary information.

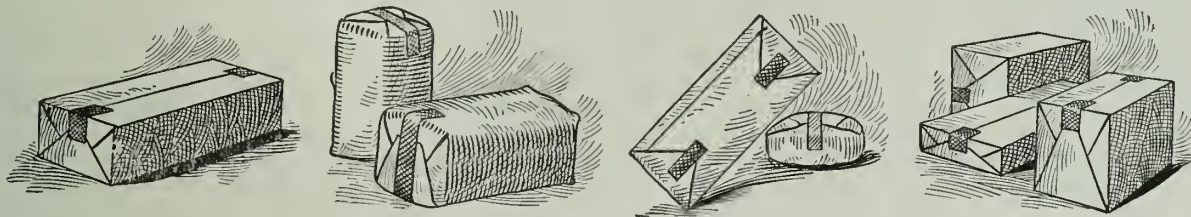
There is no need of entering into details as to how this concern got into this condition. They were good, honest men, possessing the qualifications of first-class salesmen, but with no ability or patience to bother with the essential details of a business.

Due to Lack of System.

The man who finally made their business a success had received his training in a first-class, money-making retail clothing house. He had heard the concern I am describing were in need of someone who could show them how to run their business intelligently. He asked for an appointment, which was granted,

Seal Parcels—Don't Tie Them

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THE PRINT-O-GRAPH ADVERTISES AND SAVES MONEY BESIDES

With the use of the Print-o-graph every parcel you send out is securely sealed with a strong fibre tape printed with your advertisement.

Its use means a big saving over the old string way of parcelling when you consider the economizing of time, and the elimination of the necessity of having your name and ad. printed on bags and wrapping paper.

No matter what size parcel, the Print-o-graph seal is strong and your ad. stands out distinctly. Easy

to operate—simply pull the tape and your ad. appears neatly, clearly printed, and the gummed side of the tape moistened ready to stick on.

The price is remarkably low for the benefit derived from the use of the Print-o-graph. Write for full particulars.

Full line of gummed tapes, all weights, widths and colors always in stock. Lowest prices, consistent with quality.

FREER, COLONEY & COMPANY, LIMITED

Sole Canadian Distributors, 801 Read Bldg., Montreal

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

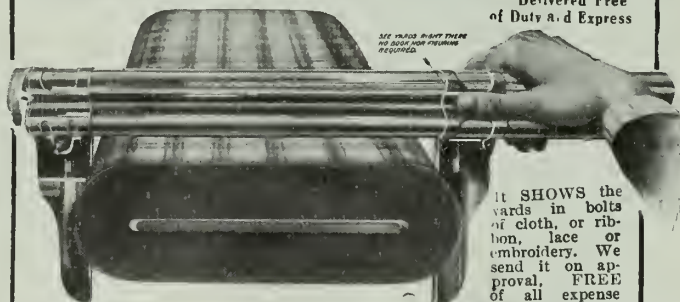
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It SHOWS the yards in bolts of cloth, or ribbon, lace or embroideries. We send it on approval. FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you. A larger illustration and particulars sent on request.

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STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

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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.

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Technical Book Dept., MacLean Publishing Co.
TORONTO



272 Pages
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displayed his wares and sold his ability for a nominal sum. It took a couple of weeks of arguments back and forth to convince the firm that it was their lack of system which had caused their poor showing, and that a business could be run by statistical records handled by someone who knew from practical experience, and who could suggest remedies by reading the figures. These men were like a great many retailers of today, who look at a store's success from the standpoint of the volume of sales instead of what is left on the credit side of the profit and loss account at the end of the season.

What They Did Not Know.

The first thing the young man did after entering the store was to take an actual inventory, and the result was that he found them head over heels in debt, and owners of about \$15,000 worth of merchandise from several years back that could not be sold except at a great sacrifice; a large number of accounts receivable, of which about 60 per cent. could not be collected, and other worthless assets, altogether an amount of \$45,000, which had to be written off. He also found that the store had lost about \$2,000 during the two months of that season prior to his entering the business. Getting all these facts together, he called a meeting of the owners, laid the facts before them, and suggested remedies to improve the conditions.

Except at inventory time they had never known how much they had made, and at that time they only knew the net profit on the whole store, not how much they had made gross or net on each department. They did not know which department made money according to the stock and the expenses it carried, or if stock was too large for doing the business they did. They might have heard of turning of stock, but did not know what it was. Now, if these men had prepared themselves before they started out as merchants, it would have saved them the \$45,000 which had to be written off the books and much more than that in other ways.

The new man started out by cutting expenses in every department where it would not jeopardize the business, and suggested judicious newspaper advertising and better displays in the windows. He showed them from day to day by a simple daily report a complete history of the day's business, compared with the previous year. The marking of the merchandise was systematically done. The new man demonstrated to them the correct way to buy. On account of few records having been kept, he had to find out for himself how far to go in buying merchandise for the first season. No merchant should buy any more than he

knows from previous years' experience he will be able to sell the first four months of each season. You must know what you bought from the different concerns last year, and at what prices you sold these suits and overcoats. Never have suits and overcoats in one department on your books. Separating them is the only way you will be able to determine what you have sold intelligently. Do not have pants in with the suits, but have a separate department for them. These different records were kept from day to day, and he knew exactly how many suits were sold, and at what price. More merchandise was added according to the showing of his figures.

Change in Turnover.

The turning of the stock the first six months this new man operated the store was as follows for Spring season, 1912:

Suits	2.1
Overcoats	2.1
Pants	1.1
Furnishings	1.6
Hats	0.9
Shoes	0.9

Average turnover 1.45

But for the Spring season, of 1914, two years afterward, it was:

Suits	3.2
Overcoats	3.3
Pants	1.9
Furnishings	2.9
Hats	1.9
Shoes	1.6

Average turnover 2.4

The turning for Spring season, 1911, totaled about 1.25. This is figured on average stock during the season, not, as erroneously done by many, on the merchandise at the end of the season, when the stock is lowest.

Weeding Out Old Stocks.

These figures show what can be done by systematic buying. The hat and shoe stocks in 1912 were practically worthless, but, by weeding out the odds and ends, little by little, during the two years, without serious consequences, he demonstrated an improvement in stock turning which is surprising. This man uses the turnover as a guide in determining the condition of a stock. It is his barometer, which is guiding him to successful merchandising.

What Each Clerk Cost.

Then the efficiency of the sales force was looked into. Their sales appeared on the daily report, and each week their salary was applied to the total sales to find their selling per cent. The mark-up on each invoice was figured, and no goods were put in stock until the selling price was right according to the per cent.

mark-up shown on the invoice, which had to be large enough to leave a profit.

Refunds and exchanges were handled in a different manner, eliminating any opportunity for clerks to become rich through these mediums. Actual cost of merchandise sold was figured from day to day.

Through his records he was always posted on his stock on hand. He knew exactly how far they could go in price cutting, as he knew how much had been made in each department, and knew a fixed per cent. had to be made to pay expenses and leave a profit.

Four months after this new man entered the store the inventory showed a profit for the six months of about \$6,500, or for the four months of his leadership a profit of \$8,500, as the books showed a loss of \$2,000 when he took the store over. At the present time—two years afterwards—the concern stands as follows:

Stock	\$27,000
Other assets	38,000
<hr/>	
Total	\$65,000
Liabilities	18,000
<hr/>	
	\$47,000

Net Profits of 10.3 Per Cent.

Two years ago their standing was:	
Stock	\$33,000
Other Assets	23,000
<hr/>	
	\$56,000
Liabilities	40,000
<hr/>	
	\$16,000

Their sales last year were \$184,000.	
	Per Cent.
Gross profits	\$61,000 33.5
Expenses	42,000 23.2
Net profits	19,000 10.3

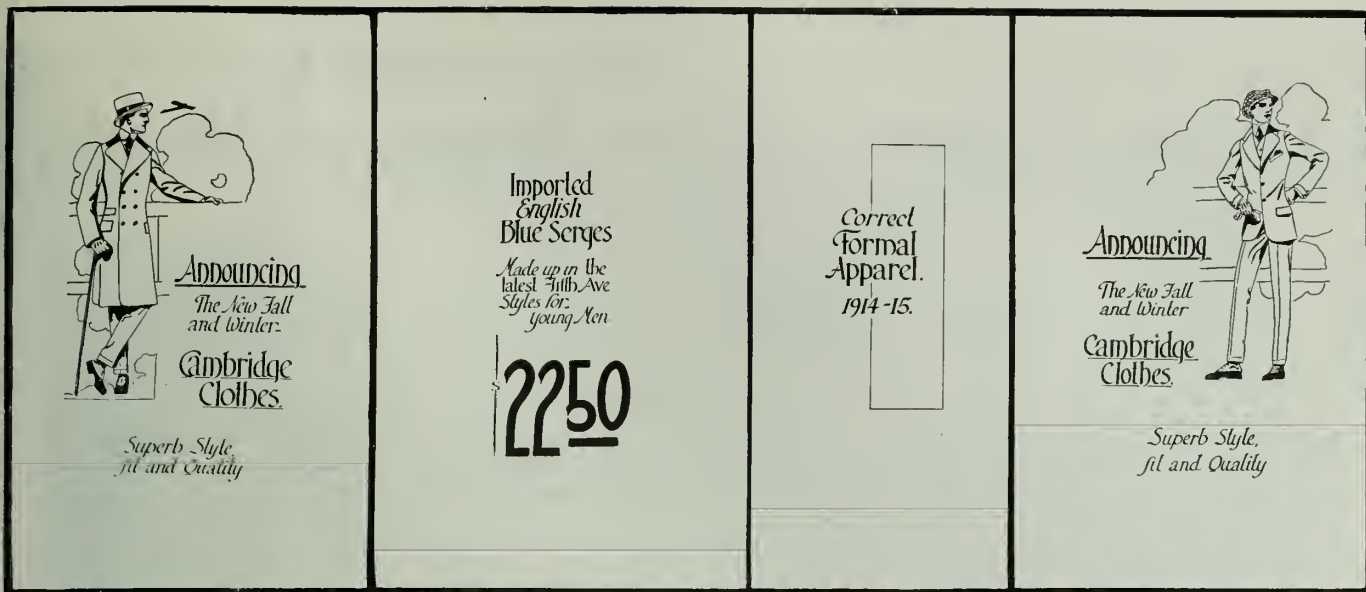
They have their business so well in hand that they cannot miss the ultimate goal which every merchant is aiming at—real success in exchange for their earnest efforts.



STARTED IN BUFFALO.

(Continued from Page 64.)

and with a fair knowledge of window dressing, I became connected with one of Buffalo's progressive stores, J. M. Brecker & Co., and under the schooling of an experienced man with modern ideas and a tendency to keep down expenses—which is a mighty good thing nowadays. I soon became confident that I could manage a set of windows. My chance came with the same firm which I was connected with for over two years. The North-west appealed to me, and I started for Regina. I have made several trips to conventions, etc., which I find greatly add to one's knowledge.



Designs of Fall cards for men's wear stores by R. C. MacDonald.

Types of Cards for Staple and Special Occasions

Narrow Panel Shapes with Lots of White Space Becoming Popular—Attractive Ink Sketches to Represent Styles—Prominent Price Mark—Stripes on Top and Bottom—Combination of Roman and Italic Lettering.

THE cards reproduced on this page are seasonable Fall and Winter announcements and illustrate the prevailing tendency towards black lettering on white cards for men's wear windows. There is also noticeable the feeling in favor of pen lettering, with lots of white space around it, and the panel style, up-and-down in preference to the "landscape." Short, terse wording is another admirable point about these cards, the work of R. C. MacDonald, who, it will be remembered, was one of the judges in the annual competition of the Canadian Association of Display Men.

Drawing is a Good Suggestion.

The upper illustration contains on the extreme left and right two announcement cards for Fall and Winter. On each is a neatly designed pen sketch as a decoration, the one of an overcoat, the other of a suit. This device was one of the features in the prize-winning card of Gordon Munroe, of Portage la Prairie, and for variety, adds greatly to the effectiveness of a card. There is a suggestiveness about the drawing that links it up profitably with the made-up goods or the piece. Here the drawing does not dominate the card to the dwarfing of the reading matter.

Free Wrist Movement.

The lettering in all these cards is a pen stroke with a free wrist movement. One of the advantages is that it is done very rapidly, as Mr. MacDonald has

completed one card in five minutes or even less. This is a big consideration in the busy card man's choice of a style of lettering. The letters themselves combine a somewhat eccentric Roman style with Italic.

Prominent Price Card.

The left centre sample takes the form of a very prominent price card, unusually prominent compared with the work of most card writers, but the figures,—the only brush work on any of the cards and done with a wide flat instrument—are not too obtrusive for all their size. There is a neatness that tones down any feeling of over largeness, and the condensed form so far as width is concern-

ed, serves to keep them practically inside the width allotted to the lettering. The dollar mark is an odd one, but simple, effective and rapidly executed.

The whole inscription including the price, is kept in a small panel space in the centre leaving abundance of white ground—one of the best features of all such cards.

The right centre card contains a unique layout, with a small, pen line panel, as a relief to the inscription which is itself of the type of a regulation formal announcement.

The cards at the lower end of the page are also the work of Mr. MacDonald

(Continued on page 73.)



Urging Britain to Allow Export of Wool

Knit Goods Firms in Replies to Query of The Review, State That Conditions Would Soon be Serious—Supply from U. S. Would Increase Prices—Much Needed for Government Orders.

The following letters have been received by The Review from knit goods manufacturers indicating the urgent need for rescinding the recent embargo on the export of wool into Canada.

MATTER FOR GOVERNMENT ATTENTION.

WE have your favor of the 13th inst., asking our opinion on the effect of the English Embargo on Wools, and in reply wish to say in regard to the raw wool situation, this embargo if maintained for any length of time, will have a very serious effect on Canadian business. It is quite true that we can go to Australia, New Zealand, or South America for certain of our wools, but at the same time this cannot be done in a week or a month, as connections must be formed in these countries and it is doubtful if any could be got from New Zealand or Australia short of four or five months. In the meantime the Canadian supply of wool would undoubtedly be used up in about two months and in fact Canadian wools at the present time are very scarce; after which time, we would be obliged to go to the United States for our supplies, and recent quotations had from that source on Crossbreds have been anywhere from 3c to 6c per pound advance, while on Woollen Tops they are asking an advance of anywhere from 5c to 8c per pound. This being the case, of course those concerns who are tendering for contracts for Government work, would be obliged to put the extra price on these goods and eventually this extra price must be paid by the Canadian or British Government for their supplies.

We think this matter should be brought very seriously to the attention of the Canadian Government with a view of having matters adjusted in some way with the British Government, so that supplies could come into the country and we in turn would not be allowed to export in the raw state. This we think would overcome the difficulty.

Paris, Canada, Oct. 16, 1914.

PENMANS LIMITED, J. Bonner,
General Manager.

NEGOTIATING WITH BRITISH GOVERNMENT.

REPLYING to your favor of the 13th would say the embargo placed upon wool by the British Government will certainly be a very serious matter to all Canadian Textile Manufacturers. We had very large quantities of Wool specified for immediate shipment just at the time the embargo was placed, and we have been unable to secure shipment. We should think this would work out very unfortunately for all Canadian manufacturers. Our representative in England is negotiating with the British Government to see if we cannot secure a license to have these shipments come forward, as they are required for manufacturing government orders. The matter is also being dealt with from Ottawa. We were advised by cable a few days ago that last week there was an advance of 14c per lb. on crossbred yarns in England, so the situation looks pretty serious at the present time. This year, particularly, all manufacturers have been running with as light stocks as possible and if importations of wool are stopped for any considerable length of time present stocks would very quickly become exhausted.

Dunnville, Canada, Oct. 17, 1914.

THE MONARCH KNITTING CO. LTD.

A REPORT from Bradford manufacturers to Messrs. Wilson & Angus, Toronto, deals thus with what they designate as the extraordinary position prevailing at the present time:

Practically all quotations for merinos and crossbreds have been withdrawn, and all we can do with regard to values is to give the price last made. For example, 17½d. has been made for 40s., but to-day it is practically impossible to buy any sort of crossbred tops or even merino tops at any price.

Topmakers have had to buy back tops previously sold to merchants, and the latter have made good profits on the transaction.

The trade has been fairly overwhelmed by the enormous demand for all kinds of Army material; indeed, the demand is greater than the trade here can supply, and big contracts for the French Army are going to America and Canada. There has been a particularly large demand during the past few days for material for horse rugs and all sorts of low wools and low noils have been practically swept up.

All spinners who have adapted themselves to the altered conditions are working at high pressure; indeed many mills in Bradford and district are working night and day.

Even merinos are dearer than they were a week ago to the extent of a half penny or three farthings; but it is hardly possible to say really what merino values are until some wool has been offered in London.

All sorts of English wools are also in great demand, especially the stronger sorts, and prices are on the up grade. The conditions prevailing during the war of 1870 have not only been reproduced but the demand is proportionately greater than it was then."

See also next page.

Harvey Knitting Co., Limited, Woodstock, Ont.

MAKERS OF

Ladies', children's, men's and boys' Vests, Drawers and Combinations in Cotton, Lisle and Mercerized Yarns. Combinations a specialty.

Also

sole makers of the AIRYWEAR knit fabric. Most perfectly ventilated garment ever made.

Sold to the Retail Trade.



Ladies' Fine Swiss Ribbed Lisle Vests.



Boys' Porous ILET Combination

Wait for our Representatives with the

HARVEY BRAND OF KNIT GOODS

The range for 1915 is the finest ever shown in Canada.

AGENTS: British Columbia and Alberta—H. P. Laing, 601 Welton Bldg., Vancouver. Manitoba and Saskatchewan—Harvey Bros., 313 Fort St., Winnipeg. Ontario—J. E. McClung, 33 Melinda St., Toronto. Quebec—P. DeGruchy & Son, 207 St. James Street, Montreal. Maritime Provinces—F. S. White, St. Stephen, N.B.

STOCKS SOON EXHAUSTED.

WE are in receipt of yours of Oct. 13th, and we may say that the prohibition of the export from England of wool and yarns will be a very serious matter for the knitting concerns in Canada if this prohibition is continued for even a short time. We think that your statement to the effect that the stock of yarn in the factories and mills will be largely exhausted by Christmas is, in all probability, correct. Something, of course, will depend on the condition of business between now and Christmas, but we are inclined to think that stocks in the hands of the retailer are very low, and that there is apt to be a very considerable demand between now and the close of the year. This, of course, will tend to use up the available supply of raw material. Our advice is to the effect that an exception is likely to be made in the case of Canada. We understand that the Ottawa Government are negotiating with a view to having the embargo removed, so far as Canada is concerned, and we think that, in view of the fact that the Imperial Government are asking the Canadian mills to supply goods for the Imperial troops, in all probability, the embargo will be removed, but, as yet, we have no definite information.

In reply to your question regarding the advance in cost of manufacture, we

do not anticipate any advance in the cost of labor. The labor supply at present is very plentiful, but there will, no doubt, be an advance in the cost of raw material, even if the embargo is removed. Prices have advanced very materially during the last month. This, of course, will increase the cost of manufactured goods, and, on the margin on which knitted goods have been sold in the past, corresponding advances in the price of the manufactured article will become necessary.

We are not prepared, just at present, to answer your question regarding other sources of supply. We are looking into the matter and preparing to meet the situation in case the embargo is not removed.

R. M. BALLANTYNE, LIMITED.
(K. C. Turnbull.)

Stratford, October 17.

TYPES OF CARDS.

(Continued from Page 71.)

old, and three of them show a variety in treatment from the simpler ones appearing above. Note the one on the left, with the two words, "Just Arrived." The stripes on top and bottom are in grey. This is a very terse catchy phrase, and the firm for whom it was executed.

Messrs. Fitzpatrick and O'Connell found that it not only drew attention to the goods but resulted in a number of inquiries being made.

The second card follows the line of the one shown above with a prominent price mark.

The third is a novel and taking card for a special occasion, Thanksgiving, with the turkey itself a cutout in colors, and the section of the circle on the top also in two bright colors.

The fourth has the lettering like the rest in a narrow panel space, with the stripes of vivid green on top and bottom.

Mr. MacDonald's work has attracted considerable attention and The Review is glad to be able to reproduce some of his typical products in this issue.

WAR INTERFERES.

(Continued from Page 66.)

four-in-hands, large scarfs and knitted shapes: there are club stripes, all-over designs, checks, polka dots, plain colors, and in fact almost anything that could be asked for—and they are all in good taste. All-over designs are getting a fair share of attention, despite the fact that the higher-priced lines do not appear to be big sellers and the manufacturers have risen to the occasion by bringing out similar designs in cheaper grades.

Sold Eighteen Dozen Tipperary Ties in One Day

Semi-Ready Store, Toronto, Puts on a Special Line to Meet the Spirit of the New War Song—A Popular Response—Saturday Sales Made the Event the Most Successful of the Kind Ever Held in the Store.

IF everybody is singing "It's a Long Way to Tipperary," why shouldn't they wear a Tipperary tie? This was the question which appealed to Manager Hay, of the Semi-Ready Store, Yonge Street, Toronto.

There is no connection between the particular song and the war, and yet it has become the British marching air of the campaign, and, it is said, is being taken up by the French. The sentiment of the lines has nothing to do with fighting; it is the air that has caught the spirit, just as the Americans in the war with Spain took up "There'll Be a Hot Time in the Old Town To-night." But there is a connection between the song and the cravat which Mr. Hay has brought out: it is an Irish tie, which typifies the Irish air.

With everybody singing, humming or whistling the war air; with the orchestras in every theatre playing it, and with the echoes carried up and down the streets by gramophones, Mr. Hay conceived the idea that it was time to take advantage of the fighting spirit to help business. He went to a tie manufacturer and bought up a line of shamrock-colored goods, which he had made up for his store to sell at the popular figure—50c. The material was a green mixture in one of the new floral patterns, which at first glance could very well pass for a shamrock design.

That Mr. Hay had correctly gauged public sentiment in this matter—that he was correct in his opinion that the popularity of the song would work out in neckwear—has been proven by the sales. He reports that on one Saturday alone there were over eighteen dozen went over the counters, and this is a remarkable showing at a time when there is not a very strong demand for haberdashery.



This window dressed by Reid Pepper had a good share in selling 18 dozen ties in a day. These are shown prominent in the foreground, while the card proved a "Hit," as well as a "Tip." In the background is a drawing of an Irishman with a pipe. The whole window has the natty appearance characteristic of Mr. Pepper's trims.

The big selling feature was the window which is illustrated here. The display was one which was designed with marked care, and was bound to attract attention. There were few men who passed who did not hesitate for a moment and look it over, and many went inside, as the sales show. Altogether it was one of the most successful efforts of the kind which has ever been organized in this store.

A companion window was filled with an appropriate display of Irish home-spuns in suits and coats.

Since the outbreak of the war there have been a large number of patriotic neckties placed on the market. There have been tri-color effects, both in the flat silk and knitted cravats, and there have been a large number of emblems worked into the scarf ends of various shaped ties. However, the demand for these has not been very strong. The Tipperary tie idea seems to appeal more to the taste—just the same as people would whistle the tune when they would not find occasion to stop and give three cheers for the flag.

Official Statement from Customs Department to The Review

IN order to settle a point in dispute as to what goods ordered before the war are eligible to enter Canada now, the Editor of The Review wrote the Commissioner of Customs at Ottawa and received the following reply, settling also the point as to the manner of proof required of export before the war:

Department of Customs,
20th October, 1914.

Sir:

I have the honor to acknowledge receipt of your letter of the 13th instant

asking for a statement from this Department as to whether it considers that German goods which left Germany after the declaration of war, August 4th, or Austrian goods which left Austria after the declaration of war with that country, on August 12th, may enter Canada.

In reply I am to state that this Department holds that goods the product of Austria or Germany in order to be entitled to entry into Canada must have been exported from these countries previous to the outbreak of war with each

country, respectively. When goods are shipped from these countries the date of the foreign bill of lading is considered sufficient proof; and when goods, the product of Austria or Germany, are imported through a neutral country, the affidavit of the exporter in the neutral country, containing the above facts, is required.

I have the honor to be, Sir,
Your obedient servant,
JOHN McDOUGALD,
Commissioner of Customs.

STYLE TALKS ON TIES.

The supplies of silks from Switzerland are still keeping up fairly well and neckwear manufacturers are able to produce almost as great a variety as in previous seasons, while advices from that country are quite hopeful as to continuing shipments.

* * *

While club stripes in bright colors and variations of border ends still have a big hold on the trade the large all-over effects are taking the lead and late Fall and Winter should see an extension of the domain of these. There seems little limit to the size of these patterns or to the colors. It is noticeable that black forms one of the constituent colors of the majority, however, with gold, red, blue, orange or green as popular companions.

* * *

Not only are the figures larger but the tendency is for a larger shape. This is due on the one side to the desire of the merchant for as big a display as possible in his window, and, on the part of the public, to make use of the larger space left in front through the latest tendency for a wide opening collar and vest. What the manufacturers will say to this "waste" of good silk particularly when most of it is costing more, would be better not published.

* * *

Moire silks in two-tone effects, in soft rich colors, are having a decided run this Fall, both in Canada and the States. Paris introduced the fashion some months ago.

* * *

A combination of silk and satin is being used on some new Fall lines: the satin may be the background and the figure in silk or vice versa.

* * *

Many manufacturers are showing amber stripes, and these are likely to have heavy runs particularly for the Christmas trade. Not only do they contain the richness and effective decoration of the all-over patterns but the "shaded" stripe adds very much to its richness. These come in all kinds of shades but black and a soft yellow or gold combination is among the leading sellers.

* * *

Black and white is predicted as a likely combination for Spring. This will be seen mostly in cross bars.

* * *

A knitted silk tie is on the market that is woven naturally on the bias so that the tie keeps its place.

KHAKI NECKWEAR.

The war is having its effect on neckwear styles and materials in England. Samples have been received by the Canadian trade of neckties of khaki color which have been brought on to the market since the opening of hostilities. These come in plain silk in a number of shades. Canadian dealers do not feel that they will be strong, as the color is not one which is at all a drawing one. "It is a sickly-looking shade for a tie," remarked one dealer—and there will be many agree with the opinion.

KNITTED TIES.

In London shops a large quantity and variety of knitted ties are being shown in regimental colors and in the red, white and blue.



FALL STYLES IN SHOES

A leading Boston merchant says in his advertisement: "New Fall shoe models

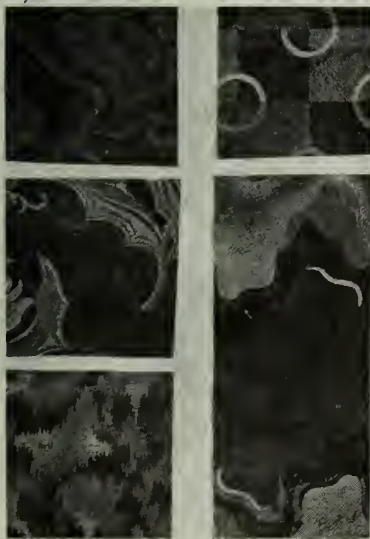


Wide-aproned tie with large all-over pattern, for Fall and Christmas. Shown by Crescent Manufacturing Co.

present many extremes in style, including the new plain toes and the new wedge toe tipped in both black and tan. The latest novelty for Fall is the new cloth tops, fawn-colored in the tans and battleship and Oxford grey in the blacks. For dress shoes the new Oxford grey cloth top patent leather with the new flat buttons are the leaders. Men's gun metal tango dancing pumps are the correct style for the new dances.

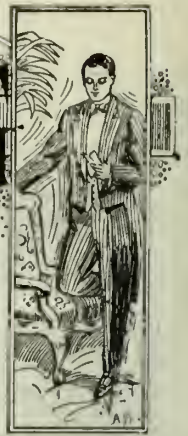


Fall and Christmas neckwear. Tie shows tendency for all-over designs and wide aprons. Swatches show big patterns in shot effects in silk and satin. Note upper right-hand sample: shot block effect in background, with two-shaded ring. Shown by Fowke-Singer Co., "The House of Novelties."





MENS CLOTHING AND FURNISHINGS



OCTOBER, 1914

The One Word "Canada"

THE great event of the month to all citizens of Canada was the landing of over 30,000 Canadian troops after a voyage of 16 days in Plymouth Harbor, whence on another occasion of great peril to England the gallant, daring Drake sailed out "to singe the Spanish King's beard." We are told that something of a thrill passed over England at this visible token of the loyalty of the daughter overseas, and some pride as well as a deepened sense of obligation to the hard-pressed Motherland must have been stirred by the London Times' comment upon this force from a non-military country, that they were all in khaki and "splendidly equipped," and that on the shoulder strap of each was "the one word Canada."

The enlisting of men for the battle front has not yet assumed such proportions in Canada as to make noticeable the vacant places in the ranks of employees and employers in our stores, as is the case in England where the proprietor, or a director has secured a commission and enrolled fifty and even one hundred of his employees. Generally there, as here, the firm has taken up the burden of providing for the dependent ones who are left behind, a practical work of loyalty. Along another line gain has been set aside where prices to retailer on the one side, and consumer on the other, have been held down, in the face of a temptation to take profits that would never have been eschewed under a different set of circumstances.

In mercantile, as in municipal and national life these days, there is the work at home that will bulwark up the work of the men who have crossed the seas: men who will fare forth to danger and to death, clad in khaki, and bearing on the shoulder strap, *the one word "Canada."*

True Economy

ALTHOUGH business men as a whole have accepted the situation with resolution amounting almost to cheerfulness, there are still a number who are pessimistic to the point of panic. This is evidenced in penny wise pound foolish measures of economy.

Cases are known where merchants have stopped lighting up their windows in the evenings, thereby saving a few cents on the light bill and quite as certainly cutting many dollars off the total of future sales. Some have reduced their advertising appropriation—and their sales in almost equal proportion. Some—a very few, we are glad to say—have declined to spend a dollar or two a year for their trade paper;

and their loss thereby is quite out of proportion to the saving effected.

The same applies all around, to business men of all degree. Pinchbeck economy has crept in, the inevitable concomitant of unreasoning pessimism. At times of stress and uncertainty there are always some men who think a saving in hand—no matter how insignificant—is better than two sure profits in prospect.

It is not intended to assert that economy is not the proper policy to pursue at the present juncture. This is a time when every item must be watched and every expenditure guarded. Lavishness or carelessness would be highly reprehensible when the ultimate triumph of a cause depends perhaps on the conservation of resources now. "Economy with efficiency" should be the slogan of business to-day. But economies which hamper legitimate development hurt efficiency.

Settle Accounts as Usual

WE BELIEVE most retail merchants realize the need of keeping business as near normal as possible during the war. A few complaints are being heard from authoritative sources, however, that some who could help by paying their accounts are deliberately holding off doing so. This is not only an injustice to wholesalers and manufacturers who are straining every effort to keep collections up to normal, but it is calculated to cause an immediate money shortage. If persisted in it will defeat its own purpose and dealers who deliberately hoard up funds will find the practice will speedily react against themselves. They cannot injure the community at large without involving themselves. Our advice is to make settlements as usual and help to keep business normal. You cannot conscientiously ask your customers to pay their accounts if you do not practice what you preach.

AMONG THE newest things in shirts is a silk mushroom bosom, with soft cuffs. The mushroom front is not new by any means, but up to the present it has been confined rather to cheaper lines of shirts. The silk ones will cost the retailer from four to five dollars.

A NEW STYLE on the market is a white shirt, with pleated front, trimmed with a small flower on cuffs, and in one line down the centre. A new sporting shirt is also being shown, mostly made of white duck, in Norfolk style, with sport collar.

Prices Up 5 to 15 % for Spring

Outlook Very Uncertain in Supplies—\$5 Boots
May Have To Be Sold at \$6 Soon.

IN the Canadian shoe trade there is already some speculation as to what materials may be used for footwear if the existing conditions continue indefinitely. Manufacturers do not seem to care to express opinions as to what will be done when leather supplies are exhausted—but that these supplies will soon be exhausted if shipments do not come forward from Europe there is not the least doubt. Prices for raw material are being quoted merely from day to day and nothing like assurance is given as to futures. The market could hardly be imagined as being in a more unsettled state.

"I would be ashamed to try to predict what we will be using for shoe materials should the war last a year," was the way in which one leather man referred to the situation.

From inquiries in the trade it is learned that the advances which have been made by the manufacturers are generally 5 per cent. to 15 per cent., according to the grade of shoe.

"Would the retailer be entitled to ask \$6 for a shoe he has been selling at \$5?" was a question asked one manufacturer, the reference being of course to the retail situation in the Spring when the lines which are now being sold are placed in stock.

This firm had made its figures on the basis referred to up to the 1st of October and were guaranteeing delivery on orders placed up to that time. The management would go no further for they had nothing to assure a supply of leather at a more definite price than the daily quotations in the market; these quotations were being changed every day. Quotations could only be guaranteed up to the extent of the stock in hand. On the 1st of October it was found that the supply of stock had not been exhausted and the prices were continued for the time being.

"Will you have to make further advances?" was asked.

"We certainly will," was the immediate and emphatic reply. "The price of material is advancing all the time. I



Tan Oxford, blucher style, with new ragian cut, and squares pinked on the tip. Shown by Regal Shoe Co.

was making inquiries yesterday as to further stock and the quotations have been increasing materially."

Most retail firms consider it best to hold prices at past figures so long as possible, as is being done throughout the dry goods stores generally.

Several firms who carry shoes marked at a "fixed" price declared that they might decide to hold the price but lower the quality to correspond.

Just at present it is impossible to predict with any exactness. Unquestionably the outlook is not as dark as one month ago but quite bad enough.

Some manufacturers have advanced prices on sorting orders as much as 40 cents a pair. In some cases big lots of overstocked goods have been bought at regular prices or even below.

Prices for Rubbers to Hold Until December 1st

Big Manufacturers Have Raw Stocks to Last for Some Time and
Market is Expected to Stand Together—Future Depends Entirely
on the Rubber Market, With No Advances Unless Necessary.

THE war has not affected the retail market situation to any extent with regard to rubber footwear up to the present time. Whether the trade and the public will have to pay higher prices after the first of December, is something that is as uncertain at the moment as is the situation in Europe. In any event, present prices may be expected to hold generally up to that time.

The whole problem as to the future concerns crude Para rubber such as is used in the manufacture of the different lines of rubbers, overshoes and athletic footwear. When the war broke out there was a big demand for raw rubber. The price advanced from about 65c and 70c to \$1.15, \$1.25 and \$1.30 — practically double. Since that time the difficulty of making exports to Europe has caused a reaction. The action of the rubber manufacturers will depend largely upon the market prices prevailing about the 1st of December, as big manufacturers now have sufficient crude material to operate until that time and there will be no advance until such a course is abso-

lutely necessary. The tenor of trade opinion is that under the existing conditions every effort is to be made to keep the prices down in sympathy with the public pocketbook.

All orders which are placed before the first of December are pretty certain to be filled at the present figure—and there will be no advance then if the market for raw material is at all reasonable. However, this is not the buying season for rubbers and overshoes. Stocks are usually purchased in the Spring for Fall delivery. Sorting business brings in a fair volume of orders through the Winter months, but these have not commenced as yet.

As regards athletic footwear, orders are now being taken and most of the houses have their travellers on the road. These orders are being taken on the old basis. There may be some changes, but these are in the nature of adjustments and are both up and down the price scale, having no relation to the war conditions.

Some New Footwear Novelties.

The lines of rubber and canvas athletic and outing footwear now being offered to the trade for next season embrace a great many varieties, for this class of footwear has become much more popular during the last few seasons. The new low shoe for Summer dancing, being made of white canvas with a thick rubber sole and solid rubber heel has been made a strong seller by the popularity of the tango and the other new dances at the Summer resorts. It is expected to have a big run in the coming season. Entirely new is a sandal for the children made of water-resisting canvas and rubber sole, which is a very sensible foot protection for the youngsters playing in the sand and wading on the beaches.

Unique in the new line of one of the large manufacturing concerns is a rubber soled stocking for bathing. This seems destined to find popularity with the bathers. It is really a combination shoe and stocking. The rubber is, how-

(Continued on page 78.)



A WARLIKE DISPLAY OF KIIAKI.

This window of Bilton Bros., Toronto, attracted much attention just before the first contingent was going and the beautiful khaki serge displayed was sold out before the window held its three days' sway. Note sword, rifle, bull-dog handkerchief and picture as effective accessories, while the cloth itself was shown both in the piece and made up.

Summer Underwear Lines as Usual for 1915

Practically All Lines Can Be Supplied by Canada and Competition May Make Prices a Trifle Lower If Anything—Bulk of Orders Now Placed—Men Will Wear Little But White Garments—Combination Suits Ever Gaining in Popularity.

THE war has made practically no change in the situation as regards the Summer campaign of 1915. Orders have been placed for the Summer lines on the usual basis, and there is no material change as regards either the prices or the styles. Deliveries should be made as usual.

Summer underwear for Canadians is largely a Canadian product, and this applies to the lines for both men and women. There are some imports from the United States and from abroad, but they do not figure stronger than novelties in relation to the general situation. The great majority of the raw materials are available from American sources, and will not be affected by the war. Prices are unchanged generally. On many of the home products, in fact, there is a tendency towards easier quotations, which is the result of the keen competition for business with the prospects for small consumption. Some of the lines manufactured of wool have advanced slightly with the advance in the price of the raw material—but it need not be explained here that the proportion of woollen underwear for the hot weather season is so small as to hardly prove an influence in the general situation.

The stocks which are being brought indicate strongly that colors in underwear for Summer are getting very much weaker. The pinks and the blues, the

tans and the other shades have practically all disappeared. White is the general predominating note, and there is little else to be seen.

More than ever is the popularity of the combination suit proven. The demand for the two-piece suit is getting weaker all the time. There are three times the number of combinations sold in the men's lines than there were a couple of years ago. A few years hence and the old-fashioned garment will have disappeared. It will have to go just as soon as the prejudices of the old-fashioned people have been overcome.

The Balbriggans still cover the bulk of the Canadian trade. There is getting to be a call in the cities for the different porous knit materials, and a limited demand also for the loose nainsook garments, but for the most part the Balbriggan undergarment seems to meet the Canadian idea of Summer underwear. For the real hot weather the nainsook is more comfortable, but there is not enough of this weather in Canada as a usual thing to create a general demand. There is a stronger popularity being shown, however, for the shorter arms and sleeves and a three-quarter length is having a good sale.

Looking a year ahead, the situation is not so clear, and it is just beginning to have the consideration of the big buying houses. Here, although the Canadian manufacturers supply the bulk of the

trade, there are a number of lines of garments which are imported from Great Britain. These are expected to come forward as usual, but it is yet too far in the uncertain future to speak definitely in the face of such a situation as exists. Already there is a tendency for higher prices for woollen materials as the result of the increase in the cost of the raw material, but there may be many developments in the next few months which no one can foresee at the moment.



PRICES FOR RUBBERS.

(Continued from page 77.)

ever, attached to the knitted material and there is no danger of its coming off in the water. Really a part of the stocking, it gives full protection to the feet with a minimum of additional weight.



J. N. Vanslyke, Port Elgin, is opening up a tailoring business.

The death is announced of Mr. George Laurence & Co., Creemore.

S. Silver, Medicine Hat, is succeeding Silver Bros., men's furnishers.

J. B. Evans, Fort William, Ont., men's furnishings, has been succeeded by Evans Bros.

Demand for Furs Holds Well--Future Uncertain

Some Early Fur Sales, but Most of Goods are Out of Style and Have to be Sacrificed—Business said to Equal Last Season—Outlook Seems to Indicate Dearer European Furs and Lower prices in Canadian lines.

FROM inquiries which have been made in the fur trade, business this season appears to be equal to if not better than a year ago—although it needs no comment here to recall the fact that last year was far from a record maker.

Prices generally are about 20 to 25 per cent. lower than a year ago. This is not the result of the war, but the natural reduction following the lower prices which prevailed in the world fur markets when the big sales were held in the Spring. However, it is doubtful if the prices prevailing are an important factor in the retail business for the ignorance of the general public so far as the value of furs is concerned is something weird and wonderful. Whether a garment is a No. 1 or a No. 2 is known to few people who go in to make a purchase. Price is something which is largely controlled by the pocket book, and value is decided upon the word of the salesman and the reputation of the house. Usually more important in sales than price is style. A stylish garment at good value will sell much more readily than a bargain of last year's design.

Selling Last Year's Stock.

Already in some parts of the country fur sales have been started. But it may be taken for the most part that these sales bear as much or even more relation to the business of a year ago than to that of the present year, and it will generally be found that the garments which are sold are last year's stock and the reduction in price is scarcely more than sufficient to offset the lack of style.

One of the big Toronto stores where there have been fur bargains offered has been selling furs at greatly reduced figures, but these have been business "tempters," and last year's styles which have been saved from the Spring fur sales for this very reason. "We are not cutting the prices on any of our new stocks and we will not until late in the season when we want to clear up the stocks," was the statement of the manager of the department.

At Montreal a prominent manufacturing furrier stated that his house had no intention of starting early fur sales unless it was forced to do so by competition. His house, he explained, was in much better position than a year ago and prepared for rather a small season—a step which had been taken before there was any talk of the war. In fact,

Montreal business was even better than it had been the previous year when preparations had been made for a big season and when orders to the trade had been cancelled. The result had been that the firm had a heavy stock on hand which it was found necessary to sacrifice.

Good Furs Hold Their Prices.

In the trade the reports indicate that jobbers and manufacturers find that the market has firmed if anything for good furs since the war. This is particularly true of Persian lamb and of Hudson seal, the supplies of which come from Europe—and in fact all lines which come from Russia and Germany may be expected to be somewhat higher in the future. High class Canadian furs are holding their own, but in some of the cheaper skins the prices are weak. Bear skin is being held at a high figure, for it is considered that there should be a demand for this fur for military headgear.

LOST \$25,000 IN MONKEYS

There is all this talk about being prepared when opportunity knocks—but it does not appeal to a certain Toronto fur dealer. Besides, it is rather difficult to tell when there is a knock in the night whether it is opportunity or a burglar. And this knock came in the night of business depression following the outbreak of war. It was an offer of 22,000 monkey skins at 30c each. The offer was not accepted. To-day the skins can be sold at something like \$1.75 each—the dealer referred to lost something like \$25,000 in six weeks; that is, if one can lose what one never had.

The firm desiring to make the sale is one of the biggest in the fur business in Canada. The price was ridiculous—like trying to sell gold dollars for 10c. It was this that probably prevented a sale. The question was asked, "If the big fellow cannot carry this stuff through how much chance is there for the smaller fellow?" The point was that at that time no one foresaw the boom which was coming in monkey fur.

What of the Future?

Fur dealers and manufacturers refuse to try to forecast the future of the fur business, although they have their individual ideas on the subject. These ideas, however, do not by any means coincide and a discussion of the whole situation only tends to emphasize the uncertainty.

Persian lamb and some of the other European furs must be expected to be dearer as the result of the war, although to what extent cannot be judged when there are uncertain factors like the possible European production and demand to be considered, not to mention the course which the war may take. Against the falling off in number of skins available will be a probable weakening in demand in Europe.

Hudson seal comes practically altogether from Germany—but the bulk of it is produced in Canada and goes to Germany as muskrat. There is now the problem of having the rat skins treated in some other country and great possibilities for the industry at home. If this dyeing can be done in other countries than Germany, there should be little material change in the situation as regards Hudson seal; but if it develops that German dyeing cannot readily be duplicated, then Hudson seal will advance in price and rat skins are likely to be a drug on the market.

Canada a Fur Exporter.

To look at the worst side of the situation, the supplies of fur coming to this country might entirely be cut off, and yet Canadian would not need to suffer seriously. Canada is one of the great fur-producing countries of the world. The danger is that the Canadian fur industry may suffer from the difficulties of export and the cutting off of the European demand. On this question there are different opinions—on the one hand that prices will decline and on the other that they will advance on account of the difficulty in getting European supplies. Only the future can decide this point.

The more generally accepted theory is that Canadian furs are likely to decline in prices, and this creates a serious situation for some of the big fur companies with buyers in the far north who will not know of the present conditions for months, and will go on paying the prices which have been prevailing while the market value may shrink materially.



Shallow window, difficult to light, because illumination must come straight down.

Lighting Windows to Catch Crowds at Night

Two Circuits Are Economical, Equipped with Switch, Gauged to Suit Period of Largest Traffic—Three Types of Reflectors and Their Merits—Sources of Light Should Never be Visible—Light and Prosperity Linked up.

Second of Series by A. J. Edgell, of Greater New York Display Managers.

PROSPERITY and light go hand in hand. It pleases a competitor mightily to see a store front dull, so a merchant who does not have his show windows brightly illuminated at night loses a good opportunity to increase his sales and gives his competitor a great advantage.

Window lighting depends to a considerable degree upon conditions that are individual to each window. The character of goods displayed, whether light or dark, and the color of background, are matters that should be taken into consideration in installing a system. If streets and neighboring windows are brilliantly lighted, it is, of course, necessary that the intensity of illumination in the window be higher than if such conditions do not exist, as the effectiveness of the lighting is largely a matter of comparison.

Bad When Light Source is Visible.

In a previous article attention has been called to the methods of window illumination. These may be divided into two classes—bad and good. Like the maiden in the nursery rhyme who “when she was good, she was very, very good; but when she was bad, she was horrid,” window lighting when it is good is very good, and when it is bad it is horrid. As bad examples, might be mentioned the windows in which the light source is visible and causes an unpleasant eye-strain; the window in which a lighting fixture is visible, with the lamps themselves at either end of horizontal arms, etc. To

what extent a firm will go to prevent the light source being visible to the passer-by is shown by the method used by Marshall Field, in Chicago. In one of their largest windows, situated on a corner, the light sources in that portion of the window at right angles to the observer would, under ordinary circumstances, be visible. To prevent this, short wings of tin painted dull black have been extended out four to six inches from the reflector between each lamp.

Concealed Sources.

The proper method of illumination is by means of concealed sources, the light being thrown from the top and front of the window in such a manner that no annoying shadows are made. Windows call for an installation of reflectors and lamps which will provide an illumination of such intensity and quality that after-dark business may be carried on at daylight efficiency. Good business demands the best illumination possible, combined with attractive appearance and the adoption of every sensible economy.

Reflector Very Necessary.

A reflector is a very necessary part of the lighting equipment in order to use light efficiently and reflect rays that would otherwise be lost. An electric incandescent lamp does not give light equally in all directions; on the contrary, it throws its maximum candle-power on the walls sideways, and lesser amounts in all other directions; thus, a 25-watt Mazda lamp gives 21 candle-power sideways, 6 candle-power straight downward,

and intermediate amounts at various angles. It is, therefore, easy to see how necessary are proper reflectors if the greatest efficiency of the light burned is to be had. Reflectors gather much of the light that would otherwise go to waste and throw it on the goods where it is needed.

Mazda lamps are generally used in window lighting, because they give a much more brilliant light than the ordinary lamp, at no increase in the amount of current consumed; in fact, the claim made for the Mazda lamps is that they will give three times the light of the ordinary carbon lamp and burn no more current in giving this increased light.

There are three types of reflectors in general use for window lighting, each having the power of effectively illuminating certain types of windows; these are prismatic reflectors, trough reflectors and individual reflectors.

Where Window is Open to Store.

Where a window is open to the store, the background being carried to a height of two or three feet, it is frequently necessary to use glass reflectors with frosted lamps in order to harmonize with the interior arrangement of the store, which is visible from the street. In a condition of this kind glare is frequently apparent, and some of the light is wasted on the side walls, but occasionally attractive windows may be seen which are lighted

(Continued on page 82.)

Is Copy Becoming More Tactful? *

Why the Direct Command to "Buy Now!" and the Like,
Is Based on a Fallacy

By G. D. Crain, Jr.

"ORDER To-day!"
"Do It Now!"
"Don't Take Substitutes!"

These and other less vociferous examples of the "direct command," which copy writers have relied upon for a long time to bring the reader of the ad. from the point of interest and possibly desire to action, are becoming less numerous. Readers not only of the advertising pages of the magazines, but also of the newspapers, have doubtless noted the more diplomatic and tactful form of the suggestion, and have wondered whether the "big stick" has been laid aside for good.

Certain writers on advertising and selling have laid down the rule that the command is one of the most effective methods which are open to the salesman or the advertiser. But no salesman who has been called upon to meet a prospective customer—whose natural attitude is that of resistance, remember—believes that such advice can be taken without a liberal pinch of salt. The salesman who can make his argument, point his final selling appeal, and then say, "Sign here!" and get away with it, is the exception. In most cases it is necessary to put it up to the buyer of the commodity persuasively, even gently; and while cleverness and persistence are the main requirements for closing, the forceful command is hardly required in most cases.

Human nature, as a matter of fact, is not calculated to respond easily to the command. The imperative form, of course, may be used to suggest, as well as to command, and to appeal as well as to exhort. But the less violent modes can be better expressed in some other fashion than by the bald, blunt and unhesitating imperative.

The desire on the part of advertisers to avoid seeming too forceful and arbitrary in their demands upon the consumer may be responsible for the fact that many of them are turning to the question as a means of getting the same result. In fact, the interrogation seems to offer much greater opportunity for skilful handling than the command, since there are many kinds of questions, and each has a different use.

For example, there is the rhetorical question, as it is called, which requires

no answer. Such a question simply states what is generally regarded as a fact in an interrogatory form, and gets the advantage of asking the question and calling up the mental response without the necessity of stating the answer. This enables the advertiser to score his point just as clearly and definitely with a question as he could do if he used the direct statement and underlined its every word.

When the Franklin Automobile Company asks, in a rather restrained way, "Why blame the tire-maker?" it gets the attention and the effect which would have been secured by "Don't blame the tire-maker!" without the possibility of offending the reader who insists that the tire manufacturer is responsible for most of his troubles.

Business-like Query of Southern Cypress Association.

The Southern Cypress Manufacturers' Association, of New Orleans, might say: "Don't Replace Rotten Wood With Wood That Will Rot!" and would doubtless have impressed a good many readers. But in the interest of letting the prospective customer draw his own conclusions, the association asks in its magazine copy, "Why Replace Rotten Wood With Wood That Will Rot?" If there is any answer, it would be in the mind of the reader, who could easily say, "Well, that plan wouldn't be a logical one. How can I get around it?"

Letting the reader do the thinking is stimulated by the question, and this is, of course, one of the chief advantages secured by the advertiser. If the manufacturer wants to start the man to whom he is advertising along a new line of thought, he can do it better by means of a question than any other way. The Kahn Tailoring Company, of Indianapolis, evidently thought so when in advertising its made-to-measure business to retail clothiers it put the proposition up to the dealer by asking, "Are You Letting the Biggest Fish Escape?" It might have insisted that the dealer was letting the big fish—the buyer of custom tailoring—get away, but it realized that the dealer who agreed with the unwritten answer to the question would be more nearly convinced than if a direct statement had been shot at him.

Skilfully Put Question.

The question serves another purpose. It automatically selects the audience to which the ad. is addressed. The manufacturer of a specialty which he knows will appeal to a comparatively small percentage of the readers of the mediums he is using can save effort all around by using a head which will catch the eye of the person who is really interested in his proposition, while slipping past that of the reader who isn't a prospect.

"Are You a Forgetter?" obviously is addressed to those who would be interested in memory-training; while "Going to Build?" will attract the attention only of those who will sooner or later be in the market for the products of the Chicago Millwork Supply Company, which heads its ad. with the significant question quoted.

One trade paper ad. which appeared not long ago, it happened, consisted entirely of questions. There was not a single answer to any of them, as far as the eye could see, but it is a safe bet that the advertiser, no less a house than Lord & Taylor, registered more strongly with those salient interrogations than if it had loaded up the page with an indictment of the proposition at which it was aiming. This is what the hoisery house said to the retailers at the close of the heavy summer season, when dealers were taking up stock and figuring up results:

"What did your inventory show?"

"The odds and ends of half a dozen or more indifferent and unbranded lines, which can barely be given away—"

"Or a nice, clean, salable stock of — Hosiery, which can be filled out and brought up to date at a moment's notice?"

That was all; but didn't the retailer who answered the question frankly to himself create the best kind of sales argument for the maker's goods, if he was in the condition suggested by the second paragraph?

The direct command and the thundering exhortation may have their places in advertising, and may drive people to do things they don't want to do; but the polite suggestion, the tactful inquiry and the diplomatic inference are likely to pile up a good many scores in a season's run.

LIGHTING WINDOWS TO CATCH CROWDS AT NIGHT.

(Continued from page 80.)

in this manner. Such a condition need not exist with department, clothing, furnishing or other stores in which the windows have built-up backgrounds.

Prismatic Reflector.

The prismatic reflector is frequently adjusted in windows so that the light is directed to the most distant corner of the window, the portion of the window glass behind the reflector having the name of the firm, goods carried, etc., lettered in transparent colors. The light diffused by the prismatic reflector illuminates these signs in an attractive manner.

Trough Reflectors.

In the trough and individual types, the reflecting surfaces range from quick-silver to pure silver-plated mirrors. Trough reflectors are very compact, taking up little room, and being especially serviceable where space is limited. A Mazda tubular lamp is frequently used with reflectors of this type, giving a line of light that falls uniformly upon the entire display. The trough reflector is hung from or fastened to the ceiling of the windows in such manner that the light does not fall upon the side walls. These reflectors are made with different contours for different depths of windows.

Individual reflectors are made in many different shapes, from metal, or one-piece blown glass reflectors with mirrored surface in such form that they direct the light rays upon the display with little loss. The lamps used range from the 25-watt up to the larger sizes.

Two Circuits Better.

In installing systems for lighting show windows, the lamps should be placed on two circuits, so that half of them may be turned on during the early evening hours and the balance when the full strength of illumination is required. To get the best results, of course, alternate lights should be placed on the circuits. A time switch should be a part of every lighting installation, whether a night

**THE
EARLY BIRD
CATCHES THE
WORM
THE
EARLY BUYER
SECURES
CHOICE IN
SELECTION**



Suggestion for opening display of clothing, hats, shirts, ties, etc.

watchman is employed or not. It is not subject to the vagaries that human beings are, and turns the lights off and on promptly. It does not vary the turning off from ten minutes to half an hour, as a watchman or special outside watchman, whose route may extend a half mile, is inclined to do. **The initial cost is small, and is saved in a month by the lack of waste light thrown on the street when there are few passers.** In this connection it is well to remember that the "movie" habit which holds the people in its grip gives the merchant an opportunity to let his windows work another hour at night. Lights in most cities should not be extinguished until eleven o'clock, when the theatre crowds have passed. The saving of current from 10 or 10.30 to 11 is economizing at the wrong end.

A window of this kind is hard to light properly, because the light must be thrown practically straight down and falling mainly on top of the merchandise shown. In the windows shown, the reflector throws the light in such a way that an even illumination of the display results. The open portion above the background detracts from the appearance of these windows, because it allows a view of the interior and interior light-

ing fixtures. These, when lighted, distract the attention of the passer, and so weaken the effect of the shop window.



MEN'S SPRING SHOES.

In men's footwear there is little variety, with the most prominent tendency to lighter weights and closer edges. Bals are not as strong as last year, for the new Raglan cut to the Blucher has been sufficient to bring it up to the old-time popularity.

While the recede toe continues very strong in the higher grades, the extreme long French toe has been pretty well discarded, while the medium toe will be strongest of all. And in some of the smaller communities the high toe will still hold its place. The tendency in heels remains towards the inch and inch and a quarter, and no higher. Heels have a tendency to flare slightly inward.

The blend eyelet continues strong, with the small tango eyelet a good second.

Tans Good Again.

Unlike womens, tans will be very strong, and more promise to be sold than for several years. Of these the mahogany shade that was feeling its way last year will keep up a fast pace. Manufacturers are welcoming the tan fashion as relieving the demand for dull finished calf. Third in the list is black kid, with white and combinations very poor "also rans." There was one of last year's combinations, however, black and tan, that seems likely to get a fair sale this year.

Oxfords, 1, 2, 3.

The Oxfords will be far in the lead next Summer, and comparatively few high cuts are expected to be used. These will be nearly all laced, as buttons are very weak. In the high cuts they will be used only for dress wear. There is, indeed, no sign of the coming into force of a prophecy some made last year of greater demand for button patents. Every indication is against this.

Fall sales will be worked out in men's, as in women's shoes.

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“ROCKWOOD”

A SEASON'S NOVELTY
TO RETAIL AT 3 for 50c.

Same style in 2 for a quarter
quality is called

BRIGHTON

ASK YOUR WHOLESALER FOR
THEM

The Canadian Converters' Co. Limited.
Montreal

The Cooper "Windless"



—a smart young man's cap that protects the forehead, never blows off, adjusts to three distinct sizes

Altogether this makes a profitable line to handle, the selling points are many, the styles are unapproachable and the values right. Each cap gives three distinct sizes which means three times the assortment with no more stock, or one-third the stock for the same range. It's a real, live money-maker. Look into the Cooper Cap proposition.

THE COOPER CAP COMPANY

260 SPADINA AVE.

TORONTO

MEN'S WEAR REVIEW.



Interior Trim of Bilton Bros., showing French pink shirt, Russian cuffs, and black piping.

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Influence of the War on Men's Apparel.

Hats, Ties and Clothing.

Big Increase in Cloth Prices.

NOVEMBER : : 1914

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE

\$1.00 A YEAR

MADE IN CANADA

KANTKRACK

Trade

Mark

Registered

Fact No. 3

“ONE
GRADE
ONLY

Concerning “KANTKRACK”

—AND
THAT
THE BEST”



The long back
the tie to

slit allows
slide easily

The easy sliding of the tie is a matter of great importance to every wearer of collars, no matter whether the collars are ordinary or waterproof linen. The long slit over the back buttonhole relieves the pressure at the point in other makes where the tie usually sticks, and allows it to slide smoothly.

Along with the many other exclusive features, such as the reinforced back buttonhole, the flexible lip, etc., this feature of **KANTKRACK** collars gives them a strong appeal to all wearers of waterproof collars. **KANTKRACK** collars save laundry bills.

Order your stock now —we sell direct to the trade.

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

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



(Registered)

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.

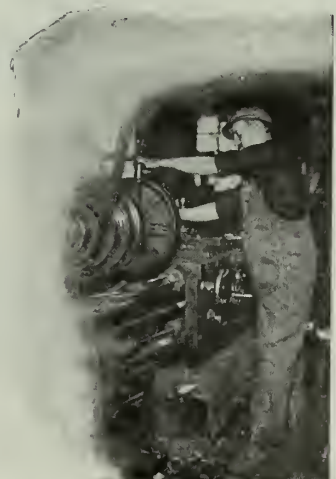


====Cloth manufactured by====

J. L. Stifel & Son Indigo Dyers & Printers

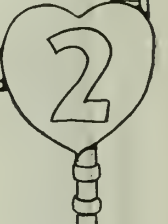
====Wheeling, W. Va.====

- NEW YORK - - 260-262 Church St.
- CHICAGO - - 223 W. Jackson Blvd.
- SAN FRANCISCO, Postal Teleg'ph Bldg.
- TORONTO - - 14 Manchester Bldg.
- WINNIPEG - 400 Hammond Block
- MONTREAL - - 100 Anderson St.





All Penmans
Products are
"Made in Canada"



Don't Get Burdened with a Slow-Selling Line

A slow-selling line of Sweater Coats is like a mill-stone around your neck. What you want is a line that you *know* is dependable because *made right*, and a fast mover because *popular*.

Penmans Sweater Coats

—for Men, Women and Children — are great *trade-bringers* and *profit-makers*. Only the best selected wool is used—the long-wearing and shape-retaining kind.

No Sweater Department is complete or at its best unless it carries Penmans Sweater Coats



Penmans Limited

Paris, Canada

Challenge Collars



Selling Point

No. 10

Satisfaction in Service

Style without service produces utter failure in anything, and service without style and appearance is equally undesirable. Arlington collars in any of the six grades from the 70c and \$1.00 solid stock to the \$1.25 to \$2.00 interlined in polished, dull and superior linen finishes, come in the most wanted styles and

give absolute service. They have strong buttonholes and free tie space.

Challenge Collars cost \$2.00. Why not try them out now?

Samples 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 E., Toronto
 Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



"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 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

Hank
says—

No. 1



“Worn them?
Well I should
say I have!

—and longer than they look too,
for there's not a rip or hole in
them. When Jones sold me this
pair of

Carhartt's Overalls

he gave me a great yarn about
the reinforced parts, the safety
watch pocket, the self-adjusting
suspenders, and the long-wearing
qualities. I guess he was right,
for they haven't give out yet, and
they're mighty handy and com-
fortable.”

Our Dealer Proposition:

We will send a trial order to you on sixty
days' trial—sell what you can, pay for only
what you sell and return the rest at our
expense. Trial order consists of Carhartt's

Overalls, Gloves, Cor-
duroy Pants in best sell-
ing sizes.

YOU CAN'T LOSE, SO WHY NOT
WRITE TO-DAY? WE WANT AN
AGENCY IN EVERY TOWN AND
CITY.



Hamilton Carhartt, Manufacturer, Limited
TORONTO VANCOUVER

MEN'S WEAR REVIEW.

NOVEMBER, 1914

Selling Furnishings for Christmas Gifts

This Year People Will be Giving Articles of Service and of Moderate Price—An Opportunity for Haberdasher to Extend His Circle of Holiday Shoppers—Encourage the Women to Come to the Men's Store at This Season—One Store Gave Chocolates Free—Prices or Not in Folders.

THIS article is written with a particular object. That object is to call the attention of the man in the men's furnishing trade to some phases of the prospective holiday business of this year to which he may not give sufficient attention; to impress upon the retailer of haberdashery certain features which are unique to the Christmas season of this year in particular, and which may be made to benefit business. It is intended to convey a certain amount of optimism at a time when optimism is needed, for it is felt that there is reason for that optimistic feeling with regard to the holiday trade if the public demand is met and encouraged. Interviews with several of the leading dealers in furnishings in Canada support the attitude of this article.

It is no news to the trade to say that conditions have been very quiet for some months. Furnishings, particularly of the better class and correspondingly better price, find a ready market when great prosperity prevails—when conditions are quiet men will wear their ties longer and when they buy a new one they are likely to pay 50c or 75c instead of a couple of dollars, and other articles in proportion.

Naturally there has been a stronger proportionate demand of late for goods of moderate prices. With regard to the holiday trade it does not hold that this state of affairs is going to continue; in fact in the high-class stores there are preparations being made for a Christmas business as usual—if not more so.

Logic Says Good Business.

Behind this idea that holiday business will be much as usual—and perhaps a little better—there is business logic. In the first place it may be taken that even though people may not have so much money to spend on their gifts as in some recent years it does not necessarily follow that they are not going to give the usual remembrances of the season. Rather will it be that there will be a more careful selection with a view to curtailment of price.

Again there will be more attention to the selection of gifts this season from the fact that the public mind has largely been turned from what might be termed frivolous luxuries,—such as usually find a big sale during the holiday season—articles and goods which are useful for show only and which give little real service.

This season, then, the situation appears to be that in buying gifts there will be a tendency to reduce prices paid and at the same time to select something which will be of service to the recipient.

The furnisher's Opportunity.

Here then is the object of this article; to bring to the attention of the man who sells furnishings the situation as regards holiday trade. If people are going to seek moderately priced presents which will be of real use to the recipient, there is a great opportunity for the haberdasher to sell many of the remembrances which will go to men this Christmas.

As to the quality of the goods likely to be demanded, this will, of course, depend to a large extent upon the class of trade to which the store usually caters. Despite what has been said, however, about moderate price and service, it does not follow that people will be seeking cheap stuff. A present should not look cheap and with articles of apparel values make themselves apparent. The statement about price should possibly be qualified with the word "comparatively"—that is in comparison with jewelry and other presents which have been the vogue with many people. One would not send a man a pair of overalls as a Christmas gift even if he did wear them the greater part of the daylight hours of the whole year.

The Christmas Campaign.

Much will depend upon the manner in which the dealer puts his case before the public. The public will be giving consideration to the matter and the retailer should endeavor to get his share of that consideration. There is an opportunity to extend the field of Christmas shopping in the men's store and the public should be told of the useful, tasteful holiday gifts which can be secured there at comparatively moderate prices.

Newspaper advertising can be made useful to this end as well as a neat Christmas folder sent through the mail to a selected list. This list should not only include the regular patrons of the store but others who might be interested, for it should be remembered that this may be a good opportunity to increase the circle of customers. Then the advertising should not be too late, for the constant hammering home of the early holiday shopping idea is having its effect which is seen more and more from year to year. People are getting to give more time to the selection of their presents and are beginning to appreciate that the time to choose successfully is before the other people have done so.

Power of Suggestion.

The advertising campaign should be based upon the factor of the power of suggestion in helping the public to

Some of the Good Lines.

The men's furnisher has a number of good lines for useful gifts—and the big range of quality permits of goods at a variety of prices to suit almost every pocket.

There are neckties of good value and various prices with the better quality likely to be found the more popular. There are gloves in a variety of grades. There are high class linen handkerchiefs in fancy boxes. There is silk hosiery, and men always appreciate hose. There are umbrellas which are always welcome. There are mufflers; always a strong line. There are dressing gowns and smoking jackets very suitable for family gifts to father. And there are canes and cuff links and a variety of others.

Encourage the Ladies to Buy.

The men's store can be made a big factor in solving the problems of the ladies' holiday campaign as well as that of the males. Not so much in recent years have we heard the time-worn jokes about the Christmas neckties that mother, or sister or grandmother bought for "him" and which were kept as souvenirs of the distorted ideas of the softer sex with regard to the wearing apparel of men—cravats which were classed with the Yuletide cigars.

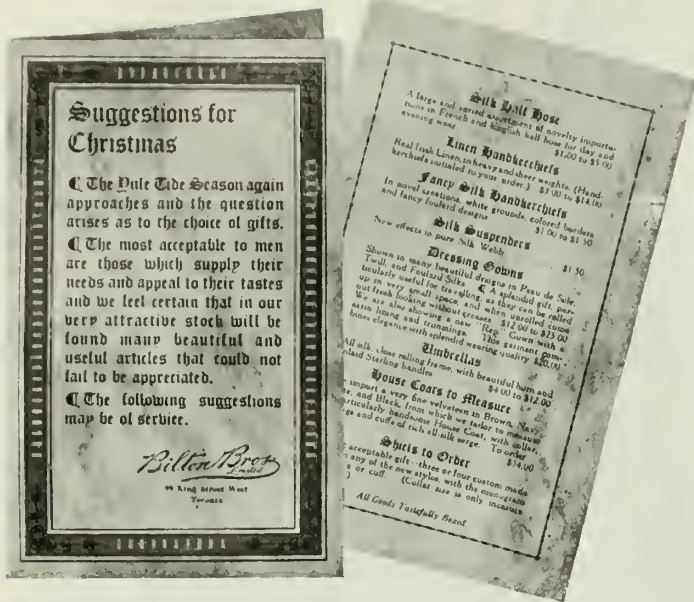
Haberdashers in the high class stores will explain that this was a condition of the past. That with the exception of little individual kinks of taste the women can to-day make as good a selection as a man—in fact that she is likely to make a better purchase than a man, except, of course, where he may be buying for himself. This is largely due to the better class of neckwear which is now turned out by the manufacturers and to its big range of possibilities which makes almost anything that can be selected stylish. The old days when there were a lot of cravats which seemed to have been specially made for women to buy to make their male friends look ridiculous, have passed, and the stock now carried by the up-to-date stores makes a selection which will indicate a breach of good taste for any man almost impossible.

So is it with many of the other lines which are sold in the haberdashery stores. To-day the stocks carried are of a much better quality than in the past and women need not fear the drawing down of the male ire by buying for "him" in any up-to-date men's store.

Put Goods Up Tastily.

In the holiday trade it will be found that there is a demand for seasonable wrappings and boxes. These may reduce to some extent the profits on the goods, but it will be difficult to satisfy the public demand without this little display of consideration. After the 1st of December it will be found that many customers in making a purchase think that they are entitled to a "Christmas box" to put it in and they are likely to make a mental note of the fact if they are not accommodated. In fact it will often be noted that customers will want a box whether they are purchasing the article for themselves or not—they will desire to make use of the box to wrap up something else, perhaps an article which has been made in the house. There will be times too, when the man of the house will have his instructions from his good lady to bring home boxes when possible so that she will be able to send off the little fancy articles which she has been making.

Christmas wrappings cost the dealer money but he would be better to get the cost of them in some other way than to save the amount by not accommodating the people in a manner which they have come to accept as part of the routine proceedings of holiday shopping.



A CHRISTMAS BOOKLET.

This is a reproduction of a four-page folder sent out to their customers by Bilton Bros. last Christmas. Note range of prices quoted in most of the lines, a useful guide, to women as well as men.

make their Christmas selections. The idea of presenting "him" with something to wear—something that he will really appreciate—has not been very strongly impressed upon "her"; although many women and girls have found that they can get gifts for sweethearts, brothers, fathers or husbands in a furnishing store, there are many others who are more likely to wander into a jewelry store or some other establishment where some ornament can be bought which will probably find its way into the discards at the bottom of the bureau drawer.

There are two opinions as to the policy of advertising prices in the holiday season. One is to eliminate figures altogether and merely make the announcement a suggestion of gifts; the other is to make a range of prices which will give the prospective purchaser some idea of what may have to be paid. Between these two there does not seem to be any great difference. The one is purely the idea of suggestion—which is the main desirable factor, the other is suggestion with the added advantage of giving a general idea of price.

Apart from these such a course as to advertise a definite price with the inference that it is a bargain will prove a grave mistake. There are some things which may be bought cheap and given for presents but cheap haberdashery does not come within the class, for, as stated before, the value is largely shown in the appearance. No one would care to give a present which would have a suggestion of cheapness about it; therefore, people who are choosing presents are not likely to care to be seen in a store which is advertising special prices. Again a window full of gift articles at special prices would be almost absolutely useless for the reason that the goods shown would be branded as cheap and the recipient would probably recognize in his gift a duplicate of an article shown in a bargain collection. No, by all means keep away from definite prices that appear as special inducements—in haberdashery.

ILLUSTRATING GROUPS OF GIFTS.

FANCY gift boxes were featured in a large sized folder sent out last year by the 2 Macs, Ottawa. This was of an unusual form, each page being 7 by 10 inches, and with half-tone cuts at the upper right and lower left hand corners, showing attractive groupings of Christmas lines; scarfs, handkerchiefs and hosiery in boxes, dressing jackets, fancy vests, etc., and a spray of holly at the sides of each cut, as reproduced in connection with this article.

The reading matter was well conceived, with only a suggestion of prices, not for individual articles so much as a "range," 75c. to \$3 etc. This in most cases will be found the best form in which to introduce the subject of price.

The following are a few of the paragraphs:

"Handkerchiefs are sure to be well received. He could not fail to appreciate a box of our pure linens, either plain or with neat initials. All in fancy boxes."

A Shrewd Wording

"Any man will be delighted to wear a fancy vest though it might never occur to him to purchase one himself. Our stock includes all the newer styles as well as the warm knitted variety."

Note the shrewdness of the words "though it might never occur to him to purchase one himself."

"House slippers, the gift that is most appreciated by every man. Just choose a pair for him from our large stock of quality slippers. Prices 75c to \$3.00."

Single Range of Ties in Window.

A Hamilton furnishings firm uses a booklet without specific prices and finds that the reminders bring in trade. They also make a specialty of Christmas gift window displays, but are careful to run a single range of ties, say,

Christmas Lines

Some of the articles carried in the men's furnishing store which will be found good sellers in the Christmas trade are:—

- GLOVES,
- NECKWEAR,
- HANDKERCHIEFS,
- HOSIERY,
- UMBRELLAS,
- CANES,
- MUFFLERS,
- HOUSE COATS,
- DRESSING GOWNS,
- CUFF LINKS, ETC.

rather than a large variety. They feel that the display is more impressive and that those who see it are more apt to single out one particular tie if it is "isolated" in this way.

Must Have Fancy Boxes.

This firm, also stocks up with fancy boxes.

"We have to keep them especially for women as they ask for them, with nearly everything they buy," said a salesman to The Review. "Of course we only give them if they are asked for, because they are rather expensive, and mean several cents reduction in our profits on each purchase."

Big Advances in Cloths--Deliveries Uncertain

Many British Firms Have Withdrawn Prices Altogether—Army Authorities Demanding the Output of the Mills—Advances as High as 45% on Heavy Goods and 20% to 25% on Light Materials—Indigoes are Scarce and Dear—50 Cents to \$1 a Suit Up.

(Embracing Opinions of Heads of Big Special Order and Ready-to-Wear Houses.)

THAT there are advances of as much as forty-five per cent. in heavy British friezes which will be wanted in the clothing trade for next Winter; that Canadian manufacturers have advanced prices on cloths fifteen to twenty-five per cent.; that even the imported cloths of light weight required for the trade of next Summer have advanced twenty per cent.—these are some of the facts of the present situation as regards materials that the clothing manufacturers have to consider.

Conditions represent a state of chaos. Importers who have endeavored to keep in touch with the situation are largely at sea. Prices have advanced with a rapidity which has almost paralyzed the import trade. British manufacturers gen-

erally have withdrawn their quotations altogether or they have made advances and will take orders with the understanding that they will deliver if they are able.

When the war first broke there was the argument advanced that cloths would probably be cheaper on account of the Continental market being cut off from England. That was the theory then evolved by one of the most prominent clothing manufacturers in the Dominion; it seemed sound. To-day that authority states that he has quit trying to grasp the situation and is merely awaiting developments.

The Factors at Work.

The great factor in the situation is, of course, the demand which has been

brought to bear upon the British manufacturers for clothing for the men on the battlefields and in the training camps; this does not only apply to the British army, but to the other armies of the allied forces, for the men who are fighting for France and Russia are also receiving garments from Great Britain.

This demand bears directly upon the coarse woolens, but it is not the only factor in the situation. There is the shortage of dyes and the increased price of wool to be taken into consideration.

The Scarcity of Indigoes.

The shortage of dyes has created a very serious situation, particularly with regard to indigoes. From six letters received recently from manufacturers who supply this grade of blues it is

What Manufacturers Say of Advances

Communications from two British firms which are typical of what have been received by Canadian importers from the cloth manufacturers in general in the United Kingdom:

Dear Sirs:—

We much regret that owing to the increased and unsettled cost of Indigo and dye-wares generally, we are reluctantly compelled to withdraw all our prices.

We shall, however, be glad to quote you for any of our cloths as business may arise.

Yours truly,

Holmfirth,

Dear Sirs:—

Owing to the shortage and consequent high prices of materials and dye-wares, we are compelled to revise our price for all future orders.

Our prices are advanced for cloths up to 3/2, 2d per yd; 3/3 to 4/-, 3d per yd; over 4/- 4d per yd; which does not cover all the advance in raw material and may have to be further advanced later.

In the meantime all orders will be accepted at above prices if we can buy material. Some shades are now unobtainable and in fawns, drabs and browns we cannot promise to repeat exact to shade if we can do them at all.

Yours truly,

noted that four of them have withdrawn their quotations altogether, while where there are quotations given, the price has been advanced, and even shillings on the old price, which was in the neighborhood of \$1.

Coarse Woolens for Uniforms.

The output of the mills of England has practically been taken over by the Government, and without the consent of the military authorities there can be no exportations made to Canada or any other country.

The result has been that some importing firms which have received their samples will be able to do nothing with regard to taking orders.

All Lines Affected.

But the coarse woolens and the indigos are not the only lines affected. So strong has been the demand for these goods that there has been an advance in sympathy and then the price for wool has risen to a very material extent.

There is also another factor which must be taken into consideration. Outside of the war demand the markets of England have been cut off to a large extent. Canada and the United States are now the main fields which are left open and the United States will pretty much look after herself. The result is

that Canada will be one of the main importers. This will mean that the volume exported from England will be greatly reduced and that the cost of getting out patterns, etc., will be materially higher.

Light Materials Also Dearer.

In sympathy with the general conditions and on the heavy advances in raw material, lighter cloths have followed the market and there have been advances made of about twenty per cent. This promises to affect business next Summer.

So far as the Canadian mills are concerned the conditions are practically the same and prices have been advanced 20 to 25 per cent. on the higher price of wools, and the Government demand for the output for war purposes.

Adjusting Clothing Prices.

Higher prices for clothing are inevitable in view of the prices now being paid for cloths. When these advances will take place and how soon they will affect the trade and the public depends upon the attitude which is taken throughout and the amount of protection which one branch of the trade gives to the other.

For example, if a manufacturer has a heavy stock of made-up clothing or of cloth, he may decide not to make an

advance until he is forced to and this may keep prices down for some time. On the other hand there are some departments where prices will be advanced almost immediately.

A leading special order house makes the statement that there are some items which will be advanced a dollar at once—others will remain in their present position for a considerable period as there is not the same demand and the stock will last longer.

A big manufacturing firm makes the statement that prices of suits for the trade next Summer will be advanced 50c to \$1 wholesale—on the head of the higher prices for materials—and that for next Fall there is no saying what the prices may be.

These high prices, however, may be delayed to some extent owing to the fact that there are generally pretty heavy stocks on hand, and the condition of trade is such that there will not be higher quotations until they are absolutely necessary. Popular low priced lines will be affected first, as there has been little advance in the expensive goods.

Will Mean "Cheaper" Quality.

There can be no doubt but that the increase in the cost of materials will mean that the people will be looking for cheaper goods than in the past in the sense that they will not want to pay more than in the past—if as much.

In fact, already there is a demand for clothing at much lower prices than a few months or a year ago, and here is one of the great difficulties, for it is difficult to meet a demand for cheaper goods when the price of raw materials is advancing rapidly—and yet demand must be accepted as a factor of considerable importance in determining price with quality reduced until that price is reached.

Looking to the Future.

It would be almost impossible to forecast future developments. The great factor has been the war demand and it will continue to be so. Therefore, the length of the war will be a determining factor in the situation. But so long as the campaign continues there will be a demand for uniforms for the increasing armies in the field which will be likely to keep prices on a high level.



Lachine-Syndicate, clothiers and furriers, Lachine, Que., have closed their store in that city, and Mr. A. Goldstein is now devoting his time to his store on Notre Dame street West, Montreal.

Get Boys Interested in Clothing Department

This is the First Stone in the Foundation of a Successful Little Men's Trade—Style and Value Both Essential in Meeting the Parent and Competing the Sale—Methods of Some Managers in Getting the Youth's Interest.

Specially prepared for The Review by J. Willoughby.

IF a merchant were to ask me the most important stone in the foundation to be laid for the building up of a boys' clothing department, I would reply—to get the interest of the boy; and to go further, maintaining the interest of the boy and developing it, will be found to be the most important factor in rearing the department structure.

The question is how to get and maintain this interest. This has been the problem which has had the attention of the managers of the best boys' departments in the country. There are a number of tips which I can give, after discussing the matter with different specialists, and in meeting the boy in relation to his apparel needs, but in many instances much will depend upon the ability of the head of this department to gauge his own trade and meet the individual conditions.

The interest of the boy will be found to be two-fold so far as the power of attraction is concerned. In the first place, it will be found best to supply some other attraction than the goods themselves—and then to make the goods interesting. Of the two the latter is perhaps the more essential for the reason that in that connection the interests of the parents are to be considered as well, and this means combining the style which will attract the boy with the quality and wearing ability which will satisfy the parent. This is a combination which is sometimes difficult to achieve for the reason that the sale of a boy's suit is a sort of double-barreled proposition with two parties to be satisfied—and each is likely to be very critical. And do not forget that, getting down to first principles, it is the parent that holds the purse-strings.

Attractions on the Side.

One of the best means of interesting the boy in a particular store is that which is employed by a Canadian city firm. In this store there is a large book which is used for a register, and when each boy is fitted out he is taken to the big book and asked to sign his name. He is also asked to put down the date of his birthday, and on that day an attractive booklet is mailed to him. Does this not appeal as a proceeding which will get and keep the interest of that boy?—and how he will talk to the other boys. Im-

agine the impression on the lad who is formally taken to sign his name on the register and then the effect of the remembrance at the birthday. Boys have good memories for little things of this kind.

Similarly where there is a list kept of boys who have patronized the store this Christmas season is a good time to make a small expenditure, which is likely to be worth a good deal in keeping up interest. A neat card or other small souvenir as a holiday remembrance will carry a great deal of effect with it.

Getting a Mailing List.

In connection with this reference to a mailing list, let me mention a scheme which has been adopted in connection with a boys' department recently established in Toronto. Here there is a card system which gives information about the boy and his patrons and the sizes of his different garments. This card is filled out at the time the purchase is made, and not only does it result in a fine mailing list, but the information can also be put to good use in getting further orders by telephone or mail, as purchases can be made in this manner with the aid of the details on the card.

Getting Initial Interest.

Particularly for the benefit of the merchant who may be considering plans for opening a boys' department, let me refer to a scheme which was successfully worked out in connection with a new department for the little men, which was located on the fourth floor of a large store, and to which it was desired to direct the attention of the lads.

Here on one side of the department was fitted up a little gymnasium for the juveniles. There were boxing gloves, and bars, and hand balls, etc., for them to play with, and when boys got started it was hard to get them downstairs again. Such an event makes a big impression on the mind of the boy, and he is not only likely to remember it, but will talk of it to his cronies.

Following Up Sport Ideas.

In this instance the appeal to the athletic side of the boys' nature was so successful that a further step was taken in the Spring, when interest was centering in outdoor games. A supply of inexpensive baseballs, masks and gloves was

secured, and with each purchase of a suit or overcoat the boy was given his choice of any of the articles. It should be mentioned that this was an attraction at the end of a season, when it was desired to clear up some lines, and the manager who carried it out is satisfied that it had a better effect and cost less than it would have to have made the reductions from the regular prices which are usually necessary to clean up the stock at such a season.

Was Carefully Considered.

On the side it might be here observed that the head of the department decided upon baseball goods only after he had made inquiry as to what was most likely to appeal to the boy. At this time there was an agitation in favor of a revival of lacrosse, and he first consulted with a well-known Canadian sporting authority, who told him that it was useless to look for any widespread popularity in the national game, which has been on the wane in public favor for some years.

As to this course of giving premiums, there is a difference of opinion. I am not going to take one side or the other. The information given refers to one particular incident. Generally, however, it might be remarked that the benefits or evils of giving gifts of this kind will depend upon the manner in which it is done. If the premium is going to cheapen the store in any sense it should not be given.

The Direct Appeal.

But as I have intimated before, it should not for a moment be considered that a boys' department could be made a success merely by giving side attractions after the manner mentioned. There must essentially be satisfaction and service in the goods sold, for in this connection the parent is the big factor. The boy may look for style, but the parent will look for quality—and if the quality is not there, then there are likely to be no more purchases made in the store.

And here it might be good advice to the merchant to dissuade him from the idea that price is the great factor. Of recent years parents have been buying better clothing for their boys—and there has been a big improvement in the clothing which is being made too. Educate your trade to better goods, for you can-

(Continued on page 55.)

IN MONTREAL.

Good sale in colored collars to match shade, though not pattern of shirt.

Smart soft hat with hand tied bow, in diamond telescope shape.

Tweed hats may become popular.

Jewelry department promises to be good for Christmas.

Chamois suede gloves featured.

MONTREAL, Nov. 16.—Last month I paid particular attention to the lines being carried by some of the higher class stores, particularly those on St. James Street, where the brokers and real estate men trade, or, rather, where they do not trade so much just now. The desire for lower prices has compelled many stores to carry cheaper lines, such as they never handled before.

The lines carried in the type of store that caters to a good middle class trade differ widely from those referred to in our last issue. Colored collars, with a marked cutaway, have made their appearance, and just now are experiencing a very good sale. It is a novelty, straight from London, and people are taking to them immediately, especially the French-Canadians. However, most of the very best dressed men are keeping to the white collar. It is not thought these colored collars will remain long. Merchants will help the sale considerably by showing them together with corresponding shirts, and ties to match. It is no use selling a pink collar to a man with a white shirt, and if this is pointed out, it is easy to effect a sale of the whole outfit. A pink collar looks nifty with a pink and white shirt with mushroom pleats, and a black Derby completes a smart combination.

NECK WEAR OF BIG SHAPE is more popular than ever, especially with the cutaway collars, which are now worn very extensively. Retailers are featuring black and white stripes, of messaline and other silks, the sale of which should be helped considerably by present demand for these colored collars. Wide knitted ties are coming in, and should sell for the same reason, being made in black and white, as well as in regimental colors. Nice knitted goods just now are not difficult to sell. Neckwear of all kinds should be good for Christmas trade, as gifts will tend towards the smaller fry; then, again, there have been plenty of

What Montreal and Toronto

Colored Collars Are Selling Well to Match Shade Though Not Pattern of Shirt—New Type of Velour Hat With Hand-Tied Bow—A Look Amongst Moderate-Priced Goods in the Stores.

After Visits by Staff

style changes, and something new is coming in all the time.

The Mushroom Pleats.

I notice most of the stores are showing mushroom pleated shirts, but in proportion with staple lines they do not cut a big figure. People seem to be afraid to take a risk at laundering them, having had painful past experience with less intricate styles. If this difficulty could be overcome, I feel that the sale would be larger, as they are eminently suited to this climate, being warm for Winter. They were not a pronounced success in New York, but the climate there is much warmer than here. They are the only thing in dress, on account of their negligé effect—that is, comfortable when dancing, especially the dances of to-day, which require something that will not force the collar up around the chin.

As for wool shirts, the man who has accustomed himself to them, has become educated to the fact that he must pay a good price, say, three or three and a half dollars, if he is to get any satisfaction. The cotton flannel shirts are less in demand, men having found them to succumb in the wash too quickly.

* * *

IT IS HARD TO FIND ANYTHING very new in hats, and it is hardly likely there will be now, as the season is pretty well over. The business has been exceptionally good until now, but is falling off as November progresses. The newest thing I have seen was in Whittle & Roman's, who are showing a smart soft

hat, of Mexico shape, known also as a "Texas Tommy." It has a band of a special English silk, with a hand-tied bow, and is being worn here diamond telescope. The feature about it is the hand-tied bow, which is new and gives the hat snap. I fancy these will be seen in large number on this market next year.

Tweed hats seem to have been a partial failure, so far, but they may surprise us when the colder weather comes along. They are cheap, got up nicely with plenty of style, are serviceable, but lack snap. It is the first time these have been shown in Canada of this block for some years. Hard hats up to the present have not been much in demand.

The cap trade has opened up well, especially trade in children's. There are fewer styles being shown this year on account of orders for velours and felts in children's hats, many of which come from Italy, having been canceled. Italy is not at war, but it takes a long while for shipments to come through, and it will be much worse now that the British have laid mines.

The majority of merchants seem to be feeling their way carefully for next year, and the hat travelers are complaining that business is not coming in as freely as they would like. I would advise them not to delay too long, or they will get little variety, and no assortment.

* * *

MERCHANTS WILL DO WELL to take a look at their jewelry department before the end of the month. It is never
(Continued on page 59.)

SOMETHING NEW.

Smart soft hat of Mexican shape known as a "Texas Tommy," has band with hand-tied bow and is worn diamond telescope.



Men's Stores Are Showing

Fedoras in Soft Hats for Spring, With Stiff Hats an Uncertain Quantity—Will Velour be Revived?—Diagonal Stripes on Shirts—New Ideas in Dress Wear, in Suits and Overcoats.

Members of The Review.

IN speaking to the buyer of one of the largest specialty hat houses in the country, I ventured some inquiry about the Spring styles. His reply confirmed an opinion which I expressed some time ago that the rage for variety in the felt headgear had taken the makers over such a range that they were now facing a blank wall with the only hope of extending the business further in this direction lying in the direction of novelties. He said that in the Spring stuff that had been offered to date there was nothing new and that late novelties were about all that he could see to give spice — what these novelties might be he could not imagine and I could give him little help.

I might mention that shortly after I talked with a representative of one of the big importing houses, and he could give me absolutely nothing like an inspiration regarding Spring styles as differing from those which the trade has already met.

Fedoras with Contrasts Missing.

The outlook is for another season of soft felt. There will be some new tendencies such as a further leaning to the fedora shaped crown and the elimination of the startling two-color effect, but otherwise there is little room for anything in color, in brim, in height of crown, in knots or ribbons that has not been included in the variety which has been shown in the past year. In fact, the range has been so complete that there really is no particular style that can be given as the vogue. The trade which made a good thing of the rapidity of the changes at first now find a reaction in a view that "anything" is good—and there are many people who are glad that anything is good just now.

Call for the Velour.

Personally I have been wondering if there is not going to be a call again for the velour, difficult as it is now to procure. The tendency of style is for something different. When a fashion becomes general some few leaders lead the way to a change and style follows with the mob after it. If fashion is going to remain loyal to the soft felt that then it seems that the velour is about the only avenue which style has not traversed of late. One of the biggest of

the American firms is showing the velour as something "exclusive."

What of the Stiff Hat?

There is getting to be a stronger tendency to turn to the stiff hat to break up the run of the soft felt. This is the effect of the desire for something different and there will be a following, although to what extent is not yet apparent. Generally speaking, it looks like the soft hat for the crowd for a while yet.

Away From High Straw.

The new straws are to be more moderate. From the high crown there has been a reversion, but it is not likely to go to the extreme low. In fact, rather the idea will be in the other direction to something of heavy square appearance and made of rough material. A 3½ crown with 2½ brim looks like one of the strongest shapes.

* * *

A VISIT TO BILTON'S, Toronto, is to get into touch with many of the newest things which are being brought out in Canada for men's wear. I dropped in the other day and found a number of the latest novelties from London, together with several new ideas which they have worked out for themselves to give individuality to their shirt styles. These are for the more exclusive trade, but care is displayed in not going to extremes. I saw nothing that a well-dressed man to-day would not be pleased to wear—that is, of course, where style is desired.

Diagonal Stripes on Shirts.

I saw a couple of shirt models which are distinctly individual to the Bilton store. One was of fine French flannel in a delicate shade of pink with three tucks down either side of the front. These tucks were not large and would not be sufficiently pronounced except on a material of plain tone color without pattern. Distinctly novel was a piping of black on the Russian cuffs and the front. Another shirt novelty was in a striped pattern with a tucked front, but instead of the stripes running horizontal or vertical, they were diagonal, converging at the centre, giving a V effect. Other handsome garments were in striped French flannel with strong colors.

IN TORONTO.

*Diagonal stripes in shirts.
Canary piping on gloves.
Raising waist line on sack or lounge coats.*

Three buttons placed high with considerable skirt. Lapels wide.

Strong in tartans, going away from blacks and whites.

Double breasted overcoats.

Balmacaan not strong in heavy weights.

Return to velvet collar.

Canes and spots coming back.

In neckwear one of the latest lines is of shot silk, which has not been seen in ties for some time. This comes in plain shades with autumn tints predominating. Reds also get a strong showing in neckwear; that is, of the darker shades, such as magenta, while there is a new color called "phlox" which has that rich purplish tinge which is noted on the surface of the petals of the flower after which the color is called.

A new muffler is shown in a material of bandana pattern with fringed ends.

Canary Piping on Gloves.

I also saw some new ideas in gloves—and new gloves may be looked for with the European trouble cutting off supplies. There was a walking glove of white doe skin with heavy coarse stitching of black and also black piping. A new evening glove departs from the conventional white to the extent of canary piping and points.

Less formality is also shown in the black dress ties for tuxedo wear which are relieved by the introduction of large polka dots in white and silver or stripes of the same contrasting color.

More fancy canes and spats will be strong this Fall in completing the well-dressed effect of the man of fashion.

* * *

AT HICKEY'S THE OTHER DAY I had a chat on the subject of ready-made clothing with the proprietor, who is one of the most prominent clothiers in Toronto. I found evidence that the leading clothing manufacturers, or at least some of them, have taken quite a stride in the direction of raising the waist line on the sack or lounge coats. He showed me two models in which the long skirt was the big feature and stated that he had pinned his faith in these not only for the Winter and the Spring trade, but had bought into next Summer.

(Continued on page 55.)

How Hat Store Lends Umbrellas on Rainy Days

Whittle and Roman Ask for Deposit of One Dollar and the Most Keep the Umbrellas—Fitting a Man with Head Like Inverted Equilateral Triangle—Keeping up Class of Clothing as Well as Hats.

By a Staff Correspondent.

ONE day early in November it began to rain in Montreal. Businessmen who had gone to work without their raincoats actually stopped in the rain to look at a hat store window on St. James street. It was a most extraordinary thing—a storekeeper giving something away, and that something an umbrella, the very thing they wanted at the moment. As a matter of fact, Messrs. Whittle & Roman, in whose window this announcement appeared, were aware of the fact that rain was falling, otherwise they would not have made this startling announcement. It ran thus: "Umbrellas Loaned Free."

The cynic was heard to remark: "Pooh! That's a scheme of theirs to get people inside to buy hats." He hit it on the head. It was a scheme to get people inside, and in some cases it succeeded. Of course, none but the foolish expected that anyone would lend an umbrella without a deposit. The deposit amounted to a dollar—the retail price of the umbrella:

Whittle & Roman charge this up to advertising, and it is very good advertising. If an ad will bring a man into the store, especially a men's furnishing store, it has paid for itself. In these days, it often requires well thought out schemes to draw prospects, and the firms who cannot afford to advertise five-dollar hats for three dollars, must think out new methods to draw.

It would appear that to lend a man an umbrella during a shower would cost a little. It depends upon how many have the nerve to take the umbrella back. Approximately forty per cent. return for their dollar, in which case the umbrellas are put into a special case, as they cannot be sold as new, but can be used again for the same purpose. So that if sixty per cent. retain the umbrellas, the advertising costs very little, and brings big results. One man who borrowed an umbrella remarked that he was so corpulent, he could never get a raincoat to fit. Couldn't he? Though he measured 48, Roman fitted him; but he had to run over to the stockroom to get the garment.

Like Triangle Upside Down.

Whittle and Roman go to the trouble of lending umbrellas, and it is a safe

bet they never let a sale go by, even though they scour the Dominion to make it. A man visited them recently with a face shaped like an inverted triangle, the base of which required a size 8 to cover. He admitted that his head was large, and volunteered the information that no dealer in Montreal to date had been able to fit him. The measuring machine was placed on his head, but it refused to measure such a cranium. So it was measured by tape, and an outline sent to the manufacturers, who prepared a special block. He bought three five-dollar hats. There was little profit in the deal, but he will tell his friends that he secured satisfaction at the house of Whittle and Roman.

They are really hat specialists, though they carry lines of gloves, caps, coats, canes and umbrellas. Early last Summer they put out their shingle on St. James street, did a good business in straws, and like everybody else, are not particularly thankful to war conditions. Mr. Roman says he can stand it longer than those on St. Catharine street. He made an investigation recently and found that about 50,000 men pass his store every day; so that it is a strategical spot for a hat store. Rents are 100 per cent. cheaper than on St. Catharine street, which, as most people know, is the shopping district of Montreal.

The Review asked him if he now carried a cheaper grade of hat to meet the temporarily lower buying power of the public, pointing out that clothing stores on the same street were showing \$15 suits, who handled nothing cheaper than \$30 normally.

He replied: "What would happen to Ryries or Birks if they began to stock a cheaper line of jewelry? They would lose their high-class trade. The same with hats."

Over 200 Styles.

Between the months of September and November Whittle and Roman show over 200 different styles. The writer counted 64 styles in the showcases, 66 on the floor, and others had been disposed of, or are coming in, while there are 20 lines of caps. In the hat business to-day, says Mr. Roman, you've got to be right up to the mark; to be able to judge the face of each man entering the store, and supply a model to suit.

Travellers for hat manufacturers showing styles for next season usually find them already on sale in this store. Every manufacturer will not sell his hats ahead of season, but Whittle & Roman declare they let them. They travel after them.

Mr. Roman tries to buy so as not to have some of these 200 models left on his shelves, and spends much time concocting ideas for getting men into his store, believing that a man in the store is worth a hundred on St. James street. This umbrella stunt is only good when it rains; he is planning another for fine days.



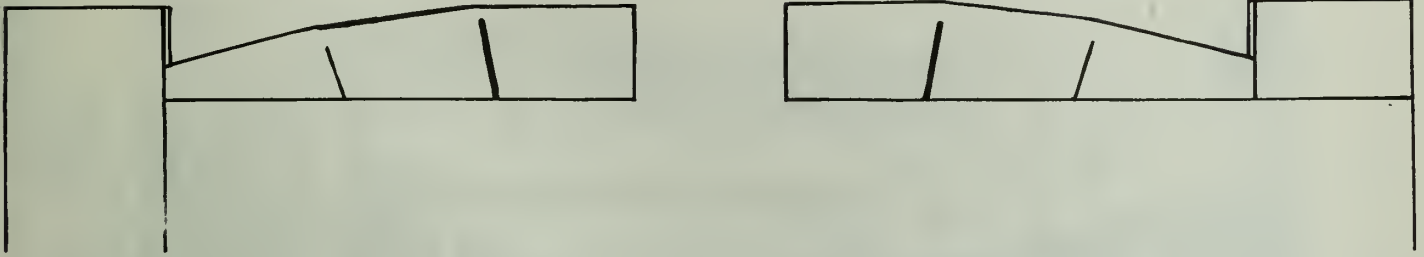
RECORD OF SHOE SALES.

"There are a good many of us smaller dealers in the retail shoe trade," says a prominent shoe man, "who fail to pay sufficient attention to a record of sales. We receive the customer, fit him with the shoe he seems to like, wrap up the package, give it to him and forget all about it.

"Should he return to the store sometime later and ask for the same shoe he bought before, it is impossible for the clerk to remember it; and if the description of the shoe is not sufficient accurate for the clerk to identify it, there is no chance of getting him the same style and number.

"I know it is impracticable to keep a record of every pair of shoes sold, for sometimes a customer does not care to give his name and address with a cash sale; although a system that calls for this, where possible, gives a dealer a mighty good mailing list. But there are certain regular customers from whom it is possible to get the name and address, and where this is secured a record of the kind of shoe purchased is a very valuable aid in serving the customer later. Besides this, such a record gives a line on the amount of business done with that customer, a feature that is worth a good deal to the retail man who wants to develop his business. And what is equally important, it is a mighty good trouble indicator. Since such a record will show the complaints made by a customer and the justice of them or lack of it, it is therefore a good guide for future relations with that particular customer.

Arranging Glass at Different Angles in a Store Front



THE modern idea of small, individual displays in showing men's furnishings and of shallow windows so as to bring the different articles of haberdashery close to the eye, thus permitting of an inspection in detail, finds expression in a "different" store front at the establishment of Max Beauvais, Montreal.

Here the difficulty of working out the small display was accentuated from the fact that the store has an unusually large front and it was not desirable to make more than one entrance. Also the uniformity was to some extent spoiled from the fact that there was a doorway necessary to give access to the upper floors.

The sketch gives an idea of the unique method in which the problem was solved. Not only were the window spaces divided into compartments, as is often done where there is a wide spread of glass, but additional individuality was given to each display by arranging the glass at different angles.

Then uniformity was preserved by cutting off the stairway on one side and by making a similar section on the opposite side into an individual window. Thus on the one side there are practically four different windows made out of the one, and on the other three while the whole front is uniform.

GET BOYS INTERESTED IN CLOTHING DEPARTMENT.

(Continued from Page 51.)

not hope to be a good and a cheap merchant. Clerks should keep in touch with the styles, and be able to talk about them to the customers in such a manner as to arrest their interest.

Using Window Displays.

Then in the window display the boys' department should have its full share of consideration. Not only should there be frequent showings when there are new styles, but there should be a full window of them—it will not do to crowd a couple of garments into another display; that is giving the impression that the boys' department is only a side line, as the window would indicate.

Keep Up in Furnishings.

I have recently been told by the manager of the boys' department in one store that he has doubled the business of his section in furnishings within less than a year. This has been done because special attention has been given to this branch of the trade. In these days, when so much attention is being given to the minor details of the apparel of the man, the boy should not be overlooked; he is just as much entitled to special consideration with regard to the little things as his father or big brother. For instance, this manager has special fine flannel pyjamas made and special shirts, different from anything else to be had in the city. Then he copied styles of headgear from abroad, and had them reproduced on this side of the water, and worked out new ideas in clothing to meet

the approval of a certain class who prefer the English influence, going so far as to import the special stockings which go with this style of suit. These are some of the ways in which a live manager can meet his customers and build up his department.

Give Plenty of Space.

Another important thing is to give the boys' department sufficient space. The customer is likely to judge of the importance of the section by the space which the merchant devotes to it. Then there is the question of properly displaying the goods. The time has passed when boys' clothing of good class can be hauled down off a shelf from between a couple of piles of overalls and made to appear up to its worth.

Finally, take this advice: one of the best ways to develop the boys' department is to give it the encouragement of your interest.



WHAT TORONTO AND MONTREAL MEN'S STORES ARE SHOWING.

(Continued from Page 53.)

Using Middle Button Only.

Both were natural shoulders with narrow sleeves with the section below the elbow shaped and small. The skirt was given fair length in addition to the high waist and this emphasized the effect desired to achieve. At the same time the lapels, although rolled, were short and wide, and the three buttons were comparatively high. The waist is rather tightly shaped, and only the middle of the three buttons is supposed to be used,

the top being lost in the roll and the bottom being open adds to the shirt effect. The patch pockets were used on both coat and vest and the vent of the latter garment was much lower than usual, a collar being used on it.

The other coat showed a greater departure from the lines which have been followed. Here the shoulder and waist were similar but the high waist effect was more pronounced owing to the fact that the front came down square and the three buttons were placed high. This gave the impression of considerable skirt. The lapels were wide and had the look of being rather flared out than rounded, the points being quite pronounced.

Strong in Tartans.

In materials Mr. Hickey has passed from blacks and whites to color mixtures with the tartans strong and other patterns with similar color effects.

In this stock I found that there had been a distinct change of opinion with regard to the overcoat cut and that in the Winter weights practically all styles were in the double breasted pattern with form fitting waists and pronounced skirts. The length is a little above the knee, and very broad lapels, almost triangular in shape, are used with a general return to the velvet collar. Materials are usually chinchilla or similar light thick material with blue a strong favorite in color. One model of the balmacaan persuasion is carried but it is not strong in the heavy materials. Evidently London is being followed in relegating the loose model coat to country wear.



Beautiful new addition to 2 Maes, devoted entirely to ready-made clothing.

Ottawa Store After Farmers as Best Prospects Now

Two Maes Are Increasing Advertising and Are Using Semi-Weeklies Now—100-Foot Addition to Store That Now Fronts on Three of Capital's Busiest Streets.

Written after interview with Mr. Stewart McClenaghan.

IN these days when bears openly declare themselves bears, and many merchants are curtailing their advertising, it is encouraging to find a firm like "2 Maes," of Ottawa, increasing their advertising, and at the same time opening a new wing to their already large establishment. In conversation with a representative of *The Review*, Mr. Stewart McClenaghan, the proprietor of 2 Maes, made the following statement regarding his advertising policy since the war began:

"You must have a reason for publishing an ad, and you must work upon it for all you are worth to a definite conclusion. You must convince the public that you are not merely playing with words, but that you mean what you say.

"When war broke out, we made up our minds to buy close, as we figured that our customers would buy close. We do not think that there will be much trade done with the higher class clothes; therefore we meet our customers, and clothe them at economical war prices.

"We have made up our minds that we must spend more money on advertising, and have already begun it. The rea-

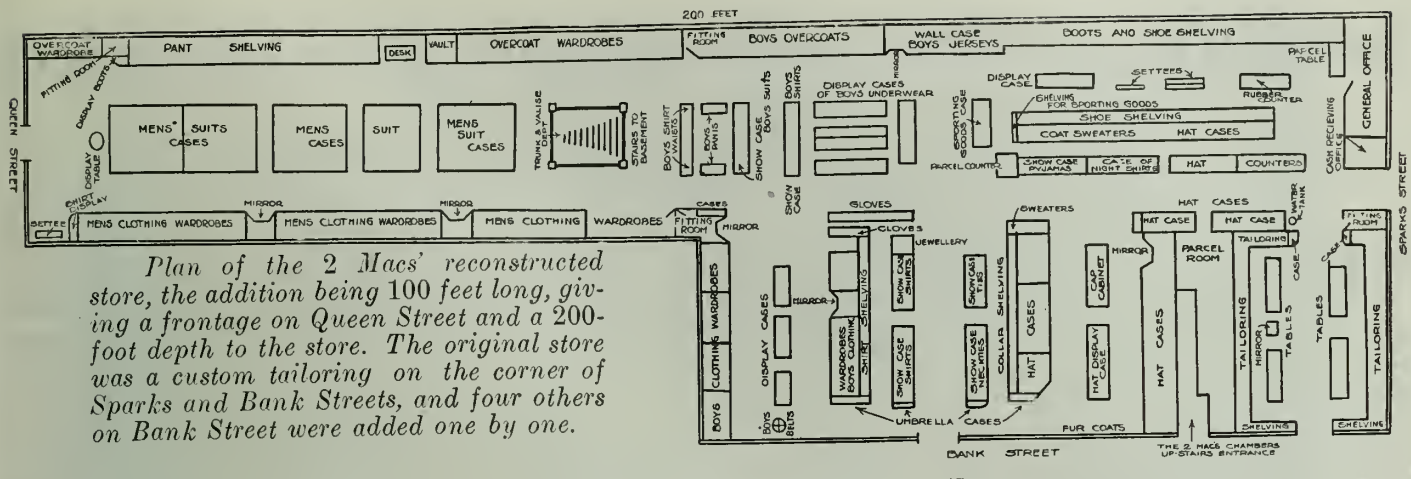
son we advertise is to force business, and it will require more forcing in these times of stress. Here is where a mistake is often made in advertising: the slow man, in times of prosperity, sees no need for advertising, as he claims he is doing fairly well without it; when times are hard, he cannot afford it, so that he never advertises. The live man, on the other hand, reaches out for extra business when times are good, and when times are hard he advertises in order to get as much as possible of what is going. We have built our business up on advertising.

Farmers Have Full Pockets.

"From now on, we are going to pay more attention to the semi-weeklies, which go into the country districts more than the city newspapers. We believe that the farmer is the only man with full pockets, and we feel that if we can reach them, and convince them that we are economists we will get them. Throughout the Fall, until Christmas, we are going to give the semi-weeklies a trial. Apart from that, we advertise in the daily papers, and always on the sporting pages. Our ad has been there for twenty-five years."

The business of the 2 Maes has not been built only on advertising. Behind this were honesty of purpose and men thoroughly trained in their business. Stewart McClenaghan has been in the business ever since he was a boy. He started in a small place on Wellington street, first in the made-to-order tailoring business. It was then about the smallest business in Ottawa. In 1902, a move was made to the present location at the corner of Bank and Sparks streets. To-day, the store extends 100 feet on Bank street, 66 ft. on Sparks street, and 33 ft. on Queen street, with two entrances on Bank street, and one each on Queen and Sparks streets.

To the made-to-order tailoring business was added ready-to-wear clothing, followed by gents' furnishings and boys' clothing. Then came boots and shoes, and sporting goods, as well as trunks and valises. Recently a 200-ft. arcade was made, which opened the store right through from Bank to Queen street, so that it has the shape of a large L. The building up of this store, one department after another, was carried on by buying one store after another, and these had to be run, for a time—owing to the con-



Plan of the 2 Macs' reconstructed store, the addition being 100 feet long, giving a frontage on Queen Street and a 200-foot depth to the store. The original store was a custom tailoring on the corner of Sparks and Bank Streets, and four others on Bank Street were added one by one.

struction of the buildings—as separate stores, and mostly unconnected.

The latest extension became necessary owing to the rapid advance being made in the ready-to-wear department. The claim is made that The 2 Macs carry the largest stock of ready-to-wear in the city of Ottawa. Their slogan has been: "Clothiers to Father and the Boys." It was felt by the management that the business they were doing warranted them making this addition as up-to-date as the largest stores of Chicago, New York and Montreal.

Capacity for 3,000 Suits.

Accordingly a splendid entrance was made on Queen street, with a tile floor coming in. The department was built 100 ft. long, almost doubling the size of the store. Fixtures consisted of large silent salesmen cabinets on the floor, with dark oak wall fixtures. The wall fixtures contain the latest type of revolving racks, and have capacity for 3,000 suits. Tops of the cases are used for displaying suits on mahogany stands, and valises, aided by artificial leaves and ferns. The west wall has open shelving, and carries large stocks of pants.

The basement is devoted to trunks, valises, etc., and sporting goods, but the rear is partitioned off for an alteration department. One of the secrets of the success of this concern has been in having alterations made right at once—which is not the case in all stores.

Proprietor in Civic Life.

Mr. Stewart McClenaghan, proprietor of the store, is president of the Liberal-Conservative Club. He has been a member of the Board of Control, is a member of the Library Board and Collegiate Board, and is active in all things pertaining to civic and social life in the Capital.

(Continued on Page 60.)

Four Buttons or One on Sack

Short, Wide Lapel Contrasts With the Long Soft Roll—Waist Line is Being Raised—Double Breasted Styles Coming Stronger — Patch Pockets on Coats and Vests.

IN selling clothing this Fall and Winter one of the questions which is likely to have to be decided will be whether there shall be one or four buttons on the sack coat.

In one of the leading retail stores of Canada where a specialty is made in keeping up with the style market—or if possible to be a pace ahead of it—we find that there is unusual latitude allowed for the individual tastes of the man who would be well dressed. There is a big difference between the two effects which were shown—extremes in cut, one with four buttons and short roll lapel, and the other with one button and long roll lapel which, while being fairly wide, has a much narrower appearance in proportion.

There was in these two coats a big difference, too, in the waist line. With the four buttons it was raised up pretty well to the shoulder blades and the shoulders were made very prominent; with the one button the waist line was down on the hips and being well drawn in made the waist very loose while the roll front accentuated this appearance of looseness.

NEW YORK AS FUR CENTRE.

The interruption in the fur trade with England and the Continent as a result of the war has started a movement in New York for the opening of a raw fur market, with auction sales centred there, and plans are under way for the formation of a million-dollar company to carry this out. Efforts will be made to secure the co-operation of prominent furriers in Canada as well as the United States.

The four-button coat has the recommendation of being the new thing and will be the stronger seller, and it has the wide short lapel, which is almost triangle in shape to which reference has previously been made in this publication.

There is evidently a growing popularity for the double-breasted coat which has been passe for so long. With this model the long lapel is the more effective and six or four buttons may be used.

It is evident that there is going to be a general demand for the patch pocket on nearly all garments for men. It is being extensively used on the sack suits for Fall and has also made its appearance on the vests. Collars are being used extensively on the vests and the shape of them depends almost entirely upon the cut of the coat and the lapels. With the new wide lapel the vest collar is very broad.

Generally speaking, there is little change in the cut of the suits, which are still highly tailored after the English fashion, although there is a tendency to raise the waist line as is the case with the higher class of imported suits.

KNIT GOODS FOR ALLIES.

A corps of trained buyers are said to be in the United States from France working under the consul-general to secure supplies for the French army. Credit has been established with J. P. Morgan & Co., and cash can thus be paid for what they buy. Russia and Germany are among the new comers, both buying many other supplies than textiles.

Another Upstairs Clothing Store with \$15 Prices

Claude Pascoe and "Riley" Hern Join Forces in Toronto on a "Take the Elevator and Save \$10" Proposition—Handsome and Convenient Fittings—Big Electric Signs on Busy Street—Made to Order if Requested.

TAKE the elevator and save \$10" is becoming quite a slogan in the clothing business in Canada. In a recent issue of *The Review* an account was given with illustrations of the Robinson store in Montreal, the first example of a clothing store, that is, for ready-made clothing, being established on an upstairs floor. The success of this store led to the opening of one or two more in Montreal, and now Toronto has become the scene of an upstairs clothing store. Perhaps it was through watching the trade of the Robinson store that Mr. Riley Hern, an old acquaintance of *The Review* readers, decided that it would be a good idea to start one in Toronto. Or perhaps he knew of the success of similar stores in the United States. Whatever the reason, he took unto himself a partner in the person of Mr. Claude Pascoe, or Mr. Pascoe took Mr. Hern as a partner, and the two opened up on November 7th last, Saturday, in a prominent office building in Toronto, just below the Robt. Simpson Co.'s store, and a couple of blocks above King Street. They took the corner of the first floor with a frontage on Yonge street, besides facing Richmond street, and started the "elevator and \$10" slogan at work. Judging by the business of the first two days the experiment will work out well.

All at \$15.

The principal underlying the operation of this new store of Pascoe & Hern, styled "Men's Upstairs Clothing Shop," is that they are enabled by the much smaller rent which they pay to offer good values in ready-made clothing, lower prices than can be given by the concerns on the ground floor. They have adopted the price of \$15 to cover all suits and overcoats in their store. There is no suit above this figure or under it, or overcoats, except at that price. One window fronting on the street has the lettering "Clothes for Men," another "\$25 for \$15," and another "Overcoats at \$15." The partners would not for a moment claim that a men's furnishing store could be run successfully on the second floor, as the majority of ties are bought by men dropping in on account of something they see in the window; and they do not think either that a man would come upstairs to buy a collar.

Will Go Upstairs for Clothes.

But their claim is that when a man wants a suit of clothes, he has the idea

fixed in his mind, and if he feels that he will get a lower price and good quality by going up one flight of stairs, he is quite willing to do so. In fact, in order that their theories may work out successfully in a trade where there is very strong competition like the clothing business, it would be necessary for the man to prefer going up the one flight of stairs to save his \$5, or whatever they claim it is, rather than be impartial on the subject. This idea, of course, will be played up for all it is worth, in all kinds of publicity that this young firm will use. For instance, they will have an electric sign on both sides outside the windows of the store, and on this will be the slogan with regard to the elevator and the \$10, as well as the name of the firm. It occupies a prominent position in the opening ad of the firm.

The firm have also an advantage in the fact that both partners have a large circle of acquaintances, Mr. Pascoe through his connection with the firm of Hickey Pascoe, and Mr. Hern through his prowess in the sporting world.

Two Sides Lined With Cabinets.

The store itself looks more like a large office than a regulation store, but, under the circumstances, this is in no sense against it, but rather gives a spice of novelty to it. It is directly opposite the elevator opening. Two sides of the store are fitted up with glass wall cabinets containing racks for holding overcoats, while suits are contained in cabinets with glass tops in the centre of the store. The fittings are of handsome fumed oak, and the floor of a mosaic type. Several tables, also of fumed oak, are set out conveniently to the cabinets for holding goods that are being shown to customers. At one corner of the room, between the two lines of wall cabinets, is a trying-on room, with a mirror on the outside, which adds greatly to the appearance of the room.

Mr. Pascoe in conversation with *The Review*, stated that the main argument for drawing trade upstairs that the firm would use would be in the saving in rent, which allowed them to make a considerable reduction in the price of their suits and overcoats. The experiment had been successful in a number of other cases, and he was satisfied that it would work out well in Toronto. The firm had already contracted with a number of

manufacturers to supply them with a good quality of suits and overcoats. The store would carry only one price of goods, \$15. This would include everything, and also any alterations that were necessary. These would be done in the same building. Mr. Pascoe believes that the time is particularly opportune for a selling price of \$15, which he and his partner had decided upon.

The firm also are showing on their table in the centre of the store, a number of samples of cloths, which they will have made up for those customers who either feel that they cannot be suited with ready-to-wear clothing, or possibly do not accept present day styles. The price of these is not limited to \$15, but will depend entirely on the cost of the cloth itself.

5,000 Circulars and Papers.

The sending out of 5,000 advertisements, and advertising in two of the city newspapers, one morning and one evening, which are considered popular amongst the young men and the sporting element generally, constituted the introduction of the firm to the public. The advertising that was started will be continued twice a week, and in addition from time to time there will be sent out four or five thousand circulars announcing any new lines that the firm carry, or seasonable goods from time to time.

A Talk on Overcoats.

The overcoats in the cabinet are arranged in the order of the young men's first, that is the shorter ones, and are followed up by the ones more suited to older men. Mr. Pascoe in discussing the demand that has shown itself so far, and judging from his experience in the other store with which he had been connected, stated that the public were asking for the closer fitting coats with the wide lapels. He was not at all in favor of the half belt, and in some of the coats that had come to him from the makers he had had the belt removed. There was a fairly good sale of the Balmacaan for Winter wear in the heavier weights, but he felt that it was not the warm coat that the ulster was, and so was careful not to recommend it to any of his customers lest there should be dissatisfaction, and he should lose their trade next year. At the same time reports from several of the cities in the States, even border towns, stated that



Interior view of Pascoe & Hearn's, showing suits in centre cabinets of fumed oak, and overcoats along two walls.

ANOTHER UPSTAIRS' STORE.

Continued from page 58.

nothing else was being shown but Balmacaans. This coat he considered was the dressiest that had been shown in a number of years. As for materials, while the Chinchilla was selling to a certain extent, the lack of wearing quality even in the best ones, was bringing in a harder warp.

Below appears a reproduction of the circular, which was sent out to 5,000 possible customers for the opening trade. This still features the personal idea of Pascoe & Hearn that Mr. Hearn found so profitable in his Montreal store.

"PASCOE AND HERN SPEAKING."

"Pascoe and Hearn speaking——"

We have spent years learning what we are now preaching.

"Why should you pay ground floor rents when you buy clothes?"

It is hardly a new idea to save rental so as to give better value to the customer, but it is a new idea to have an upstairs exclusive men's clothes shop, where at least \$10 a trip is saved for the customer.

Our standing contracts with the leading Canadian clothes manufacturers put us in a position to give our customers \$25 and \$30 suits and overcoats at the low price of \$15.

Our saving on ground floor rents and other overhead expenses enables us to create a men's upstairs \$15 clothes shop where, by making a trip to the first floor, we can give you clothes of the highest quality and latest style, with a saving of \$10 at least on your suit or overcoat.

Our formal opening is on Saturday, November 7th, 1914. We invite your inspection.

Sincerely yours,

CLAUDE PASCOE.
"RILEY" HERN.

Every garment sold is absolutely guaranteed.



WHAT MONTREAL AND TORONTO MEN'S STORES ARE SHOWING.

Continued from page 53.

a very good paying end, but its heyday is at Christmas. It is a time when it will sell by itself if given a chance in the window or display cases. The jewelry manufacturers will have something new in the way of specialties for Christmas boxes, and I believe gent's furnishing stores will get more than their share of the business this year, as people are not flush with money, and will avoid the jewelry stores where they can. Merchants, after selling a bill of goods, should not fail to draw attention to their stickpins and cuff links at any time of the year.

* * *

SWEATERS, I NOTICE, are being given considerable display, and, judging by the number that have been sold while

POLISH YOUR OWN SHOES.

At the entrance to the shoe department in the store of the "2 Macs," Ottawa, there is a table carrying a display of findings, underneath which is a large card, with the following: "ECONOMIZE! POLISH YOUR OWN SHOES." At a time like this, a message such as this is likely to produce good results.

the weather is already mild, there should be a good season coming. Apparently there is little new in knitted goods. Black shot, white, blue and red hosiery seems to be selling as well as anything in this branch of the trade.

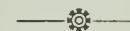
Chamois suede gloves are featured. In these hard times they are very attractive.



\$15,000,000 IN WAR SUPPLIES.

It is estimated that Government war contracts awarded at Ottawa so far total \$15,000,000. This includes 200,000 uniforms. The cloth for this has been bought by the Government and sold to the manufacturers at so much per yard, \$1.35 to \$1.60 according to weight. The cost of the completed garments averages \$9.50 for a great coat, \$4 for trousers; \$7 to \$8 for jackets, \$13 for cavalry cloaks, and \$7 for riding breeches. The material is bought from seven Canadian mills.

About 200,000 pairs of boots have been bought at an average of \$4 a pair; 150,000 canvas shoes at \$2; 100,000 suits of underwear at \$10.50 a dozen; 150,000 blankets at \$2.15 each, and 150,000 forage caps at \$1.26. The average price for flannel shirts has been \$1.35, with 200,000 ordered; and 150,000 fatigue uniforms for rough work, cost \$2.35 each. There have been 200,000 sweaters ordered at from \$1.75 to \$2 each.



The Mayer Littner Fur Manufacturing Co. has opened up in St. Thomas, Ont. Aside from manufacturing fur garments, the firm will deal extensively in raw furs.

Recording Measures to Sell Union Suits

New Style Underwear Must Fit Properly and Correct Size Can Only be Decided With Tape — Measurements on Card System, Together With Size of Hat, Gloves, Etc., Will Aid in Making Sales Through Women Shoppers.

WHEN a man is in the way of becoming converted to the union suit underwear idea and finds that one maker turns out a 34 which is rather large for him and another manufacturer has on the market a 36 which is too small for him, there are difficulties in getting him away from the old "telescope" garment where there are several inches more or less of slack which can be taken up in length or girth. And yet this is the actual experience of more than one man.

One of the difficulties with the union suit is in getting a fit—and it is a garment which "must" fit. Different makers will work to different standards. Under the old method this did not make very much difference, but with the new suit there is no latitude—it must be neither too loose nor too tight.

Great improvements have been made in this direction by the manufacturers since it has been shown that the new garment has taken strongly with the public. Every season sees more converts to the new idea until at the present the wearer of the old two-piece suit can be ranked with the man who still wears a nightgown, even on a Pullman sleeper. To keep up with the movement has necessitated the introduction of better standards of measurement and a bigger range of shaped garments to suit different figures.

The result is that the man who tries to buy a union suit by size alone is likely to find trouble. A good salesman will not attempt to fit in this manner. If the purchaser is inclined to be stout he will probably find that he may get a slim build in the size he usually wears which will be smaller than another suit a couple of sizes larger in another shape. To give a proper fit requires the use of the tape measure.

Recording Measurements.

When a man is "taped" he is not likely to make any note of the measurements. When he comes to buy another suit he will probably think it somewhat of a nuisance to have to submit to the measuring again. This he will be inclined to charge up to the union suit system. The recommendation in this connection is that it is good business to make a note of the measurement of the customer and to have them on a card system handy to refer to when he comes in again.

This is a particularly good idea where a store has customers who are busy men and who might appreciate it as a great convenience if they could merely call up on the phone and make a purchase from the size records on file. In this connection it might be advisable to go a step further and place on the card also the size of the shirt, gloves, and other furnishings which might be duplicated in the same manner.

Aiding Women Shoppers.

Merchants who sell men's clothing—particularly in the larger cities where men find much of their own time occupied in making their journey to and from their employment—are recognizing that more and more the buying is being done by the women of the house. Store systems and stocks are being arranged to this end. Here a system which would keep track of the underwear sizes would greatly facilitate purchases being made by proxy; this would also apply to other sizes and measurements which might be kept on record.

Securing the Records.

There are a number of comparatively simple methods by which these records can be compiled. They may be secured from men who call in the store. When a purchase is made the size of measurement can be taken down and at the same time there is an opportunity for some good advertising by explaining the idea and securing other figures to put on the card. Thus there is a valuable lever towards securing further orders, for the customer will remember that his measurements are on record and that he can secure prompt and satisfactory service. Another method is to send out a blank card with a circular asking that the measurements be filled in for the store records. A third method is to take a note of these particulars at the wrapping desk, and this could be followed by sending out a circular explaining the use being made of the measurements.

REMOVED BY DEATH.

The death is announced of Charles Shields, general merchant of Tamworth, Ont.; Chas. T. Wales, of C. T. Wales & Son, general merchants, St. Andrews E., Quebec.

2 Macs Methods

(See also Page 57.)

THEY call it "The Busy Store on the Busy Corner."
Or, "Head to foot outfitters for men and boys."

They are strong with the sporting community. They have a flagstaff and run up a ball when a league game is on.

There "Just look at 2 Macs and see if there's a ball game to-day."

They issue a baseball series schedule free.

They have one of the largest tailoring establishments of any men's wear store in Canada. They specialize in military outfits, boy scouts and cadets, clergymen's suits policemen's and chauffeurs'.

Their motto—or one of them—"No fit, no pay."

"If you are not satisfied we refund your money; we never argue."

On the 17th March they usually hold an Anniversary Sale.

Each man in charge of a department, hats, furnishings, ready-made, etc., is an expert in his line.

"Can we fit you for a suit?" the hat man asks, and if the answer is at all affirmative, he takes his hat customer and introduces him to the head of the tailoring department or the ready-to-wear.

The new store on Queen Street is only a few feet away from a car junction.

In the shoe section they built up a reputation on \$4 shoes, so that on a Saturday frequently customers have to wait to get a seat. They have also a \$5 line that is excellent value, for the former \$4 line was the leader before prices rose so high.

BUSINESS FORESIGHT.

A firm of notion dealers on the East Side had gone out of business via the bankruptcy court, and the attorney for the principal creditors was going through the accounts of the concern.

In the back of the safe he came on a partnership agreement, drawn up by the two bankrupts when they engaged in commerce and jointly signed by them. The second clause read as follows:

"In the event of the failure the profits are to be divided equally."



Are you selling :: Clothing :: in your store?

Perhaps you do not know about the big money that is made in the clothing business when it is conducted by the

Campbell's Clothing SYSTEM

There is absolutely no chance of loss as your only stock consists of samples and a few lines of regular sizes which are always sold early in the season.

Your business will be that of a high-class merchant tailor. You will take the measure and we will make the clothes, which always fit and satisfy.

The profit is a certain one for you without one cent of risk. We want an exclusive agent for Campbell's Clothing in each town. If we are not represented where you are located write—

The Campbell Manufacturing Co., Limited
MONTREAL



Lion Brand Boys' Clothes *Double Wear——Snappy Styles*

Anything that is a saving for the head of the family now-a-days immediately attracts his attention. When he can get suits for those active young sons of his that will give double the wear of ordinary clothes, he will not hesitate to take advantage of such an opportunity. Lion Brand Boys' Clothes is just such a line as this. Reinforced with double knees,

elbows and seat they outwear the ordinary suit by many months. And they're made in attractive styles that will appeal to the youth.

Order a few samples to-day or write for catalogue.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at:—Clinton, Goderich, Exeter, Zurich

WRITE SHOWCARDS

No store, large or small, to-day is fully equipped to do an aggressive business without a

SHOWCARD WRITER

If you would be one of the indispensables, write and ask about the famous **Edwards Short-Cut System of Cardwriting** as taught by

THE SHAW CORRESPONDENCE SCHOOL
Yonge and Gerrard Sts., TORONTO. Mention this paper
Write for Handsome Two-Color Prospectus. Write to-day

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

Cigars, a Soda Fountain, and Men's Furnishings

Interesting Experiment Being Tried Out With a Triple Combination — Displays of Colored Shirts and Colored Collars — Selling Tubular Ties by the Looks — Coming Out from Behind Counter to Wait on Customers.

HAVING cigars for sale in a men's wear store is not unusual, but starting a cigar store and putting in a soda fountain and drawing in the men's wear after it, is an unique event, at least in so far as Canadian stores are concerned. This is the experiment which the United Cigar Stores are trying out on Yonge street, Toronto, shortly above the T. Eaton Co.'s store. While the original intention was to have the men's furnishings occupy the space on the left hand when entering just opposite the cigar stands, the management later decided to instal a large soda fountain, which has proved so profitable in all the large cities, and, in fact, in nearly every hamlet in the country during the past two or three years, and on this account men's furnishings were relegated to the back of the store, occupying the right-hand aisle. This, of course, does not give the men the opportunity of location that would have been secured had the former arrangement been carried out but they have the advantage, at least, of one or two excellent windows for displays, and a large sign half way back draws attention to the men's wear exhibit, in addition to what is done casually by those in charge of the two departments at the front.

Big Business, Cigars and Hats.

The addition of men's furnishings to the cigar store has been tried out before by this firm in West Toronto, at the most prominent corner, where Keele and Dundas streets join. Some time ago the store was fitted up for an exclusive men's trade, adjoining immediately their cigar store on Dundas street. This is an unusually good corner for traffic. The city line from the main portion of the City of Toronto runs to this corner and Y's there, the car passing in front of the store, and, in addition, the suburban line meets this line at that corner. It is no uncommon thing for two thousand customers to pass in and out of the cigar store on a single day. This business at this point has proved very unusual, for there is not only the ordinary trade during the day and evening, but early trade of men going to work, and on this account the store is open at six o'clock in the morning. So far the men's wear store has not attempted to open earlier than 8 o'clock, however.

The business proved so good in the hat store that the partition between the two

was torn down, and an extension made, so that now the hat store occupies half the double room, and in addition men's furnishings have been added. One of the departments that is given prominence is the collar, and samples of these are displayed on the inside of the door at the left-hand side.

The store down town in Toronto, part of the cigar store and soda fountain, depends a great deal for attracting the attention of the men that come in for cigars or "sodas" to the excellent display which has been arranged. There are three show-cases set out in a diagonal position along the centre, and show-

SITTING BEFORE A MIRROR.

"I was once in a store where they had a new way of selling hats. There was a table fitted out with a mirror and the customer sat down beside it. The clerk brought over all the hats of his size and he tried them on, looking in the glass before him as he sat. My idea, however, would be to have a double mirror in the centre of a wider table, and thus allow of two customers being looked after at the same time. This, of course, would not apply to the store where there is lots of room."—F. Ewart.

cases to the right, and in addition large displays of ties of various prices on some of the show-cases. Immediately at the back is a large mirror, and on either sides glass cabinets for hats, as well as a display of hats in the show-cases in front of this. The firm have been able to secure so far a line of 25c ties, which are good value, but they feature 50c ties, and these, as in most stores, are the leader.

"The Review" had an interesting talk with the manager of the men's furnishing department, Mr. F. Ewart, who has had a number of years' experience as traveller for men's furnishing manufacturers, and in this way has obtained an insight into methods used by hundreds of men's furnishes throughout Canada. Mr. Ewart is now endeavoring to apply the information he has gained and will adopt some methods and reject others, which his own judgment and the experience of others has shown him are beneficial or hurtful to the building up and retaining of a men's wear trade.

Mr. Ewart is a firm believer in the

selling qualities of good displays, and those which he has in his store are tastefully arranged, and are of a kind that bring out the main points of the lines that he wishes to show, specializing in this or that direction. For instance, a trim on top of a show case contains four lines of collars and shirts, and on each of them a colored collar—a line which is proving quite popular at the present time. But it is not connected with the sales of the colored shirts or colored collars—good as these have been—that the point is made, but that each collar was fitted out with a rather narrow tubular tie, without backing or seam. This shape goes contrary to the general tendency now, but they were a special line of dressy looking ties in good colors that Mr. Ewart had secured, and he determined to try out the sale of them by a tasty display on top of a show case. A number of sales in a couple of days proved that this theory was correct, and that most things that are tasty will sell even in the face of the prevailing tendency in favor of a rather different style of tie or, for that matter, most other lines.

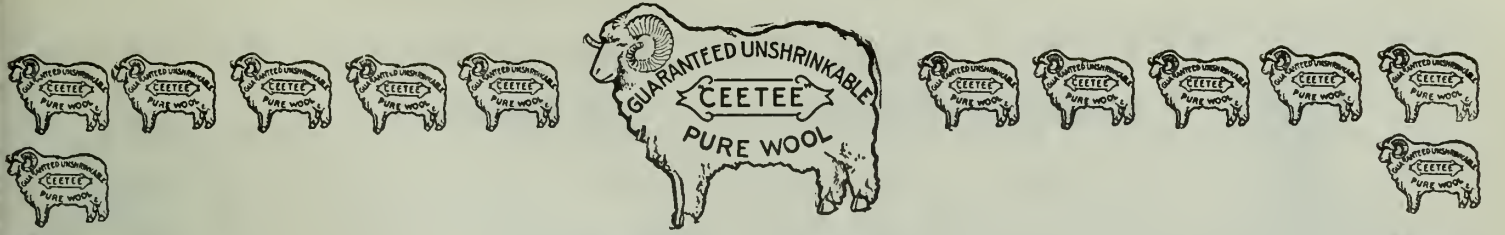
Get Close Beside the Customer.

"I do not believe in selling an article over the counter," declared Mr. Ewart, emphatically. "That is, I believe in going around to the other side and standing beside the customer. It is only in this way you can get really closely in touch with him, figuratively as well as literally. For instance, supposing I am showing a line of ties, and want to try one on. How awkward it is to reach out for the tie on the stand, and reach farther out to display it to the customer, almost overbalancing oneself in the act. Why not stand just beside him, and make the knot in the tie, and show it to him, just as he is? How much better, again, it is to come outside and reach for the hat and try it on him yourself, rather than allow him to crush it on his head at an angle that takes away from the real style of the hat, and very often induces him to reject it after looking in the glass. I never, if possible, allow a customer to try a hat on his head himself, but always arrange it as I think will be best suited to the style of the hat, and the particular appearance of the customer.

Experience of a Detroit Store.

"This idea of serving customers out-

Continued on page 73.



MADE IN CANADA

From finest Australian Wool by CANADIANS.

A TRULY ALL-BRITISH PRODUCT

You know you cannot buy better woolen Underclothing than "CEETEE"—if you hunt the world over.

We guarantee every garment and stand behind you—it is made in all sizes, for men, women and children.

If you have not the size or kind in stock that your customer wants, order by mail and we will send it promptly.

“CEETEE”
 ALL PURE WOOL - GUARANTEED UNSHRINKABLE
UNDERCLOTHING

**CONNECT YOUR STORE WITH OUR HEAVY NATIONAL ADVERTISING.
 PUSH “CEETEE” NOW.**

Made only by

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

Also manufacturers of Turnbull's ribbed Underwear for Ladies and Children—"M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats.



This is one of our very popular lines of gauntlets for general use which we make in several leathers—a very serviceable gauntlet, perfect fitting, wool lined, full welted seams, and good large cuff.

Our prices are lower than most other manufacturers.

- Brown Nappa Tan, per dozen\$ 6.50
- Asbestos Tan, per dozen 7.50
- Mocha Tan, per dozen 9.00
- Buck Tan, per dozen 9.00
- Cream Horsehide, per dozen 13.00
- Brown Horsehide, per dozen 13.00
- Indian Tan Buckskin, per dozen..... 13.00

Unlined \$1.00 per dozen less.

We can make immediate shipment of any of these lines.

The "Big Four" Glove Co.
 73½ Bay Street, - TORONTO

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

Odd Twists and Fancies in Men's Fashions

DOUBLE-BREADED styles are now the vogue for top coats for both dress and street wear in England.

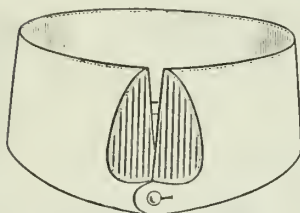
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A NEW IDEA in neckwear brought out by a Boston firm is a cravat with a little gold safety pin which is used to hold the folds of the wide end in place.

* * *

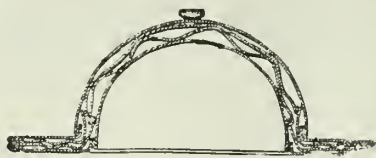
A NECKWEAR novelty brought out by the Lorraine Neckwear Co., New York, is known as the "Varsity." It is made of silk dyed in the correct colors for all colleges and universities with a seal and initial in the design which appears under the knot.

* * *



The latest dress collar is an American model to be worn with soft-fronted shirts. It is a close wing model, but the novelty is in the figured tabs of French pique.

An American patent has been granted for a reversible hat. It is formed with inner and outer parts and a space between through which the hat may be turned. It is not stated whether the idea has been developed through a desire to keep up with the rapidly changing fashions.



* * *

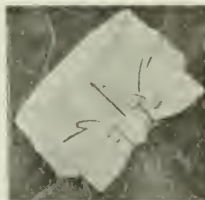
A NEW FEATURE in sleeves has been brought out by a New York firm. This is the introduction of a pleat to relieve the tightness which fashion has been demanding and which in some cases prevents the desired freedom of movement. The pleat is placed so as not to be noticeable and permits of the use of a sleeve small enough to closely follow the contour of the arm but which at the same time allows free movement without binding.

* * *

STITCHED HATS are reported as coming into favor again in England.

* * *

WRITING FROM London, a correspondent of Men's Wear, New York, refers to a tie pin which has been brought to his attention which could be converted into eight different pins. It consisted of three circles, with a diamond centre, and each circle was reversible—for instance, one composed of diamonds in front had rubies for a back, and so on. By an ingenious contrivance each of these circles can be taken out of the original stem and worn as desired.



A new wing collar, designed particularly for dress wear, has been brought out by the Barker Collar Co., Troy, N.Y. The wings come closely together in front.

THERE IS REPORTED to be a tendency for a return to favor of the fashion of wearing different colored trousers with plain black or dark blue coats.

* * *

WHILE THERE is a tendency to return to the trouser with the old style bottom as compared with the cuff it is not expected that the latter will quickly relinquish its strong claim on popularity. The cuff has been effective in giving a proper hang to the narrow trouser.

* * *

A NOVELTY BEING now offered to the Canadian trade is a belt with every appearance of leather which has the qualities of elastic. It is made of a composition so closely resembling leather that the difference can only be seen on close inspection. The surface is corrugated which no doubt assists in the expansion and contraction.

* * *

AN AMERICAN patent has been taken out for a union overall suit. This garment is made in one piece, with an opening from the crotch to the neck in front and with a flap for the seat portion which fastens at the side.

* * *

A NEW IDEA in a blouse for boys has an elastic strap which fastens to the inside of the waist band, and which, being a trifle shorter, forms folds or plaits in the waistband, concealing the buttons.

* * *

A NEW SOFT FRONT shirt for tuxedo wear has the novelty of four dark pearl buttons and between each is a small floral decoration.

* * *

A NOVEL WING collar for semi-dress wear is figured in a watered effect similar to the material in the front of the shirt.

* * *

MEN'S KNITTED TIES of fine woven yarn are now finding favor over the looser knits. The fine knit is almost as stable as the flat silks.



An American patent has been taken out for a combination glove and mitten, a fingered glove having a flap adapted to be wrapped around the fingers, the flap having a pocket for the index finger.

Est'd

1880

IMPERIAL PURE WOOL UNDERWEAR

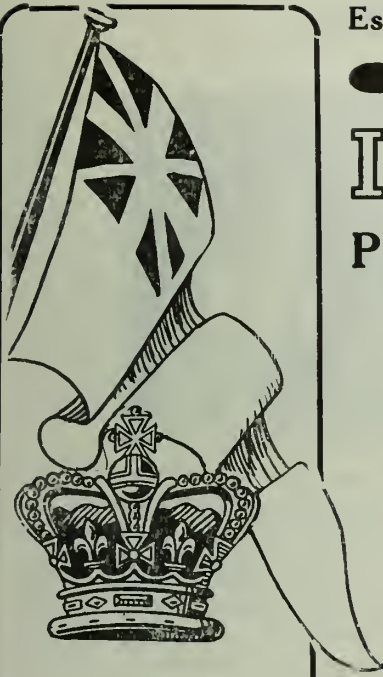
Its quality —and it's uniformly **is uniform** good, pure wool through and through, the result of using the finest grade of pure worsted wools, employing expert operators and first-class factory equipment.

We specialize in men's wool underwear of all kinds.

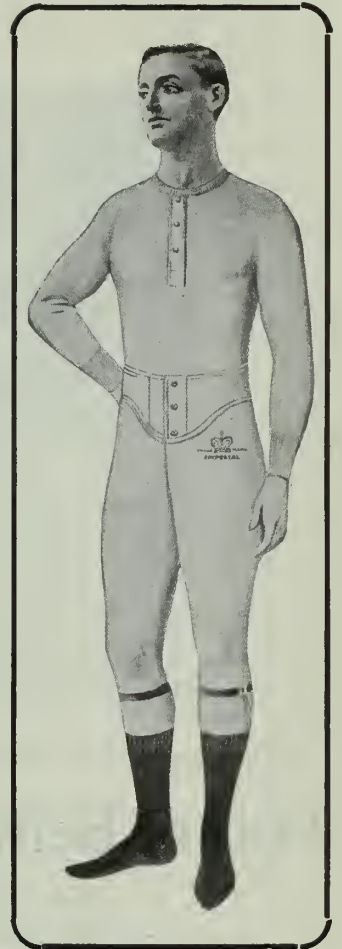
Write for samples.

Kingston Hosiery Company

KINGSTON, ONTARIO



*The Men's
Underwear
That's Made
in Canada*



The most welcome news to your competitor is the report which tells him you have stopped advertising. He sees in your retrenchment his opportunity.

A Strikingly Effective Cabinet Trim



The outstanding feature is a unique shirt model on the right. The garment is of pink, French flannel and like material is used for the draping, giving an appearance of unusual warmth against the dark background, and set off by accessories in black and white. The shirt is distinctive in its three tucks down either side of the front, which would be weak on anything except a plain-toned material, and in the use of the Russian cuffs and the black piping. The neckwear shows a line of black and white patterns which are predicted for a popular run with the quieter tones which may be expected as the result of the war. Gloves are of white doeskin which will be the effective thing for street wear this Fall and Winter. Display by Bilton Bros., Toronto; trimmed by S. Yorke Sleeth.

Points Behind Success of Men's Wear Trimmers

Color Scheme, Balance and Proper Placing — Different Color Draping Better Than Window Divisions—Be a Passerby—Public Respond to Distinction in a Window.

Written by S. Yorke Sleeth, of Bilton Bros., Toronto.

MUCH has been written on the important art of window dressing; but does the average merchant fully realize the wonderful scope for advertising which this medium presents?

Windows make the shop in the same sense that clothes make the man, and the really clever merchant is the one who encourages this, the best, form of advertising. The writer has proven to his own satisfaction and the satisfaction of others that the public are attracted by a distinction in the display whether it be of popular or exclusive merchandise, and the trimmer must study his work from the observer's point of view.

Objects to Divisions.

The real factors, of course, are the color schemes, balance and proper placing. One may have only one huge window, and to display the different lines of merchandise at the same showing will require careful study and planning to procure the proper attention for each, without an appearance of conglomeration. Many of the shops follow the custom of popular fixture divisions, but if the trimmer is a true artist, much bet-



Mr. S. Yorke Sleeth.

ter results can be obtained simply by placing the groups well apart and using a different color scheme for draping as the foundation of each. Not only does the average division look unsightly, but it gives an impression of overcrowding.

Of course, where a store has a large window frontage and it is made to form a number of different windows, as it were, it is quite a different matter and one that cannot be improved upon.

Frequently exclusive goods are badly sacrificed merely by lack of proper care and knowledge in the adjustment or in giving the proper setting by the trimmer. He who thinks that passersby seldom scrutinize a window closely enough to note the minute details and the adjustment relationship of one object to another as well as the harmony of colors, is indeed mistaken.

Be a Passerby.

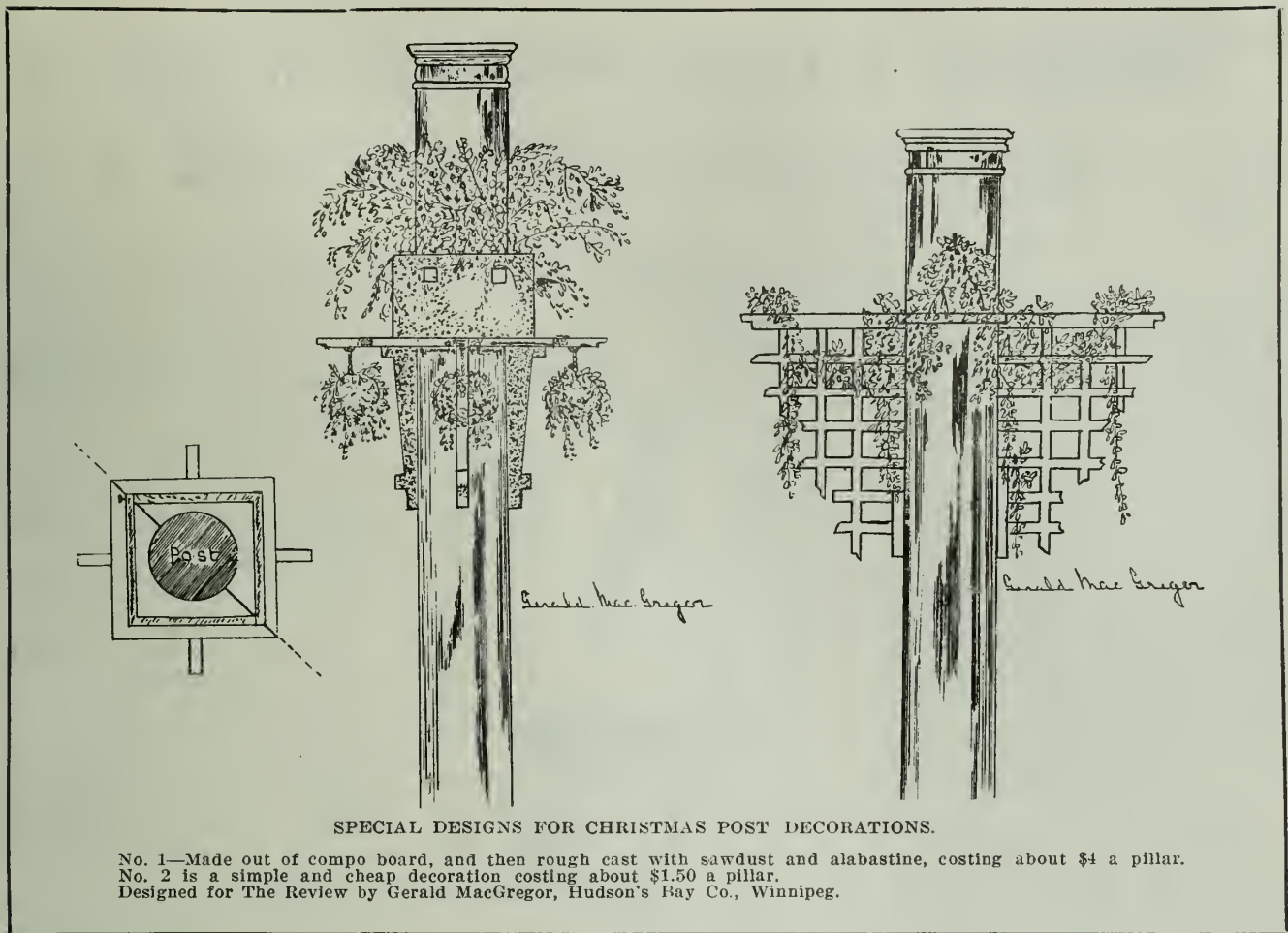
A few hints to the aspiring window artist:—

1st—Be a passerby yourself once in a while.

2nd—Make it a point to notice the other shop windows and find out the strong or weak points as if it were your own work.

3rd—Individuality is the foremost quality for a trimmer who aspires to become a real artist. Acquire individuality.

Continued on page 68.



SPECIAL DESIGNS FOR CHRISTMAS POST DECORATIONS.

No. 1—Made out of compo board, and then rough cast with sawdust and alabastine, costing about \$4 a pillar.
 No. 2 is a simple and cheap decoration costing about \$1.50 a pillar.
 Designed for The Review by Gerald MacGregor, Hudson's Bay Co., Winnipeg.

Selling Christmas Gifts by Window Displays

Showing Desirable Goods Properly Can be Made Big Factor in Holiday Business — Shoppers Welcome Suggestions — Confine Showings to Individual Lines, and Change Often—Do Not Crowd Windows.

THERE is no time of the year when the window of the men's wear store should have more attention—when more thought and care should be given to display—than during the Christmas season. Christmas shoppers invite suggestions. In the rush of buying people welcome the help that the well-dressed store window can give in solving gift problems. Now is the time to plan the holiday display series. Christmas windows in the men's wear store need not be elaborate. A seasonable background or decorations are in good taste, but they are not necessary or essential to a good selling display, and when holly or other decorations are used the scheme should not be one which will in any way detract from the goods themselves.

It does not take a great deal of artistic ability to arrange a holiday display. Show what you want to sell, and if your selection has been a good one you will be showing what the people are looking

for. Show also good stuff, for when people are buying gifts they may reduce the expenditure, but not the quality; a Christmas present wants to be good, no matter what the price may be.

Not Too Varied a Collection.

As gift suggestions it is desirable to show a considerable range. There is no better time of the year, for example, to sell high-grade neckwear, silk hose, fine linen handkerchiefs, gloves, house coats, silk mufflers, and other similar lines in which quality is evident. At the same time, care should be taken not to show much at once. The idea of putting anything and everything in the window at once, until it has the appearance of an over-decorated booth at a church bazaar, is a great mistake. Showing too much is emphasizing nothing, and the desired effect is lost; besides good taste in window dressing is not shown by an effort to

make the collection as wide and varied as possible.

Where the window is small, the display should be confined to one line or to kindred lines, and it is not necessary to put in more goods than good taste suggests. For example, three pairs of gloves, or one pair for that matter, can be seen to better advantage than fifty of the same kind. Numbers usually are confusing and not emphatic. Where the window is large, it is desirable to arrange units, either by grouping or by partitions. This style of arrangement also permits to putting the display nearer to the plate glass, and this is very important in showing furnishings; goods which are more than four feet from the eye are not likely to permit study in detail, and at the same time a large display cannot be put so close to the glass, as the eye cannot take it all in at once.

Continued on page 69.

Series of Patriotic Window Displays

Regina Retail Firm is Running a Series of Patriotic Displays Which Are Attracting Immense Crowds—Display on Trafalgar Day—Now is the Time to Advertise.

Written for The Review by Norman A. Ituse, Publicity Commissioner, Regina.

GOOD window displays are being recognized as a powerful selling force in every line of retail trade. The window dresser, with a stock of original ideas, is coming into his own. Some retailers at the present depend entirely on window displays to sell their goods, but this is generally recognized as false economy. A house, which represents the best in window displays, and widely advertises its goods by means of both newspapers and street car banners, is the Glasgow House at Regina. This store at the present time is running a series of patriotic windows, in which goods from all departments of the store are used. One of the best of these displays was that representing a naval battle. A painting representing warships in action formed the background for this display. The painting was draped with Union Jacks, with a picture of King George immediately above the painting. The main part of the display, or the attraction as it might be called, was represented by models of battleships convoying a transport in the foreground. The miniature war vessels were properly protected by toy submarines, etc. Dress goods were arranged to represent the water, so that the scene might have a natural setting.

The miniature battleship and trans-

port ship were composed entirely of goods sold in the store. The sides of these models were composed of cross-cut saws. The gun towers of the two battleships are composed of small tin dishes, while guns are represented by pieces of pipe with emery stones protruding. The funnels are composed of pipe fittings, while the look-out tower is represented by a circular mouse trap. The transport ships' sides are composed of cross-cut saws, while the upper decks are represented by cash boxes of various sizes. Two oil stove wicks do duty as funnels on this ship. The toy department is also represented by a display of toy soldiers on the transport ship.

This particular window display was revealed to the public on the anniversary of Trafalgar Day. Immediately below the painting is printed Nelson's statement: "Britain expects that every man this day will do his duty."

This display was of such an unique nature that thousands of people saw it during the week it remained in the window. At no time during the week was this subject lost sight of, and to obtain a good view of it, it was necessary to have the photographer take the photo after midnight.

Messrs. R. H. Williams & Sons, proprietors of the Glasgow House, realize

the value of this kind of advertising, but ably supplement it with newspaper advertising and street car advertising, as previously stated.

"Now is the time to advertise," Mr. J. K. R. Williams said in conversation. "A little more advertising than a competitor may just result in swinging the balance of trade."

The display was arranged by A. W. Murdison.

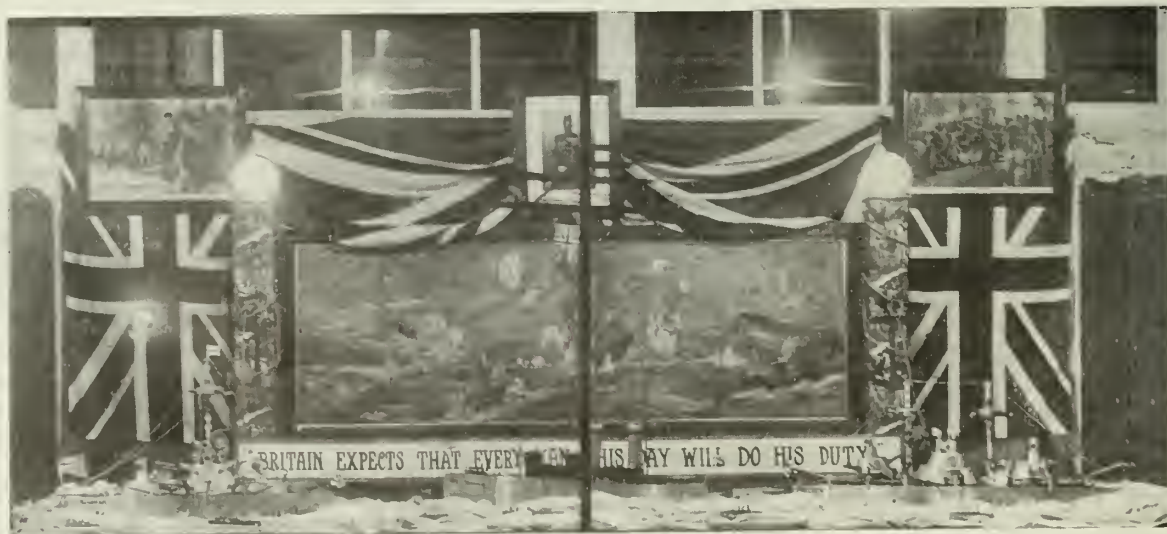
SUCCESS OF MEN'S WEAR TRIMMERS.

Continued from page 66.

The best results are obtained by studying the window or show case, whichever it may be, in its entire bareness before attempting to plan and trim or to picture in the mind just how it will appear when finished.

If you have a window of small proportions change it frequently, with the utmost care, that is, feature a change of merchandise at each showing.

Remember as the right or wrong clothes will indicate the successful or the unsuccessful business man, so is it with the window or show case for the taste in which they are trimmed denotes the character of the shop to which they belong.



Trafalgar Day Window—one of a series of patriotic trims shown by the Glasgow House, Regina, Sask. Note the realistic background and the men-of-war in the front.

Military Models the Latest

Man O' War and Sailor Models in Big Variety in the New Lines of Boys' Suits—Khaki and Scarlet Prominent.

SELLING CHRISTMAS GIFTS BY WINDOW DISPLAYS.

Continued from page 67.

Speaking of arrangement, a general hint might be handed out here with regard to the scheme. This is not telling in detail how it should be done—that must be largely left to the individuality of the trimmer—but one thing to be remembered is that a layout which shows a regular balanced scheme is not good. Balance to the display there would be, but it is not attained by suggesting that the main effort of the trimmer was to arrange a geometrical design.

Change Every Other Day.

To cover the range without displaying too much at the time makes it necessary to change the windows often. During the holiday season every other day or even every day is not too often, and this can often be done, because the displays need not be elaborate. At the same time, a tasty gift suggestion card can be used in connection with the different showing, enumerating some of the other lines carried which would be suitable for Christmas remembrances.

Do Not Let Price Look Chief Idea.

There are different opinions as to the use of price tickets in a window of this kind. This advice might be given that where a price ticket is used it should not obtrude on the display, but rather appear as information for the shopper. A quiet card set on the floor of the window in a block holder stating, say, "Stylish cravats for Christmas gifts, \$1.50," or something of the kind, is in good taste. A card which carries the impression that price is the chief inducement of the sale is a mistake at this season.

Where the store is giving anything tasty in the shape of boxes for gifts it is advisable to make use of them in the display. And these boxes will be found to be a big factor in the sale of gifts. A tie sent in a piece of wrapping paper is entirely different from the standpoint of sentiment to the same tie sent in a neat box. These boxes cost money, but they are what the public is looking for. Giving a five-cent box with a fifty-cent necktie does not seem like a good proposition, but there are furnishers who go this far and consider that it pays.

THE SECRET OF SUCCESS.

The man who uses hook and line pulls in his single fish,
But who joins hands to pull a seine, gets all that he can wish;
And each man's share is greater, for, in size as well as weight,
The secret of success is this: CO-OPERATE.

THE small boy early passes the period of petticoats in these days, and the mother and son are at one as to the need for smartly cut little garments. Few boys of this age are satisfied with home-made garments and the development that has taken place in the manufacturing of small boys' garments places small suits in the store at most reasonable prices. Prices so reasonable that there is little inducement for mother to test her skill in their production. Men's wear stores are coming to carry these with their boys' clothing.

Not only are the garments well cut and well made but the suitability of the materials used is given careful consideration: duck, drill, galatea, and various makes of cotton suitings that will give good wear, and which stand the constant tubbing to which the garments of the small boy must be subjected. While pique is also used in making up garments for the smaller children.

Many garments on the Buster style or having the long straight waist and kilted skirt are equally suitable both for the small girl and the small boy. Quite a number of these models have bloomers attached. These button on to the belt or have a waist of cotton which also carries the shield. A number of these models showed the raglan cut in the sleeves, and various fancy collars take the place of the sailor. Some necks are simply cut square with a buttoning flap at the side.

The regulation man o' war suit cut exactly like the one worn in the British navy, and the many styles of sailor suits form as usual the main portion of Spring range. Man o' war suits are made of navy serge and are correct in every detail. They also come for Spring selling in duck and drill, in navy, cadet, and white. When white, navy, cadet or scarlet is used for collar, cuffs and trimming bands on collar. Embroidered anchors and chevron stripes also decorate the sleeve.

Sailor suits come in a big variety of styles. Ducks, drills, galatea and cotton suitings are all used. Owing to the favor for military fashions natural and khaki shades trimmed with scarlet and gilt buttons promise to be very much favored. Striped galateas in black and white, navy and white, cadet and white and tan and white are prominent in the range. Little sailor suits of black and white stripe and navy and white stripes come smartly trimmed with scarlet drill. The



MILITARY SUIT, SPRING, 1915.

Suit in military effect of tan duck. The tunic has stock collar, single revers and cuffs of military red drill, and is belted in red leather. Both tunic and belt have brass buttons. Full knickers of tan complete the suit. Shown by Flett, Lowndes & Co. Sketched by artist of The Review.

collar will be of scarlet with bands of the black and white. Tan and white is usually trimmed with plain tan and the buttons are gilt. Very free use is made of scarlet trimmings and facings and when these are used scarlet bone buttons are the usual accompaniment.

Though not new the Oliver Twist suits introduced last year are again finding favor and are developed in a number of combinations. Many children look extremely well in this quaint little suit and therefore it will enjoy another season's run of popularity. Military models are the high novelty. These suits are developed in khaki drill, with tunic and military stock collar of red duck, patch pockets faced with red, and are belted in with red leather and trimmed with gilt buttons. The knickers are very full, or are in boy scout style.

WAR---And Its Influence on Men's Apparel

Military Cuts and More Sombre Colors are Certain to Follow in the Wake of the Conflict—London Writer Tells Interestingly of Changes Already Noted and Predicts the Military Coat, the Pea Jacket, Knickerbockers, Four Button Lounge Coats, etc.

THOSE who follow the devious ways of Fashion's twisting trail, and those who endeavor to foresee where her fickle footsteps are likely to lead, find much of interest in speculating as to the effect of the war on men's apparel. And that there will be an effect there can be little doubt. The extent to which styles in Canada will be influenced remains to be seen, but the fashions of men the world over are too much influenced by the London designers not to feel the changes, and especially is this true in Canada, where we are a unit of the great Empire which is playing such an important part in this supreme European issue.

Generally speaking, there undoubtedly will be a military tendency in the cut of the garments, and different features of the uniforms of the many military units are likely to be introduced in the mufti of the civilians in a modified form. There also will be a tendency towards quieter colors and effects and a distinct departure from those fads which of late had raised the criticism that men were becoming too effeminate in their attire. Then, a civilized nation cannot suffer what Great Britain is suffering to-day in loss of men, and not show the effects in many ways. There will be so many people in mourning throughout the United Kingdom that colors are certain to become subdued; this apart from the fact that there is likely to be a shortage of dyes, which will prove an imperative means to the same end. Black and white are already beginning to predominate, and there is a demand for khaki shades. The extent of this sombre influence in Canada will, no doubt, depend upon the developments of the campaign and the part played by the Canadian troops. Should the war continue for some time, the Canadians will be on the firing line, and should the loss of life prove heavy we will mourn with the Mother Country.

To some extent this was so at the time of the South African war—more particularly, of course, in England. And it has only been in the past few years that there has been a strong demand for colors, a demand which, by the way, had about reached a climax about the time that Germany precipitated the European conflict. Under the circumstances the reversion to something decidedly different will not be altogether objectionable to the public, for fashion constantly demands change. And what is more, there are those who believe that the influence

will be a lasting one, and that the war will be such that it will not be forgotten in years or its influence on the public mind and taste lost.

Short Shrift for Loose Coats.

Clothing is almost certain to follow the military lines, and this will spell short shrift for the loose coats, which have been so popular. In fact, even before the war was declared, the death warrant of the Balmacaan had been signed in London, and it had been relegated to the country for outing wear. In its place the double-breasted form-fitting coat was being worn, and this model is very strong in Canada in the heavier winter coats.

The waist-line is certain to receive more attention if the military influence is far-reaching, for shapeliness is one of the outstanding ideals of the military uniform.

Perhaps the Pea Jacket.

In a letter to Men's Wear of New York, Fairechild, writing from London, speaking of the pea jacket, says: "It is now many years since we wore the short covert coat which reached to the thigh. No doubt this style of garment is better suited to more elderly men, yet I should like to predict that in twelve months' time we shall see many coats modeled on these lines. I have previously referred to the greatcoat worn by officers of the British army. Though the official regulations laid down are for a very plain coat, we find that most men make it a decidedly smart affair. Here there is the shaping of the waist and the peculiar formation of the double-breasted front, which all adds to the essential point; namely, shapeliness."

Fairechild does not think that the military cape will be revived. He says that

TRADE IMPROVING.

Dun's Bulletin, Nov. 14.—The feeling in business circles in Toronto has improved during the week. Money and exchange show signs of easing up, and merchants and manufacturers are taking a much more hopeful view of trade in general. The progress of the war at all points is most encouraging and greater confidence in our finances is the result. Many jobbers report increased orders for future business and the colder weather has a beneficial effect on sorting-up trade in merchandise. Prices of woolens and linens are firmer.

the service coat of to-day is built on the lines of a Raglan, cut quite loose, and buttoned through in front; that is so far as the infantry are concerned. The cavalry uniform is cut on the same lines, but with a great deal more skirt and an apron.

Military Evening Clothes.

In evening clothes this authority points out that the correct mess coats worn by the officers of the British army have shawl collars and some with the front and length of the lapel somewhat similar to the evening coat worn by well-dressed men to-day, the two additions being the wide double-breasted lapel and the handkerchief pocket. He thinks that the war will have the effect of reviving the shawl collar on the evening coat, and, in fact, comments that he has already seen the Prince of Wales wearing such a garment. Military braid, he thinks, will be used on the dress trousers, which will be cut closer to conform more to the military style.

Higher Lapels for Lounge.

Referring to the influence on lounge suits, he thinks that the coats will be buttoned higher under the neck. He foresees the return of the four-buttoned coat with a smaller lapel along the lines of those considered correct for service jackets. He foresees, too, a revival of the knickerbocker. Many of the men joining the colors to-day, he points out, have not worn knickers since they went to school, and they are likely to get accustomed to the style again to the extent of including a pair in their wardrobes in more peaceful times.

In Furnishings.

Some interesting notes regarding furnishings are contained in this letter from London. Already hosiery knitted in the pattern of the different tartans of the Highland regiments has appeared, and has made a smart appearance; neckwear of the same patterns is shortly to be offered. Regimental colors, the writer thinks, will be very strong with the soldiers after they return from the front, both for neckwear and hat bands. He expects, too, to see a popularity for a cap modeled after the large shape worn by the cavalry officers, as was noticeable following the South African war.

It is not expected that khaki will continue a popular color after the war, but that it will be responsible for reviving natural shades in general.

Black and White Strong for Spring Neckwear

Reaction After Wild Range of Colors and Patterns—War Encourages a Sentiment for Quiet Wearing Apparel—Club Stripes Will in Future Take Name of Regimental Stripes.

IT is a pretty safe prediction that that black and white combinations will be strong in neckwear next Spring — stripes, checks, shepherd's plaids, polkas and other patterns. There are several indications that the trend of fashion is going to be in this direction and these indications are backed by reason.

In the first place the range of neckwear of the past couple of years had not only covered but had retained almost every possibility in pattern, in design, and in coloring. There has been a riot of high shades and rich mixtures. A reaction seemed to be about due. This reaction commenced in the United States this Autumn and the use of black and white in patterns and designs is reported as the "predominant feature of the neckwear market this Fall."

Then the outbreak of the war has introduced new factors which will favor the black and white. There is the shortage of dyes and difficulties which will probably develop with regard to foreign silks. These should favor simplicity. Not only is there likely to be an actual shortage of high-colored silks for neckwear but the indications are that the whole trend of fashion in apparel will favor simple shades and plain colors.

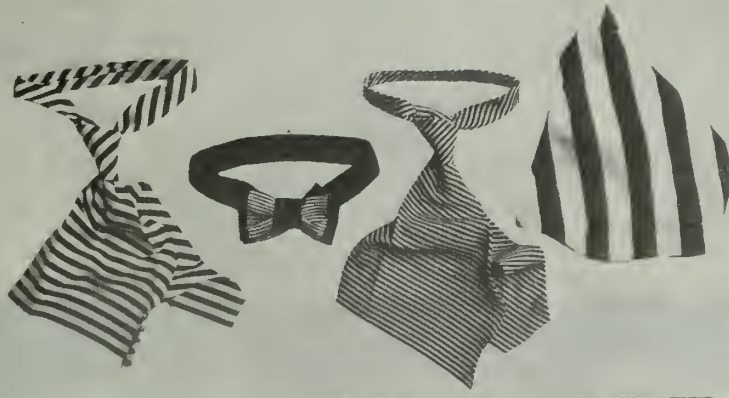
This is apart from the war sentiment which it is predicted will have the effect of creating a demand for simplicity as compared with the high colors which have been worn. This attitude is taken by prominent authorities of men's wear who think that the loud colors which had reached the height of their popularity in London and other big centres will be dead for some years, particularly in England—and London has a broad influence on the clothing worn by men on both sides of the water.

All these things would indicate that black and white should be strong in the Spring demand although it would appear at the same time that the period has passed when there will be one particular style of neckwear that may be considered as the fashion. Men now seek individuality to a large extent

where they used to follow the style leaders as a flock of sheep follow the bell wether.

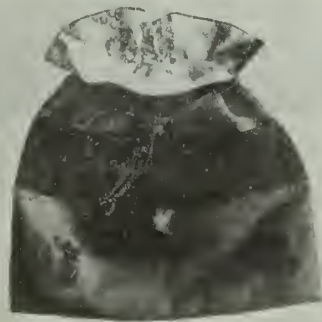
Regimental Stripes.

The club stripes which had such a good run during the earlier part of the summer, before the all-over patterns were shown exclusively, promise to have a new lease of life. But in being born again they will change their name to meet with the military spirit. They will be known as military stripes. In these stripes black and white should be strong but there are many other combinations, there being eight in all in the line being manufactured by one Canadian firm. In



Effective use of stripes which illustrates two style tendencies in neckwear that are expected to be strong in the advanced winter and spring lines—the black and white fashion and the regimental stripes. The black and white idea is not confined to stripes nor are stripes confined to black and white. In black and white there is a big range of patterns, plaids, checks, figures, polkas, etc., while the regimental stripes will cover a full range of colors. Shown by Sword Neckwear Company.

the width of the stripes there is a considerable range there being almost anything desired from an eighth of an inch to a full inch.



FROM MEN TO WOMEN.

Novel bag of silk for dancing pumps or toilet articles put on the market to be sold to men's furnishing houses as a gift for men to give to women. Sword Neckwear Co.

Some New Bows.

A Canadian authority on the subject of neckwear is pinning his faith to bows to a large extent for next Spring. He claims that they are going to be stronger than ever and he has recently designed a couple of new ones which are now being offered to the trade. One of these is illustrated. The novelty is the contrasting border at the ends of the bow which is very effective. There is a big variety of patterns and colorings.

Another new bow has a paddle end. This end is left open and the tie being made without a filler gives a loose and less formal appearance.

FLANNEL FROM THE STATES.

A scarcity of flannel has developed in Canada as a result of the heavy orders for shirts for the War Office. A shirt manufacturer writes The Review stating that the flannel for the Imperial Government order is being procured in the Eastern States, as that is the only market for supply at this time.

"All the mills and factories in Great Britain are full up with orders, too. We have cabled and written factories and mills over there for both flannel and shirts, but they reply, 'all full.'"

SOME BIG RISES IN COST.

The war has brought about some striking changes in the values of textile raw materials, says Dun's Bulletin. Cotton that sold from 12.3 cents 14½ cents a pound last season is now quoted from 6½c. to 7c. in Southern markets. Japan raw silk that was quoted at \$4.20 a pound three months ago sold at \$2.95 a pound this week. Burlaps that sold at 7½c. a yard two months ago are now quoted for December delivery from Calcutta at 29c. a yard. Coarse wools have advanced from 20 to 40 per cent. on different grades. Flax yarns have advanced nearly 30 per cent. in the last two months, while dyestuffs and heavy chemicals have risen 50 to 700 per cent.

Where Will Colored Collar Land by Spring?

Coming Fairly Strong, But "Horsey" Types May Spoil It For Well Dressed Men—Shirts for Spring Show Dash of Color With Fine Stripes Popular—Nice Demand for Silk Lines.

WHEN one discusses shirts for Spring with the manufacturers little is heard of the subject of a possible scarcity of patterns due to the lack of dyes. What most say is that their offerings of samples cover sufficient materials on hand for placing orders; if repeats come in, well they must take their chance.

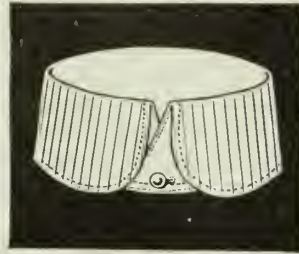
One of the interesting problems for Spring, as yet undecided is the pleated shirt. There is a general sale for it, travelers report; one reason perhaps is that it looks well in a window display. There are some new lines shown that will cause many a passerby to stop and look in and comment on the new things So-and-So gets out. The pleated shirts come in the cross as well as vertical stripes, but may come to be a Fall line rather than a Spring, owing to the heavier weight due to their construction. A number of new lines have been brought out, for Spring, one of them showing a colored "flat" pleat, set in here and there among the others that are set more closely together.

The stripe holds its own in the ordinary run of shirts, as it has year after year. The finer lines are the more popular for the better class trade but numerous samples show combinations, some of which run into quite light colors. Among these are black and pink, black and helio, black and mauve, brown and blue, etc. These come in finer stripes alternating but a few are seen with one of the two in a broad stripe. The "candy stripe" combinations are also selling in many sections.

There is a good demand reported for silk shirts, silk fronts being well taken. Among the materials shown by one firm are silkines, wool taffetas, plain shentungs, untearable Japanese, and some fine mesh cloths. These are of more delicate stripes but show a fancy for a dash of color.

The shirts with the soft attached col-

lars coming in silkines and wool taffetas, for golf, tennis, etc., are being well received again.



Colored collar with neat vertical stripe in black. Shown by Williams, Greene & Rome.

The most interesting point probably about Spring shirts, however, is—to use an Irish bull—not the shirt but the collar. To what extent will colored collars be worn?

At the present time the double linen collars with vertical or horizontal stripes are having a good introductory run, with blacks much preferred to all others. There had been, of course, an attempt to work in others with a heavier stripe,

A well-known expert on shirts and collars discussing the question with The "colored collars will come in strong if manufacturers do not spoil it all by bringing in loud, 'horsey' lines. Once they get a certain class of men wearing them they are done for. But if they keep to the neat, rather quiet lines, I think the better dressed public will adopt them. Of course the neat black stripe will be the most popular as it can be worn with any color of shirt but the more delicate colors should be taken up as well. One of the practical reasons for this is that the colored collars do not show a slight soiling that often compels a man to change his collar in the middle of the day, particularly in the winter when his overcoat collar touches it. I know stores that refused colored collars one week and, finding a call from the public, asked for them the next. It is an interesting trend to watch and one cannot say which will be the better, the vertical or horizontal stripe."

Soft collars are being made up on shirts pretty much as ever, but it is certain that few will be worn in a real dressy shirt.



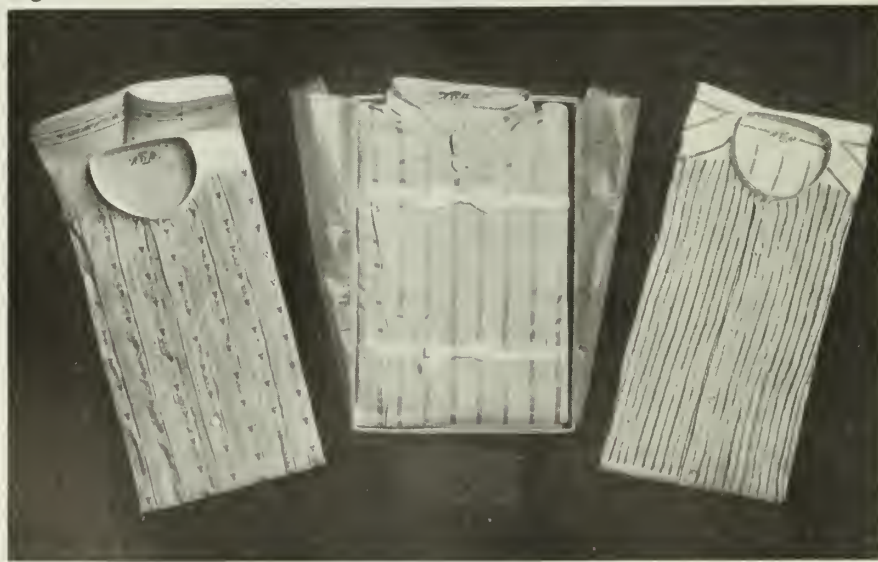
A FISH STORY?

"Why don't you advertise?" asked the editor of the home paper. "Don't you believe in advertising?"

"I'm ag'in' advertisin'," replied the proprietor of the Haysville Racket Store.

"But why are you against it?" asked the editor.

"It keeps a feller too durn busy," replied the proprietor. "Advertised in a newspaper one time about ten years ago, and I never even got time to go fishing."



New samples of million pleated shirts, the one on the left showing a distinct color tendency in a "flat" pleat. Pyjamas are more popular than ever as Christmas gifts, especially in kemo silks and cashmeres. Shown by Williams, Greene & Rome.

but the public rather fought shy of it. But now colors appear to be coming back in finer lines. Some makers are showing mauve, pink, tan, blue, brown, etc., as well as black, and a few are trying self colors as well as stripes on a white ground.

800,000 SHIRTS.

The Imperial representative in Canada has placed orders with the Canadian shirt manufacturers for 800,000 shirts, and a committee of these worked out the details of distribution.

Is Fashion Destined to Kill the Knitted Tie?

The Vogue of the Flat Silk Cravat in Mixed Patterns Promises to Stop Sales of Knitted Ties—Opinions in Canadian Trade That Neatness and Wearing Ability Will Sustain the Latter for Many Branches of the Trade, Despite the Trend of Styles.

WHAT is the future of the knitted tie? Has fashion yet signed the death decree? There are some of the questions which are being asked by men's furnishers.

It is certainly evident that in the centres of fashion there has been for some time a tendency to favor the flat silk cravat and designers have created a big variety of rich designs which are being made up in large shapes. At the same time there is a question in the minds of many of those who are in touch with the retail in this country and who know the strong position that the knitted tie holds with the public as to whether fashion will be able to overcome the demand particularly among that class of well dressed men who do not follow the devious ways in which fashion leads.

For all practical purposes there has never been a tie which fills the requirements like the knitted one. Where the silk cravat after being worn for a comparatively short time begins to get out of shape and to soil on the exposed edges, the knitted neck piece will hold its shape for several months and will show but little the effects of wear. It is always serviceable and well appearing.

The present tendency in neckwear favors the patterns and designs which are not adapted to the knitted goods but at the same time the color combinations and mixtures which have been made by the knit goods manufacturers are little short of wonderful. Starting as a small string tie with a single layer of material and little to recommend it in shape or coloring the knit tie has developed and thrived for almost a decade until it occupied a very strong position in men's apparel, with an almost limitless variety of colorings. The tendency towards larger shapes which commenced a couple of seasons ago has been followed, but the present call for varied patterns and color mixtures which can only be secured in the high priced silks and this and the strong but limited popularity for bow ties has worked against the knitted member of the tie family.

However, no matter what the dictates of fashion may be—and it must be expected that the influence will certainly be felt—it is pretty safe to say that the popular knit tie is going to maintain a share of its popularity and will continue



Example of novelties in knitted neckwear being brought out to hold the popular demand. This is of finely knitted silk, which gives it a solid body. The unique feature is the raised stripe of self material, knitted into the design. Shown by R. Score & Son, Toronto.

to hold at least a good portion of the present demand.

Gloves Higher

Tanneries in France Mostly Closed Down and Increase Seems Certain For Spring.

PRICES of leather gloves are advancing, and must advance still farther owing to trouble in Europe, and to the high cost of transportation, both inland and ocean. Marine insurance, which went down from 6½ per cent. to 2 per cent., has begun to rise again, and is expected to go high, owing to the fact that vessels have been torpedoed in the English Channel, and because of mines and submarines on the trade routes. Some people pooh-pooh

the idea of risk on the Atlantic, declaring they would never insure their goods. Their confidence often rests on ignorance. Many manufacturers with large shipments are taking no chances, and, of course, the retailer and the consumer are having to pay for this insurance.

The trade seems fairly certain that prices will be higher next Spring. The tanneries in France which produce skins for gloves, are mostly closed down, and as manufacturers have little in sight beyond what they now have in stock, higher prices are probable. In the meantime large consignments of gloves are arriving from both France and England, so that there should be little difficulty in securing supplies for this Winter.

THE WOOL EMBARGO OFF.

Definite word has at last been received in Canada not only that the British embargo on wool has been lifted, but that shipments are going forward. The outbreak of the foot and mouth disease in the States has made it necessary to fumigate wool coming from there into Canada.

THE MILITARY IN MUFFLERS.

The military note is present now in mufflers, and regimental stripes come in the silk or all-satin, in black and white, or grey and white. These may drive out the knitted mufflers so popular last year.

CIGARS AND SODA FOUNTAIN FURNISHINGS.

Continued from page 62.

side of the counter I found carried out best perhaps in a Detroit store. It was a very narrow store, not more than six feet, but extending about 100 feet in the rear. The young men who opened this store, arranged the fittings so that the show cases fitted into the wall, and the cabinet or shelving on top stood on the show case, leaving about a foot of ledge where each article could be shown to the customer. Thus the clerk was close beside the man who was trying the goods, and made a far more effective salesman than if he was several feet away. The success of this in that store made me decide to follow out this system if ever I entered the retail business

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, FORMAL, DINNER, THEATRE, EVENING, WEDDING	Swallow-tail Chesterfield, single breasted, liveryness 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, plain or small pique, 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 silk, figured silk, or color to match waistcoat	Cbamols hest, or suede or tan cape	Of silk, to match tie.	Patent or duff	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 lambs wool, undressed, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing band	Once-over, band 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 varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled plu
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	Foke or wing	Once-over, band 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 Cbeviots	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 to harmonize.	Black or brown, plain uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. uister.	Tweeds, chevviots, homespun, flannels	Single breast fancy knitted lambs wool	Same as suit or 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 leather looped leggings, Highland gaiters	Black or brown lace high plain tip or brogued	Same as above

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

Sweaters for Gifts

A Good Time to Feature Sale
For Holiday Business — All
Kinds of Styles.

THERE appears to be little upon which the sweater outlook can be gauged. Buying a knitted coat is something like buying a neck-tie; a man can select anything he may choose in shape, color or combination of color and still be right. Looking to the future reveals little new to indicate that the public taste is to fall into any set channel. Stocks will cover a big range of weights, styles and colors.

There are V-necks, military collars, shawl collars, etc. There are light and heavy weights and a big range of stitches. There are colorings that would make Joseph's coat look drab in comparison. In fact it might be said that during the past season there has been a better demand for high color combinations than ever before. Nothing could be set down as finding particular favor or indicating the future trend.

There does, however, appear to be a desire for moderate, serviceable garments—the kind of coats that have been popular for a long time. The best sellers are of moderate stitch with a collar that can be opened or closed; but then there seems also to be a tendency more than ever to range all over the limits of possibilities as set by the manufacturers.

Novelties do not seem to hold favor for any very long period. Two-tone effects in checks have been offered, but they have a limited number of takers. In color combinations contrasts are now used in many of the trimmings—that is two contrasting colors instead of one—and this style finds a good sale with athletic organizations where the colors of the club can be worked out.

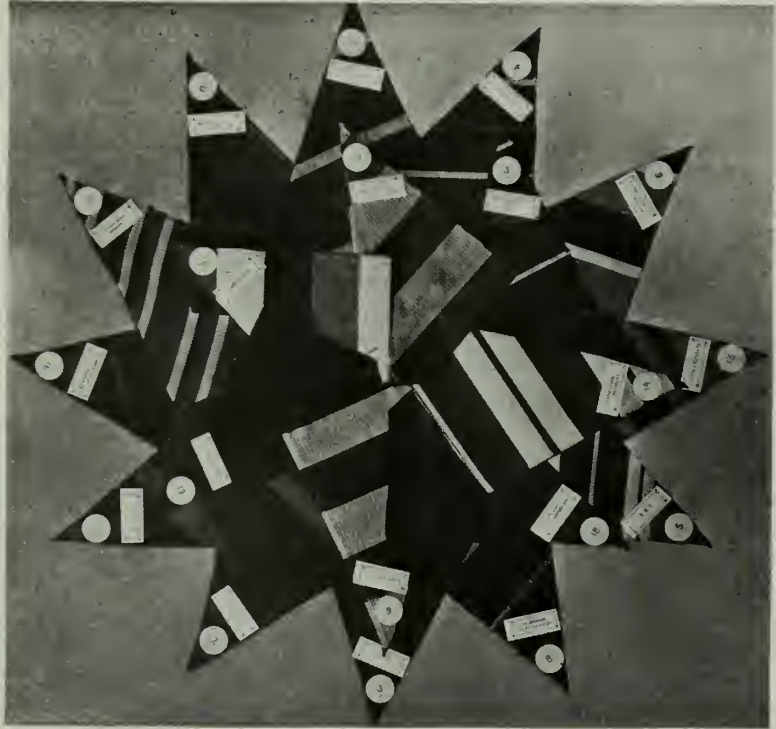
There is a place for the sweater coat in the holiday trade and it should be pushed as a gift suggestion. Much will, however, be found to depend on the weather; a mild Christmas will make all the difference in the volume of sales. Holiday boxes will be found to help, but not to the same extent as with reference to women's coats—except of course where a woman is making the purchase of a garment to be given as a present.

In price the five-dollar line is always a good seller. Many stores find it their leader at all times. A man will usually be found willing to pay this price for his garment and to be better satisfied than if he got the same coat for less money.



When you stop fighting your neighbor and combine your energies to defeat the common enemy you will make progress toward better trade conditions.

Regimental Colors for Ties



ENGLAND is going in strong for regimental colors which are chiefly displayed in neckwear styles. A bunch of swatches was received this week by Aiken, King St., Toronto, from a London house illustrating their line of war time ties. The accompanying cut gives some idea of the range, although it hardly conveys the varied coloring in the striping of the nineteen different samples. Although there is a great variety in the line, for the most part the colorings are dark and not intended to obtrude on the general sombre spirit which may be expected to prevail. These stripes will undoubtedly be strong in England where each regiment has its following and its friends.. In this country the influ-

ence will be less although the dictates of fashion may be felt. At the same time there is a hint in this significant display of neckwear that regimental colors may be put to extended use in trimmings of women's dresses as well as the neckwear of men. The colors are:

1. Royal Marines, 2. Argyll Sutherland Guards, 3. R.A.M.C., 4. A. S. C., 5. Cameron Highlanders, 6. Black Watch, 7. Shropshire Light Infantry, 8. 2nd Dragoons, 9. 5th Dragoon Guards, 10. 7th Hussars, 11. 60th Rifles, 12. Royal Engineers, 13. Inniskilling Dragoons, 14. 10th Hussars, 15. Irish Fusiliers, 16. Gordon Highlanders, 17. King's Own Borderers, 18. Rifle Brigade.

Free Chocolates

A 25-Cent Box as Inducement
to Women With Each \$1 Purchase
of Men's Furnishings.

THE fact must not be lost sight of during Christmas that the women do considerable of the buying at this time of the year. It is a season when the merchant's selling methods have to undergo a complete volte face. Whereas during the whole of the year he has been dealing mainly with men, he must now be prepared to encounter the idiosyncracies of the other sex, and his windows and goods must be arranged to meet these changed conditions.

Scott Bros., St. Catharine St. West, Montreal, realized this last year, and in their displays, united boxes of chocolates with their gents' furnishings. This caught the women. They figured that if they bought a pair of gloves for Jimmy, the box of chocolates would come in handy for little Mary. A box of chocolates was given away with every dollar purchase. They were regular 25c boxes, but only cost the firm ten or twelve cents, buying in large quantities.

Something along these lines should appeal strongly this year, as many people will be on the look-out for two presents for the price of one, especially the women.

Getting the Calendar into Desirable Hands

Merchant Should Impress Patrons With Value of His Gift — Excellent Idea is to Open a Register for Names of Those Desiring to be Remembered, the List to Close at a Set Time—Another Plan is to Give When Purchases Are Made on Stated Days.

DECIDING the method to be employed in the distribution of the new year calendar is almost as important as deciding whether or not the store is to follow the calendar policy. Starting at the point where the merchant has decided to give a date guide for the ensuing twelvemonth, comes the problem of getting the most good out of the expenditure decided upon; that expenditure will be decided by the style of the calendar and the number to be distributed—matters to be governed by the merchant in relation to the individual business.

One of the great difficulties with the complimentary calendar is that it is not likely to be appreciated. The custom has been carried so far and people get such a number that they are inclined to place little value upon them. They do not know the amount they cost the merchant and do not appreciate that each time he hands one out he is giving away real money. In fact, there are merchants who give calendars not because they expect to gain much by so doing but rather because people expect it of them, and they want to keep pace with the crowd.

There are many methods of distribution. The less value the merchant places upon his gift to the customer the less the customer will think of it. The one big idea should be to dispel the idea from the mind of the public that calendars cost nothing and that stores are seeking to give away as many as possible. If the customer can be impressed with the idea that the gift is one of value it will be appreciated the more.

It is this idea of impressing the public that has led to radical changes in calendar styles during the past few years. Many of those which are now distributed are real works of art and are a credit to the printing craft. Calendars are made more artistic to impress the public; this means a greater cost and the necessity for discrimination in distribution.

A Calendar Register.

One of the best suggestion that has been offered to the merchant to give the desired impression to the customer and at the same time gain other advantages is to open a calendar register. The merchant advertises that his register will be open up to a certain time, say the 10th of December, and that he will arrange

OUR CALENDAR FOR 1915.

Believing that our customers will appreciate a calendar which is at the same time a high-class work of art, we have this year arranged with one of the biggest producing firms in the country to supply us with a limited number of that beautiful work of (name of artist) the (title of picture).

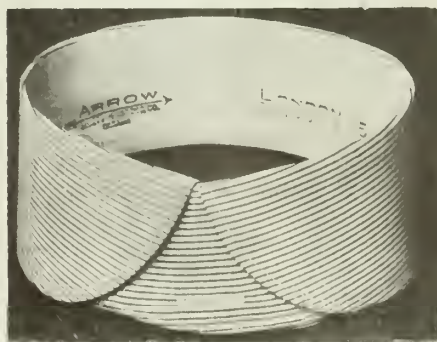
Owing to the expense we have undertaken, and so that we may not be called upon to supply a number that would entail too much of a financial burden, we have arranged to open a register, and will reserve a copy for each person leaving their name with us before the 15th of December.

We wish to our many customers a happy holiday season.

DAVID HENDERSON & SON,
Main Street.

for a calendar for all sending in their names. The announcement can be made more impressive by a reference to the artistic features of the calendar with a short description and the name of the artist—these descriptions are usually given by the manufacturers. Even a better impression can be gained by intimating that the expense of the calendar is such that it is necessary to gauge the number required and that the order will be placed according to the number of names sent in.

Thus we have the customer impressed with the gift the merchant is to make him; we have him interested and looking forward to receiving it. Of course, the order probably is placed long before any reference is made to the registration



Colored collar, black stripes, with unusually pronounced cutaway in front. Shown by Cluett, Peabody & Co.

of names, but the customer need not know this.

Then the advantages are more than the impression given. The merchant is in a position to refuse giving calendars to everyone asking for them. He can merely state that he only made arrangements to give to those whose names he had received. At the same time he can probably make a good friend of another customer by handing over one of his souvenirs with the explanation that he happened to have a few over and had reserved one for this particular person, despite the fact that his or her name had not been sent in.

Another advantage is that the persons desiring calendars—the system need not apply only to regular customers—come to the store to give their names and they also have to come again when the delivery is made. This can be arranged by setting a date when the register is closed or by sending out advice by card when the shipment is received. Two visits to the store at the holiday season by persons, who must consider that they are receiving a favor from the merchant because they are getting something asked for, are likely to result in business.

Some Other Methods.

There are a number of other methods which can be employed to the same end—impressing upon the people the value of the calendar. Some merchants have adopted the policy of only giving calendars on certain days and then when a purchase of 50c or \$1 is made. This gets the distribution through largely at one time, and also brings business. The merchant also is able to gauge the value of his calendar appropriation in this manner.

Where the calendars are mailed there should be a letter of good wishes accompanying, but this is not a good method for the retailer to pursue, for the oftener he can get the people into his store the better.

When registration is not asked—and another advantage of the method might be mentioned in that it results in a valuable list of names for the retailer for mailing advertising material—it is advisable to send out an announcement stating that arrangements have been made to present a certain calendar, of which a description should be given, and expressing an invitation to call and secure one.

Prize List Drawn Up for C.A.D.M. 1915 Contest

Special Class of "Sweepstakes" for Best Three Selling or Merchandise Windows—Smaller Places Benefit by Changes in Classes—The Review's Loving Cup Again on the List.

THE Executive Committee of the Canadian Association of Display Men are not wasting any time in getting to work on the plan for the Fourth Annual Convention, which will be held at the Hotel Waldorf Astoria in New York City, on August 2nd, 3rd, 4th, and 5th of next year. A preliminary announcement appeared in "The Review" a few weeks ago from the New York representatives of the Association, in which details were given of certain plans that had been made for the program and the reception of the Canadian members at next year's Convention. These plans were heartily endorsed by the Executive, at a meeting held in Toronto on Monday, November 9th.

It might be well to point out here that the New York arrangement has been made with the idea of giving the Canadian members an opportunity not only of enjoying the International program, but also of taking advantage of the opportunity of seeing the New York stores, and meeting the window trimmers from a large number of the cities of the United States. At that Convention the annual competition will be held as usual along the same lines as have been during the past three years with separate prizes to Canadian members, both in window

trimming, advertising, and card writing. In addition there will be business sessions in which the affairs of the Canadian Association will be handled by the Canadian members themselves. The members, however, of the Canadian Association, will have the privilege of attending all the meetings of the International Association and hearing and seeing all the papers and demonstrations that will be presented in the four days' Convention.

Greater Prominence to Sales Windows.

The Executive Committee at the meeting held in the second week in November, decided upon two changes in the list of prize contests, one of which will give more chance to the window trimmer in the smaller towns and cities than possibly he had felt was given him in previous programs, while the second will give greater prominence to the idea of sales or merchandising windows in connection with the competition. In former programs the prize list was divided up, so as to place all window trimmers in towns and cities of under 50,000 in the same class. It has been amended and under the new program prizes will be given for windows in places of under 4,000, others for places between 4,000 and 10,000, still a third class of places between 10,000

and 20,000, fourth class between 20,000 and 50,000, and all places over 50,000 will be grouped in one class. In each case the prizes will consist of a gold and silver medal. Another change in connection with the classification is to include in the list of available windows, not only opening or special displays, but also merchandising windows. It was thought that sufficient attention had not been given to this in the competitions on previous occasions. In addition to the nine regular classes that have been partially outlined above, including The Review's "Loving Cup," it was decided to make a special class to refer to all merchandising windows, in which no difference will be made in the size of the place, but all will be grouped together. For this special class three medals will be given, and an effort will be made to induce the merchants of Canada to make some contribution for this class with the idea that it will stimulate the class of window in which they are naturally most interested, that is, windows that sell the merchandise. Indeed the aim of the association in future will be to give greater prominence to this class of windows, while not neglecting the more artistic side in opening windows or those devoted to special occasions.

THE PRIZE LIST

THE following is the list of prizes that are offered by the Canadian association of display men for the Fourth Annual Competition in window dressing, advertising and card-writing for next year:

WINDOW DRESSING:

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

Class 2—For holiday, opening or merchandising windows, open to all trimmers in places up to 4,000—1st prize, gold medal; 2nd prize, silver medal.

Class 3—With the same conditions, open to window trimmers in places

of 4,000 to 10,000 population—1st prize, gold medal; 2nd prize, silver medal.

Class 4—Open to window trimmers in places of 10,000 to 20,000 population—1st prize, gold medal; 2nd prize, silver medal.

Class 5—Open to window trimmers in places from 20,000 to 50,000 population—1st prize, gold medal; 2nd prize, silver medal.

Class 6—Open to window trimmers in places from 50,000 population and over—1st prize, gold medal; 2nd prize, silver medal.

Class 7—Open to all window trimmers in Canada—1st prize, gold medal; 2nd prize, silver medal. For best full-form drape.

Class 8—Open to all window trimmers in Canada—1st prize, gold medal; 2nd prize, silver medal, for most effective window arrangement of women's ready-to-wear garments. Medals donated by Acton Publishing Co.

Class 9—Men's Wear windows, open

to men's wear trimmers in Canada—1st prize, gold medal; 2nd prize, silver medal. For best men's wear unit and furnishing tables, or windows dressed, showing arrangement of units in completed trim.

Class 10—Special prize for best merchandising window—1st prize, gold medal; 2nd prize, silver medal; 3rd prize, bronze medal. Open to all window trimmers in Canada.

CARD-WRITING CONTEST:

Class 1—1st prize, gold medal; 2nd prize, silver medal. For the six most artistic pen or brush-lettered cards, used for opening or special announcements.

Class 2—1st prize, silver medal. For the six best plain-lettered price cards, used to indicate the price of merchandise.

ADVERTISING CONTEST:

1st prize, gold medal; 2nd prize, silver medal. Awarded for the best all-round advertising, including general publicity, opening and sale announcements.

Striking, Original Christmas Backgrounds

Unusual Designs Submitted That Are Adaptable to Little or Great Expense — Ideas That Fit in With Advances in Window Trimming—Trim for Posts That Harmonizes With the Window.

Prepared for The Review by G. A. Smith.

Treatment of Post

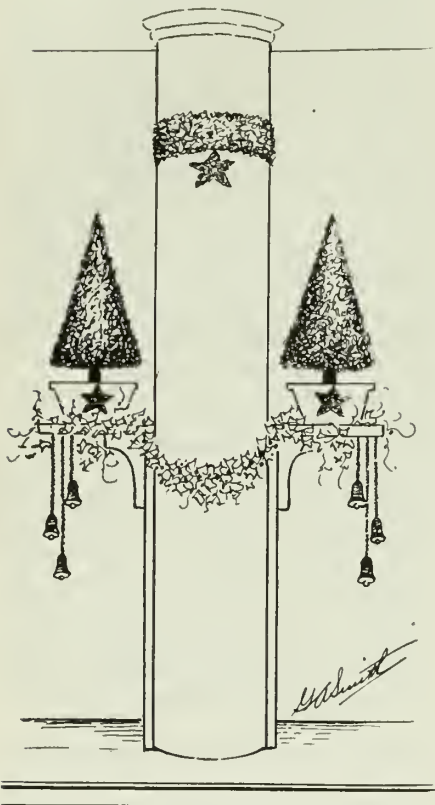


Fig. No. 1.—Presents a striking post treatment for the interior of a store and one that goes hand in hand with the design shown in figure No. 2.

First construct two uprights cut from 2 x 2-inch lumber, adding brackets to top of same as shown in illustration. The brackets, you will notice support a small plaque made from one-inch lumber over which a small pine tree is placed. The tree is made in conical shape and can be made from wire or thin wooden strips around which roping is wound. The trunk of tree is made from a curtain pole and wrapped with tailor's mending tissue to produce the desired finish. The box in which the tree rests is embellished with a star made with a stencil or one of the new effects that has recently been placed on the market. Bells and roping attached to the bracket is also a new material. The bells being in red with a green rim. Small red tappers are also shown thereon. The roping is the

new Japanese roping which comes in red or green and in two sizes.

Draped from bracket to bracket across the face of the post is a festooning of holly. A band made from roping is placed around the top of post within eighteen or twenty-four inches from the beam. This is also additionally embellished through the use of one of the stars.

IN present-day window display work, it is noticeable that Simplicity is the prevailing idea used by every prominent store. This style of treatment is not only used in the arrangement of the merchandise, but also in the settings made to accompany the display.

This treatment for simple displays has been for several years trying to work its way toward recognition, but it is only of late that it has become more generally adopted.

One will notice windows which have been treated in the old-style manner. These windows are very often put in by display men who have not been progressive enough to keep up with present-day methods. The display man who is so fortunate as to be employed by an up-to-date, broad-minded concern, can very easily persuade them as to what kind of displays are being used at the present time and also that it is practical to keep abreast or ahead of other firms in display work. The firm will very quickly form the opinion that he is interested in their behalf and will help him along towards that end. His ability will also be recognized in the way of drawing more customers to the store through the show window, and in this way he will be able to demand a larger salary.

Old-style methods have had their day and no doubt were very effective, but they will no longer be tolerated in the store of the average merchant to-day. Window dressing, as everything else, must advance with the times and improvements are always in order. In fact, the improvements in window trimming have been more noticeable and are far in advance of any other department of commercialism.

It is not so long ago that settings consisting of colored scrolls, gaudy scenic paintings, mechanical displays and a mixture of artificial foliage, were con-

sidered good enough for the public, but the public in general is becoming more educated in that respect and they will pass by a window of that kind nowadays and call it junky.

The settings most approved at the present time are vastly different from the ones described above and indicate how tastes have changed in this respect. Their simple yet graceful lines have a tone and character that is very pleasing to the eye and, as a rule, they carry out a decorative scheme that brings out the merchandise to the best possible advertising advantage. The colors also that are introduced as decorative features are quite in harmony with the whole window scheme, merchandise and event.

Everything that goes into the window is to-day given careful consideration with the idea that there is to be nothing to mar the effect of the goods on display. Every necessary precaution is taken to make the finished display pleasing, artistic and practical. This could never be done with the old-fashioned method which was largely based on guesswork.

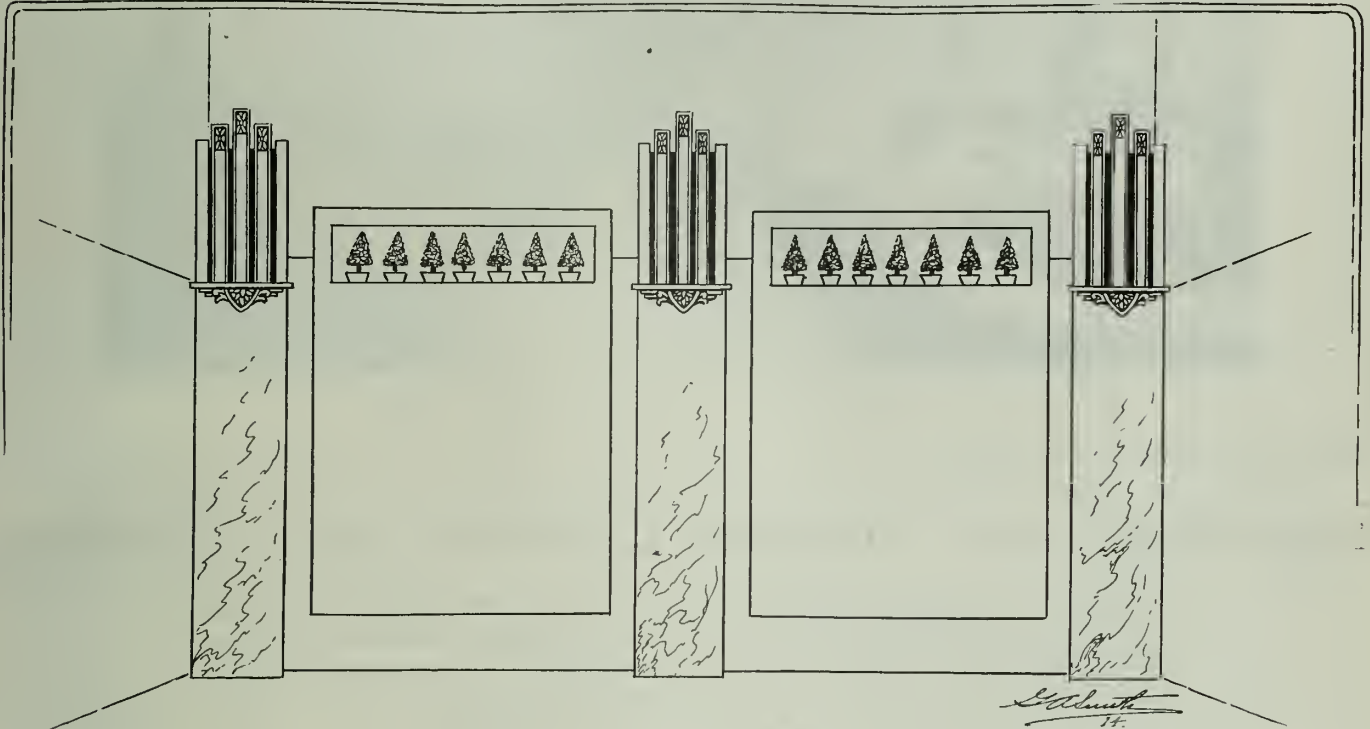
Good results can be accomplished by being constantly on the lookout to see what other progressive display managers and firms are doing, and by combining these with your own ideas, some wonderful results can be brought about. The display manager of to-day is not the "I know it all" kind. He realizes that he can never know it all and is glad to take advantage of the smallest hint of how to improve his displays. He should make it a point to read all magazines possible on display management that he can get hold of, to study the different periods of architecture and work out designs which can be applied to his work.

Both timely and appropriate helps to our readers are shown in the accompanying sketches illustrating a window setting and a post decoration for the approaching holiday season. These settings illustrate what can be accomplished by the use of the new products especially prepared for this purpose and combined with the proper motifs and up-to-the-minute ideas.

By combining the various motifs with the general setting along the lines shown in the drawings, the result will not only be pleasing, but very practical at the same time.



Unusual Window Background Design for Christmas



No. 2—Specially designed for The Review by G. A. Smith.

Fig. No. 2.—The entire framework of this setting is constructed from seven-eighths inch soft pine or cypress lumber over which a covering or composition board is applied.

In constructing the three panels I would advise making these from a very wide piece of seven-eighths inch lumber, sawing out the top as illustrated. This is then treated to a coat of alabastine in greenish metallic tints, the lower portion being covered with imitation onyx or marble paper of a corresponding shade.

The embellishment shown at the bottom of the three small uprights can be made with the use of one-inch strips combined with a plaster or wood ornament, the tops of three uprights being embellished with a wood or plaster ornament of the same metallic shade. The lines can be painted on with a brush or stencil. A stencil can also be substituted for the plaster ornaments if you find it necessary.

Connecting the panels is a wide sectional design which is cut from composition board and treated to a coat of alabastine to harmonize with the panels, the outline of same being made by painting a narrow strip on same with metallic paint. A little pine tree effect can be stencilled thereon or an opening can be left in the top and a small shelf made thereon to support small trees secured from the toy department. In this case be sure and back them up with a contrasting material.

This design is of a very unusual nature and one that is very conservative, though it can be adapted and used in every store. The expense of same can be large or small, just as you see fit and according to the amount of appropriation you have for this occasion.

Appropriate foliage can be added in the corners, also in bases as you see fit.





A big department store as lighted by the indirect system.

Lighting Store's Interior to Avoid Sharp Shadows

Introduction Into Bulb of Inert Gas Prevents Blackening and Increases Brilliancy—Indirect or Semi-Indirect Systems Under High Efficiency Lamps—More Attractive to Customer and Enables Sales Force to Work at Greater Efficiency.

Third of Series for The Review by A. J. Edgell.

IT is generally accepted as a fact that good lighting aids selling. The sales force is more alert and customers more receptive in a well-lighted department. The installation of improved lighting has frequently turned waste spaces of stores into profit-producing sections.

A few years back but little business was transacted during the hours when artificial light was the sole illuminant. The department store whose location was such that daylight could be had was able to make much capital of the fact. The poor quality of the light given by the electric lamps of those days was responsible for this condition.

The efforts of many scientists and inventors have been directed toward producing light of a better quality, and as a result of these efforts the science of illumination has made tremendous strides. The improvement in lamps and equipment has enabled the merchant who cannot obtain daylight to compete with his more fortunate neighbor.

Prefer Electric to Sunlight.

The newest lamps emit a light that is exceptionally pleasing to the eye, and the appearance of the store under this light is more attractive than it would

be under daylight, and in some stores heavy curtains and draperies are hung before the windows to exclude daylight when it is available in order to take advantage of the warm, cheerful glow of present-day artificial lighting.

The new high-efficiency Mazda lamp, as it is called, operates at an efficiency 33 per cent. greater than has ever before been possible with an incandescent lamp for standard lighting circuits; in other words, it gives one-third more light for the same current consumption than the next best incandescent lamp.

One feature which makes this lamp especially valuable for the lighting of store interiors is that it is made in large sizes, the one thousand watt lamp giving a light of over 1,800 candlepower.

It is interesting to note that, in spite of the 35 years intervening since the invention of the incandescent lamp, the present type does not differ in an essential characteristic from the original design, and the latest improvements have not changed its appearance or shape in any way, as the accompanying cut shows. The lamp is compact and so sturdy that it is not affected by vibration or the ordinary shocks incident to service.

The color of light emitted by the high-efficiency Mazda lamp has made it very popular with merchants for interior illumination. The color is much improved over that of previous lamps, as merchandise appears more nearly its true color. For absolute daylight color value, for use where it is desired to match delicate shades, a color-matching booth is available.

Burning at Higher Temperature.

The intense brilliancy of the light given by these lamps is caused by the filament burning at a higher temperature than was the case in previous lamps. This high temperature is made possible by the introduction into the bulb of an inert gas which prevents the blackening of that part of the lamp bulb through which the useful rays must pass, the blackening of the bulb having been the limiting feature in the earlier types of Mazda lamps in which the filaments operated in a vacuum.

These lamps may be had in sizes ranging from 200 to 1,000 watts, so that lamps may be selected of the proper candlepower to furnish illumination of any required intensity.

Because of the intense brilliancy of the filament, it is essential that these lamps be used with diffusing glassware or reflectors of the indirect or semi-indirect types. While the size of bulbs has not been changed to any great extent and the lamps may be used with the same opalescent balls and bowl types of semi-indirect reflectors with which the former Mazda lamps were equipped, the shape of the filament and its position in relation to these reflectors is such that radical changes in distribution of the light may be produced, and units which formerly evenly distributed the illumination will be found to give too much light immediately beneath the lamps, etc. Better results will, therefore, be attained by the use of reflector equipment especially designed for the new type of lamp, a large variety of which is not available. Lamps up to and including the 300 watt are regularly supplied with standard medium screw base which makes them suitable for any ordinary socket; the 400 watt and larger have the mogul screw base, for which the larger size of socket is required.

No Sharp Shadows.

The photograph here shows the interior of a large department store in New York city lighted with indirect fixtures and the new high-efficiency lamps. It can be readily seen from the picture how wonderful are the light-giving properties of this type of lamp. The light is first reflected from the bowl to the ceiling and thence diffused downward, giving a soft, uniform illumination. The light sources are not visible and shopping may be done without the discomfort attendant when the glare that often accompanies poor lighting is present. Note the absence of any sharply defined shadows and the clearness with which each detail stands out under this illumination. The store lighted in this manner is attractive to the customer and enables the sales people to work at greater efficiency.

Either of these types is very desirable and both are in extensive use. The lamps used in the second installation are smaller than in the case of the first. The excessively high ceiling in the first photograph requires the use of a large light-



Part of a four-page announcement of Hickey's sent out to customers for "Overcoat Week."

ing unit in order that the illumination at the counter level may be of sufficient intensity. Then, too, the general practice is to have the lighting on the street floor of a higher intensity than that on the upper floors where less traffic occurs.

Larger Units for Dark Walls.

When dark fixtures and walls are present or the goods themselves are dark, as in the case of outer garment, rug and carpet departments, etc., larger lighting units must be used to produce a good effect than where light cases and goods are the rule. The reason for this is that dark surfaces absorb a considerable portion of the light while light cases and goods reflect it. Keeping the ceiling clean and white adds greatly to the efficiency of the lighting.

All lighting fixtures should be well dusted frequently and taken down and washed at stated intervals; otherwise much of the light is lost through the accumulation of dust and dirt on the reflecting surfaces or exteriors of balls and bowls.

There is little reason for a merchant to be without good lighting when such efficient equipment can be had and so much depends upon well-lighted store interiors.

and the United States. This would come up at the Annual Convention when the two bodies would meet. The plan mentioned was to have two prizes, probably in the form of medals, given for the best showing of windows open to the window trimmers of both countries. It was felt, however, that competition with the large cities, such as New York, Chicago, Philadelphia, Boston, etc., might not be considered as quite fair to some of the Canadian men, so efforts may be made to have competition limited to cities of the United States, which are of about the same population as those of Canada. Possibly an arrangement may be made by which cities of 50,000 or 100,000 and over will be regarded as in one class, and cities of under this population constitute another. The prizes then would be awarded to the best trims entered in the general competition of the International and the Canadian associations, from places whose population corresponded to these two classes. The members of the executive, following the meeting, made arrangements for the making of the medals, gold and silver, which had been won as prizes at the late competition.

Six Cards Instead of One.

At the suggestion of the judges in the card writing competition it was decided to change the terms to read for the "six" most artistic pen or black lettered cards used for opening or special announcements, first, gold medal; second prize, silver medal. Class 2 for the best six plain lettered price cards. In the last competition the judges pointed out that a single card was eligible for the prize, and they felt that it should be changed in order to give more variety to the entries sent in.

A letter was received by the president from one of the younger members of the association, and a most energetic member of the executive, Mr. Roy Root, of Napanee. Mr. Root suggested that the members should write personally and testify to the benefits they had received at the various conventions. He thought that in this way the interest would be stimulated, and the attendance at the conventions would be increased. Another suggestion of Mr. Root's, which the executive decided to follow up, was that a campaign among the merchants of Canada should be started for membership, and that a list of the members should be published from time to time in the columns of The Review. The executive decided to endeavor to secure the membership co-operation of retail merchants in Canada if possible, feeling that if they took sufficient interest in the organization to become members that they would assist their window trimmers and ad. men to attend more than has been done in the past.

Prize List for C.A.D.M. Contest

(Continued from page 75.)

In connection with the draping competition it was felt that a change in the conditions should be made. The rule for last year read: A prize "for the best grouping or drapes." It was felt that as the full figure drape is the object to which most window trimmers aim and

the one which is most necessary in window trimming, that a prize should be limited to this rather than throwing it open to any kind of drapes.

A suggestion was made that some form of competition should be arranged between the window dressers of Canada



MENS CLOTHING AND FURNISHINGS



NOVEMBER, 1914

Feature Usefulness of Gifts

AT NO time for many years past has it been so incumbent on the merchant to play up the practical side of gift making as during the present season. People are in a strange mood; one in which most of the former element of "pride" has disappeared. They let their servants go because, frankly, they say they cannot afford to keep them. The men are not ashamed to be seen buying 15 cent lunches in a cafeteria where they co-operate in labor-saving devices for the proprietor with a doubtful increase to themselves of the size of the helping of pudding or the slice of pie. The women are ready to wear last winter's suit, and ready (almost) to return last winter's hat. It has become so fashionable to plead poverty that some have begun even to glory in it.

The merchant, however, must meet the public in the mood they are in, much of it legitimate, much forced and needlessly hurtful,—and play up the economical and useful side of his wares. Luxuries and novelties that obviously will have a short life will not be as strong inducements as usual. The most ordinary articles can be brought forward and stamped as suitable Christmas goods, provided you add a touch of adornment that will take them away from their accustomed surroundings. Tell the public your store on tables, counters, ledges, any place you can find and label every one with the price, and have as many price tickets as your long-suffering card-writer can supply you with. You need no apology for associating the gift with the price.

Provincial Licenses Exeunt

ONE of the most important decisions in Canadian matters of recent years has been given by the Judicial Committee of the Privy Council. For years the extra-provincial licensing laws of the various provinces have caused annoyance to business firms all over Canada. A Dominion charter did not change the situation any, some of the provinces, such as Ontario, New Brunswick and Manitoba granting licenses to Dominion companies for example only as a matter of discretion. By the decision handed down this week a company having a Dominion charter can do business without further license in any province of the Dominion. Hitherto a company which did not take the trouble to take out a license in

every individual province might find that it could not collect its accounts in that province. As the licensing fees in most cases were practically the same as the cost of getting a Dominion charter the total cost was considerable before legal status in all provinces was obtainable. There were also certain formalities in the various provinces in the way of reports and the like which often made it hard for a company to know just what was its position. In British Columbia for example, a Dominion company was supposed to have a separate head office for the province as well as a resident attorney. These licensing laws were, moreover, a special tax on limited companies as partnerships were not included in their scope. Often the fees chargeable in the various provinces were estimated on the whole authorized capital whether paid-up or not and whether all used in the province or not.

The recent decision will promote inter-provincial trade and will make the procedure much simpler. Incidentally the decision cuts off materially the revenues of the provinces, all of which, with the exception of Prince Edward Island, had extra-provincial licensing laws. The decision as such, however, does not prevent the provinces from taxing corporations and the provinces may overcome this aspect of the decision by changes in their tax laws. Many of the annoyances, however, of doing inter-provincial business are done away with by the decision.

Editorial Briefs

PERCALES ARE BEING used extensively in the making of colored collars at the present time. These collars in solid tones should be worn with shirts and cravats of harmonizing colors.

. . .

IF YOU CAN offer toys at similar prices to last year, see that the mothers are told. They won't miss buying this year, and if they are sure of fair prices in your store they will have no fears about looking over your stocks.

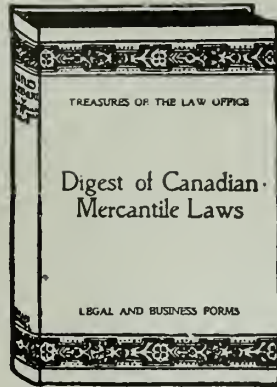
. . .

GET INTO YOUR Christmas publicity early. Decide what departments it will pay you to enlarge, and squeeze the less paying ones into as small a compass as you can. And keep in mind a Christmas "bazaar" this year.

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can interest written "one per cent. per month" in a note be collected by "legal process"?—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say \$100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of a witness, makes a verbal agreement to buy a wagon, say for \$53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.——." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "\$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. Eastern Edition, Price, \$2.00.

THE MACLEAN PUBLISHING CO. LTD.

Montreal

Toronto

Winnipeg

BOOK DEPARTMENT

143-153 University Ave.,

TORONTO



“BLACK PRINCE”

The Workman's Shirt of High Quality

The Black Prince is made of a fleece-back serge which is made specially for this shirt and confined to us by the manufacturers.

The Black Prince is the *only* shirt of this high quality.

The shirt is cut on big lines—plenty of length—long sleeves—roomy armholes—and the color is *fast black*—the color will not fade out, wash out, nor even boil out.

The Black Prince is the kind of shirt the workman is glad to buy. The Black Prince has the *quality*—and it is *maintained*—the Black Prince label identifies the best in workmen's shirts.

Ask your wholesaler for prices and samples.

The Canadian Converters Co. Limited.
Montreal

MEN'S WEAR REVIEW.

Suggested Trim for January Showing of
Evening Wear



This window of the Cambridge Clothes Shop, Toronto, was trimmed for The Review by R. C. MacDonald. This contains many excellent ideas for the New Year season, when men's wear trims pay best. A full description of each article in the lay-out will be found inside.

DECEMBER : : 1914

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



MADE IN CANADA

KANTKRACK

Trade Mark

Registered

Fact No. 4

“ONE GRADE ONLY” —AND THAT THE BEST”

Concerning “KANTKRACK”

The only the flexible doubles



collar with lip, which its service

You have no doubt noticed that many linen collars break at the point of the fold in the front. You can quite readily understand then why this condition would prove a greater drawback in the stiff waterproof collars and why **KANTKRACK** collars wear twice as long as others, since in them this fault is permanently corrected by the attached flexible lip. Though this lip is a third heavier than the rest of the collar it is very flexible, because it is so constructed (covered by Canadian patents) that no strain whatever comes on the front fold.

This feature along with the many other **KANTKRACK** features—the long, slit back, reinforced back buttonhole, etc., makes these collars the best paying line to handle. Resolve to handle only **KANTKRACK** in 1915.

To the dry goods trade:—We wish you many happy returns of the New Year and a flowing-over measure of prosperity.

Order your stock now—we sell direct to the trade.

The Parsons *and* Parsons Canadian Co.
HAMILTON, CANADA



Cash in on the Popular Tendency

The tendency this year is to give presents that are useful, rather than the usual geegaws and frippery. You won't need to look far for confirmation of this statement.

The Penmans line contains sensible gifts for every one, young and old, men, women, boys and girls. Useful, comfort-giving presents like hosiery, underwear and sweaters *will be sought*.

You are safe in stocking up heavily with Penmans lines in view of the popular movement, and the magic word "*Penmans*" will make the sale with the least effort on your part.

"Cash in on the popular tendency"



Penmans

HOSIERY UNDERWEAR SWEATERS

All Made in Canada by

PENMANS LIMITED - - - PARIS, ONT.





Selling Point No. 11
Challenge Collars
 are unequalled in value

A collar that is fully a third heavier than any other waterproof collar on the market to-day at the price, that is made of the first stock, handsomely finished, with exclusive features, such as free tie space and strong buttonholes, is the collar you should handle. Challenge Collars cost you \$2.00 dozen. Made in various finishes and different styles.

Let us send samples.

Made in Canada for 25 years

The Arlington Company
 of Canada, Limited

58 Fraser Avenue,

Toronto

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



The Best of Greetings
 to the Trade

The manufacturers of the popular Lion Brand Boys' Clothing wish their many customers a Merry Xmas and a Happy, Prosperous New Year.

Let us get together early and plan to make your boys' clothing department a greater success than ever before. This can be done by seeing that every boy you clothe wears a Lion Brand suit. They're splendid value—snappy styles, good materials; doubly reinforced elbows, knees and seat.

Write for catalogue.

The Jackson Mfg. Company
 CLINTON, ONT.

Factories:—Clinton Goderich Exeter Zurich



“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

MEN'S WEAR REVIEW.

DECEMBER, 1914

Selling Methods for the Week Before Christmas

Points for the Men's Wear Salesman — Importance of Chatty Suggestion in Window Cards—Seasonable Display is Important —A Prognostication.

THAT well begun is half done is a maxim that applies to successful selling of articles for men's wear just as it does to any other line of business. But well begun is only half done—there is the other, and the latter half. Particularly is this true of the Christmas trade. The last week is the battle: the week before Christmas day itself.

It is an axiom that the public is all for gift-buying in the pre-Christmas week. Therefore regular lines are the harder to sell. The average shopper in the holiday season wants jewelry or other purchases as presents: he is not half so particular about suits and raincoats and boxes of hose and dress skirts. Moreover, unless a man is actually in need of those things the tendency is for him to shrug his shoulders and say: "Oh well, I have waited so long, I might as well wait till after New Year's, when the stores have bargains to offer." So that with the men's wear merchant the Christmas season is not a particularly attractive time to look forward to. Several stores told *The Review* that the week before Christmas was the worst season they had. They were, mainly, clothing stores only.

SPECIAL ATTENTION TO WINDOWS.

It is apparent therefore that men's wear stores have to offset the influences which make against a good trade. This may be done in several ways. Un-

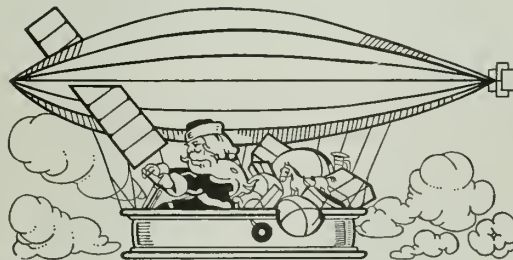
doubtedly a great point is to dress the window well, and attractively to the public, paying special attention to the idea of impressing people with the notion that great things as you have in the window make a good Christmas present. No matter how indifferent we showed ourselves in the early weeks of December to the approaching Christmas season, we cannot resist the influence of the last week.

"Week before Christmas!" How commanding it is. Everybody rushes to buy presents that they have forgotten, and the stores reap the benefit. Therefore, see to it that the idea that what you offer in your window display is peculiarly appropriate for Christmas gifts is brought well out. Use "apt allusion's artful aid." The catchy, homely slogan or message often does the trick. A card in a store window caught my eye this morning. It said: "*Has he got a Silk Scarf?—if not, we can sell you one!*" The direct touch between that card and what the shopper is thinking of does the trick. The natural, logical sequence is apparent.

The shopper is looking for something to buy him. She sees the window, and she reads the card: "Has he got a silk scarf?"

"Why no," she thinks, "he hasn't."

She begins to consider its suitability as a gift suggestion, and she buys the silk scarf.



Regimental Ties Invaded the Montreal Field

IN MONTREAL.

Neckwear in regimental colors.

Silk ties made to order.

Light tan, hand sewn, washable cape glove.

New type of tapes, hard hat.

Red snake wood canes.

Japanese dressing gown, with kimona sleeves.

MONTREAL, Dec. 14.—The men's furnishing field suffered a rude invasion early in December from nineteen different regimental colors in the form of neckwear. Merchants were a little shy of these loud colors, and purchased sparingly, but the demand was so good, there is little doubt that this will be a popular line for several weeks to come. They are being made in good silk, retailing around \$1.50, although a cheaper line is probably on the market.

Classy Bands for Straws.

With the neckwear have arrived club hat-bands of the same silk, but merchants are more careful with these than they were with the ties. They can safely be delayed until Spring and Summer for the straws and light grey felts, on which they will look extremely classy. It is impossible to say which regiments are most popular. As a matter of fact, choice is governed by color rather than regiment. Some of the colors speak loud enough to drown any love for a particular regiment. However, the public never was in a better mood for receiving such colors.

TIES TO ORDER, \$2.

Max Beauvais has something that appears to me to be novel. Even with a wide variety of the very latest designs, there are fastidious persons in this world who are not satisfied, but could be pleased if given the impression that a tie was being made specially for them. This succeeded very well in the case of shirts. The shirting was shown, measurements taken, and certain customers given eminent satisfaction. To meet the requirements of some of his clients, Max Beauvais is now carrying silk squares, of assorted patterns, each square having sufficient material for three ties. One tie may be ordered if desired. This costs two dollars.

These constitute the latest in neckwear. Grenadine silk, which has wonderful durability, is still enjoying a good sale. It is made in navy and white fig-

Hard Hat Something Like the Taper Straw — Tweed Cap With Flaps That Fold in—Leather-Covered Cane With Umbrella—Japanese Lines Popular.

ured, Royal blue and figured, and red and white figured, and heliotrope. Some excellent four-in-hand club stripes, black and red, navy and white, are having a good sale at a dollar.

* * *

COLORED COLLARS. LESS CUT-AWAY.

I suggested two months ago that colored collars were not likely to remain long. Nevertheless, these are being featured in the best stores, being the only novelties on the market. The volume of sales is not marked. The white turnover collar, with a deep V in the throat, is still enjoying a good demand. White collars with a pronounced cutaway seem to have had their day, and have given place to a cutaway less pronounced, the demand for which is considerable.

* * *

SWELL THINGS IN GLOVES.

In gloves the swellest thing being shown is a light tan hand-sewn washable cape, with white pearl button, and black points and stitching. Max Beauvais is introducing this, having had them made to his own pattern in England. They are worth two dollars. Heavy tan hand-sewn chamois gloves, with black points, are good sellers; also white chamois gloves, with plain and black backs. But the demand for the latter is not extra. Something very new are white dress gloves of perfumed kid, white and black silk points, pearl dome, and silk fourchettes. Heavy grey suede silk-lined gloves for business or dress enjoy fair demand.

Although the weather has not been very cold up to the end of the first week of December, on every cold day haberdashers were asked for woolen gloves, angora knit, in the usual shades selling well. A nice line made from llama wool, natural and grey, with one dome, are prospective sellers for the Winter.

* * *

WHITE MUSHROOMS STILL GOOD.

As many people expected, the day of the colored shirt with mushroom pleats has pretty well gone, few of the better class stores showing them now except of unusual design. They still retain a firm hold, however, for dress. With turnover soft cuffs, they are the only thing in demand judging from the records of

several high-class stores. For everyday wear, a stiff front, with plain blue or narrow black stripes, with very short bosom and round at the base, is back again. It has been out of fashion for years.

A plain khaki flannel shirt, with military collar, two pockets with buttons, and soft turnover cuffs, is a favorite with the soldiers. Taffeta, with little new, is being shown for the Winter trade.

* * *

TAPER, SQUARE, HARD HAT.

In hats the newest thing in the retail stores is a taper, square crown, hard hat. It is peculiar in appearance, reminding one of something he has seen before. The taper effect came in in a straw hat last Summer. There is a boyish effect, however, which is secured from the roundness of the crown, which was missing in the straw. It is the best looking thing I have seen for some time, and a young man with a nice overcoat, a cane, and a stylish pair of gloves, will have some class if finished off with one of these hats.

* * *

CAP WITH FOLDING FLAPS.

A Canadian firm are in the field with a tweed cap having flaps which fold in when not used. Formerly these buttoned over the top in fine weather, and under the chin when stormy. It now comes down over the forehead, ears and back of neck. It is being made in chinchilla and English tweeds and sells for a dollar and a half. Whittle & Roman put these in their window early in December, and sold out of several lines in a very short period; which shows that the public consider them a nice line for Winter.

* * *

CANE-UMBRELLA.

The same store is showing a cane-umbrella. In England and the United States, a leather-covered cane has been very popular, and this cane-umbrella is something along the same line. In case of a shower the leather case can be folded and pushed into the pocket. Red snakewood cane is in demand now in the very best stores, worth \$6. Malacca wood is popular with the soldiers, but ash, selling for a dollar to a dollar and a half, is the most popular cane.

(Continued on page 41.)

Patriotism in Styles May be Wise or Foolish

Scarves With Regimental Colors — Military Tendency in Clothes—Khaki Shirts for the Civilian Only Worn by Mr. Malaprop — New Ideas in Suits and Men's Wear Generally.

I SAW a model at the Cambridge Clothiers the other day that rather took my fancy. The coat has but one button, instead of the usual three, or two at least. It has a rather tightly shaped waist, and falls away in distinctly graceful lines, not too cut-away. The lapel is similar to a long Tuxedo roll, and the cloth being soft, hangs in an attractively negligé manner. But the vest is the thing. This has a lapel which, contrary to the models that have been in vogue for a season or two, is a soft roll. It is not jammed down on the vest, making it look rather impressed, but is just a sort of miniature coat lapel. The lapel is fairly large and wide, giving the equilateral triangular effect, which conduce to the appearance of broadness. It is not only in appearance that this vest rather interested me, but from a point of comfort also. It is known as the athletic vest. It has narrow shoulders and deep arm slides, which give lots of play to the arms and keep the shoulders from wrinkling. There is an outside breast pocket on the coat, and short, braided sleeves.

AN ATTRACTIVE OVERCOAT.

In the same store I was shown a model in an overcoat which is just being shown. This, too, has the narrow shoulder effect. It is cut with a plain back, and is along the tight side, differing radically from the Balmacaan, which has had such a long run. This coat has the split sleeve and deep arm-slide that I was talking about in the paragraph preceding this. The coat drapes very nicely from the shoulder. It has a medium fullness in the skirt. The idea is to get away from the looser styles which have been in vogue, largely demonstrated by the popularity of the Balmacaan, and to create a demand for the tighter fitting overcoat. I should mention that the lapel is broad and deep, lying well back across the chest. It is made of velvet.

KNITTED TIES STILL IN DEMAND.

I had a word with several houses as to the popularity or otherwise just now of the knitted tie. Some weeks ago dealers seemed to think that the knitted tie was out of fashion. Talking to Aiken's and some other stores, I learned that the last month or so has refuted this impression. All sorts and conditions of knitted ties are well in demand. I saw

a very nice thing in Aiken's in horizontal white bars upon a black background. The bars are narrow or wide, according to taste. Pale yellow and green combinations looked very attractive too.

One kind of knitted tie, however, seems to have been relegated to the limbo of forgotten things. I refer to the plain black. Two or three seasons ago, both in London and on this side, black knitted ties for all sorts of wear were "the thing." Nothing ever looked nicer, particularly when finished by a neat single-tone pin. But now, I am told, the black knitted tie finds practically no purchasers except for mourning wear. It is a pity. Most men would look well in a black tie, and were safe in buying one, where very often their taste in colors was sadly wide of the mark.

In connection with the subject of neckwear, I saw a very new and pretty tie in Aiken's. It is a werner, made of Parisian silk, imported from London, where it has had and is having a large sale. The stripe effect, narrow diagonals, in pale shades, all sorts of combinations being used, makes a very attractive thing indeed.

PATRIOTISM MISAPPLIED.

I heard a rather curious thing with regard to the tendency of men-folk to be influenced in dress by the military tendency nowadays. The Aiken store is featuring a well-made khaki shirt for officers and those who have put their patriotism on a practical basis. Many ordinary civilians have bought this shirt, however, so as to be in the fashion, just for lounge and ordinary wear. As the shirt is obviously for wear with uniform only, the man behind the counter is laughing up his sleeve at this instance of patriotism misapplied. A khaki shirt for business or afternoon wear would look as one salesman put it—"like the dickens."

Several houses are doing a good business in goods with the military stamp upon them. Canada is quick to follow London in this regard. There, ties, scarves, hose and other lines of men's wear display the British colors or those of the Belgians, French or Russians. A rather neat line of hose I happened to see which had just come over from London was a plain black with a clock terminating in a rosette of the Union Jack colors. It looked very effective.

IN TORONTO

Soft roll to vest.

A taking overcoat.

The triangular lapel.

An attractive new glove.

Striped collars, with ties to match, in great demand.

The disappearing Balmacaan Knitted Ties Still Popular.

STRIPED COLLARS MUCH IN VOGUE.

Ever since Lord Haldane, three years ago, revived the striped collar, which was so much in vogue in the fifties, this style of linen has been very popular throughout England. At first it was chiefly in blue upon a white background, but now it has developed into a variety of shaded stripe. I saw a line of black pinwire stripes the other day in a King Street shop which looked distinctly neat. It was on a background of white. The all-colored collar has not much vogue among the better-dressed coterie, though some stores catering to the rank and file report a good business on this account. The tie to wear is, obviously, one of the same shade. A black stripe, not too pronounced, goes well with the black striped collar; blue stripe with the blue, and faint heliotrope with the collar corresponding. The popularity of this style of collar is growing faster than waning. The shape which the long horizontal stripe suits best is more or less hollow, and well cut away so as to leave ample room for a big bow and flowing front to the tie. This cut of collar is very much easier to the neck than that which is cut almost perpendicularly.

THE LATEST IN GLOVES.

The up-to-minute glove is a dark brown kid, which is hand-sewn and has buttons instead of domes. Domes are not fashionable this year. At least there is not the demand for them among the better dressers. This glove may be had in chamois, too. There are no points on the back. It is a quiet-looking touch of finish to the quietly, but well-dressed man.

THE REGIMENTAL SCARF.

This promises to be a scarf year, but the thing which the man who wants to be a little better dressed than his fellows will go for is the all silk muffler made in various designs to suit a man's predilections for a certain regiment. I saw some

(Continued on page 44.)

The Soft Roll Coat and the Soft Roll Vest

These Will go Hand in Hand in Spring Model of Men's Suits—The Braided Sack Much in Favor—The Round or Straight Fronted Coat; Which?—Provision for College Boys to be More Particular—Morning-Coated Smartness for Men—General Advance Notes for the Well Dressed Man.

Written for The Review by P. Bellinger.*

WITH regard to the Spring styles in suits, we have our plans made. Some of the models we will feature are decidedly attractive, and get well away from the lines upon which suits have been running for the past season or two. Sack suits will be worn very much for business and general purposes, as usual. The dominating feature of the Spring models will be the soft roll front. Many models are to have patch pockets. Something quite new is that this feature is to be reproduced on the vest as well as the coat. Of course, this style of thing will appeal more particularly to the younger men and those who would be distinctly a la mode.

There is a tendency to revive the outside ticket pocket. This is a note beloved to Londoners, and the general English influence will likely next Spring make itself felt in this regard. Just how popular the outside ticket pocket will become is a question. But some of the advance styles that I have seen distinctly appealed to me.

Round or Straight Fronts

Many of the newest English importations to be shown have the rounded fronts, whilst some two or three have the tendency towards the straight front. The round front is decidedly more conducive to the military effect which displays itself in the waisted coat. Natural shoulders, without padding, are very much in evidence, and undoubtedly the trend is towards this feature. The man who desires to be becomingly and well dressed will see in this narrow shoulder tendency an effect of precision and finish that the old square-built, padded shoulder never could reach.

Soft Roll to Vest.

Many styles of vest are shown. The majority have the new soft roll to correspond with the roll on the coat, whilst the shoulders of these are in many cases cut extremely narrow to allow of proper ease and comfort to the wearer of closely fitting clothes. Just how this line will take, fashion experts do not like to prophesy. It certainly is not for the man who must be careful with his clothes' appropriation, because to keep it ship-

shape will involve a good deal of pressing. The long roll either on the coat or the vest cannot be beaten, to my mind, when it is worn for the first half-dozen times, but the tendency when a thing is slack and unconfined is for it to become slacker and looser and give a too negligé appearance. But, as I say, the first appearance is distinctly smart. The old pressed lapel, particularly for men with a tendency to slimmness, could never compete as far as appearance goes. The soft roll will, I think, retain its present place in the favor of most men.

Perfect Straight Lines in Trouserings.

The trousers will follow the English cut even more than previous seasons. They will have perfectly straight lines with a trend towards close fitting, shaping very closely to the hips so that they may be worn with a belt. In England, heretofore, the belt has never been worn by any class of men. Its use has been for sports only. The idea of using a belt instead of suspenders has never appealed to the average Englishman. I see, however, that some of the London fashion experts are speaking strongly for it now, and the military tendency will help to popularize it. A rather unique feature about the trousers for next Spring is that very often the belt will be made of the same cloth as the trouser itself. They will have cuff buttons, rather shorter than heretofore, so as to enable them to fall in graceful and comfortable lines over the shoe. This is a big point. The cuff idea is to be followed out in the coat again, too. Coats without these will have two or three cuff buttons on the sleeve, and a shorter vent.

Enter the Braided Coat.

The braided sack coat is at last coming into its own on this side the water. It is extremely smart for evening and visiting wear, when a man does not feel he wants the stiff-and-starchiness of evening clothes. For young men, particularly, this style of coat is to be much in evidence this Spring. The cloths principally are grey chevots, rather dark. The trousers have the very close grey or black and white alternating stripe, while the styles are those of the

ordinary sack I have described. There is no doubt that this suit is a very attractive thing. It looks distinctly finished, and will probably command a good deal of popularity among the would-be Beau Brummels.

Clothes for the College Boy.

The increased tendency on the part of the college boy to develop into a young man at a very early age has made it imperative for the trade to give a good deal more attention to this line. In the past, styles for boys in their teens have not had much of the fashion experts' attention, because boys themselves have not concerned themselves very much about how they looked, so long as they felt pretty comfortable. Now, however, they are growing into young manhood so quickly that the best houses are putting out some very smart styles in their sizes. Spring will see special demonstrations of young men's models in the most up-to-date styles.

Morning Coats for Formal Wear.

Morning coats for evening and church occasions will retain and increase their popularity. Amongst older men there is still considerable fondness for the frock coat, but the trend towards morning-coated smartness is becoming each year more marked. The other details of a man's dress are conducing towards this end. Spats have become adopted by well-dressed men pretty generally, and in the main the et ceteras of dress are receiving greater attention along the line of being smart and chic. Most models for Spring wear shown in the morning coat are of the one or two-button style variety. A short waist effect and a long soft roll which gives very graceful lines to the wearer of the garment are the leading features. The whole is finished with a narrow braid or galoon binding.

Really good clothes were never as cheap as now. What effect the war will have upon prices after the New Year remains to be seen, but I am inclined to think that the man who can should buy now. A great many of the very best houses have some attractive sales, when the best in men's clothes could be bought cheaper than in years.

* Manager of Fashion Craft, Limited, Toronto.

Quiet Conservative Colors for Spring Overcoats

The War, With its Result of Many Deaths, Will Mean Mourning Note in Clothes — London Already Has Taken Note of This — Sacrificing Comfort to Style—Warmth Given up for Shapeliness —Some New Styles for the Spring.

THE outstanding feature of the styles for next Spring in overcoats is their color. In the opinion of Mr. Hickey of the firm of that name which does such a large business in overcoats in Toronto, there will be a general tendency to discard lighter colors for darker. This is the influence of the dark side of the war. Many people, even in Canada, will have relatives at the front, who may be killed. A wave of mourning will sweep over the country. Even now the movement has begun in London. Light browns and light greens and greys have given place to the darker shades in those colors, and to a big run on blacks and very dark greys. This, Mr. Hickey thinks, will be repeated in Canada.

Sacrificing Comfort.

Mr. Hickey had a significant thing to say about the trend this Winter, which will apply, he thinks, in next year's styles too. The average man is inclined to sacrifice everything to style. This year there are not nearly so many really heavy overcoats being worn, that is, for just ordinary business and street wear. Most overcoats that even look heavy on the outside have no lining, in order that the garment will retain all the perfection of close fitting. Heavier cloths, because their very bulk conduces somewhat to loose, ungainly appearance, have been sacrificed in favor of the cloth of thinner texture. Warmth, it seems, does not matter. Style is the thing.

Motoring coats and coats for driving purposes are, of course, another matter, and the above cannot be said to apply to them.

Changes in Overcoat Styles.

These are of vital importance to the man who would be a *la mode*. The Balmacaan coat, so very much in vogue this last season, will be seen no more when Spring goods make their appearance, declares this authority. It has had a deservedly long run, for it is very popular, but it will be relegated by the well-dressed man to use on occasions when any loose and comfortable thing will do, rather than for times when smartness is pre-eminently to be wished for. The preference will be for the later models which feature the slip-on, among which two very smart models in the Fashion Craft store appealed very strongly to the writer. One had the shoulders cut

"WE'LL BE A MOTHER TO YOU."

In the financial district of Montreal, there is a gents' furnishing and clothing store in the window of which is a ticket, which says: "We'll be a mother to you, and sew your buttons on." This brings the brokers in. They leave their coats, and have them sent to the office. No charge is made, except where a set is required for an overcoat, say. It has the effect of bringing men into the store, and undoubtedly means more business. In this same store all tickets bear a message beyond the mere statement of price. For instance, "Nice soft, warm coat" conveys an impression that counts. It is a store of ever-changing displays.

very narrow, with a split sleeve substituted for the Raglan shoulder which was the strong point of the Balmacaan.

Another was a chic model which was well waisted, and had similar shoulders, with the additional interesting features of patch pockets, and an outside ticket pocket. The skirt was very loose and the whole garment was made absolutely without lining, except so far as the sleeves were concerned. The edges were double stitched, and the seams corresponded. The lapels on this and the preceding model—in fact, upon all the new overcoats—were wide and reached almost to the shoulder, forming a sort of equilateral triangle with the joining of the two lapels.

Single-breasted, close-fitting Chesterfields, to button through, in a variety of styles, are amongst the better class of goods. London reports quite a noticeable return to the heavy, double-breasted with a very broad lapel. Whether this will be taken up in Canada remains to be seen. The double-breasted coat is the coat for warmth, but the style does not predominate so much as in the single-breasted model.

Using Up Old Overcoats.

It seems to be the general opinion among many dealers that men will be

sly on buying overcoats, even towards Christmas, much less for Spring wear. An overcoat is obviously an easier article of clothing to do without than a suit—that is, a new overcoat. Many men will no doubt economize by making their overcoat wear two seasons—if they have heretofore been accustomed to a new one each year, and where a man has had one light-weight and one heavy-weight overcoat each season, one will be made to do. That is—in a great many cases. However, things may be a good deal easier by Spring. Asquith says: "The war will not last as long as we at first thought," whatever that may mean.

REGIMENTAL TIES INVADED MONTREAL FIELD.

(Continued from page 38.)

JAPANESE DRESSING GOWN.

Beauvais is displaying a Japanese dressing gown, with kimona sleeves, measuring 22 inches wide, half of which is sewn up and hangs down. The material is dark Scotch plaid towelling. The garment has a very low neck with the usual cord. In New York, people have gone crazy for Japanese styles, and these are being introduced here. Japanese pearl is being worn in the form of stick-pins.

A mixture of grey silk and cashmere is a good seller in socks, while there is a good demand for merinos in assorted greys and tan stripe. Heavy woolen socks had not begun to sell at this date.

BANDANA HANDKERCHIEFS.

Bandana handkerchiefs remain the only thing in high-class stores. Mufflers, measuring 19 inches wide by 60 inches long, and others half the width, are being offered at \$7.50 and \$3.50 respectively. They are made of foulard silk, with a long fringe composed of the various shades.

The young man with initiative is the man who does things differently.

It is in your own interest to watch the leaks of the store of your employer.

When you put your thinking cap on, you can see all sorts of improvements to be made.

The Temporary Passing of the Fancy Hose

The Fashion is All for Plain Blacks and Tans, Nowadays — Economy Dictates it—Mourning Tendency a Secondary Reason for Quiet Hose—The Retailer's Point of View and That of the Wholesaler.

By the Man About Town.

WHERE is the fancy hose of yesteryear? A year ago everybody was wearing fancy hose. You could take a walk up any street and see a jumble of color and pattern which had the spectrum beaten forty ways. There were reds, and blues, and yellows, and helios and whites. There were check hose and tartan hose. Hose with glaring clocks vied for prominence with zebra designs worked in half a hundred different shades and tints. Joseph's coat never had so many colors as the aggregate hose of the average twenty men you met on Yonge Street a year ago.

Well, where are they now? What has become of the fancy hose? I dropped into a dozen different stores in town, and for one pair of fancy colored hose that is being sold seven or eight or more of plain black and tan are leaving the shelf. And the general opinion of the retailer is that at present there is no sale for fancy hose. Department stores even cannot get rid of them unless they give them away practically. Temporarily, fancy hose is not in favor.

An Eternal Cycle.

There must be a reason. A retailer remarked to The Review that the real reason why the hosiery business, from his end of it, is so dull comparatively today, is simply that manufacturers and wholesalers are not providing the retailer with fancy lines. He says there are too many staples and urges that as a reason why business is not brisk. But the retailer, when he blames the manufacturer for not putting out fancy lines, only gets a step nearer the cause of the lack of fancy hosiery on his own shelves. The manufacturer does not make fancy lines, because he finds there is no demand from the public. The manufacturer, even more than the retailer, is the servant of the public. When the public pipes, he will dance to the tune. Business is an eternal cycle. From the retailer to the manufacturer is just the same distance as from the manufacturer to the retailer. The retailer cannot sell because he has not the stock from the manufacturer, and the manufacturer will not make because the retailer cannot sell.

The Public the Dictator.

The public does not want fancy hose just now. And the public is the dictator. Antony found that out when he started in to harangue the mob about his dead friend, Julius Caesar. Mobs very often have neither rhyme nor reason. But their sudden dislike of fancy hose is quite understandable.

First of all, it is not disputed that fancy hose do not wear as well as plain ones. It stands to sense there would not be the wear in them, because the manufacturer has to expend part of his outlay in dyeing and patterning. The plain black hose is just a plain black hose. No money is taken from the end of putting the quality and wearing power in it to provide the fancy color and the freakish pattern. Therefore, plain hosiery is a good deal more serviceable. And just now every penny counts. The man in the street does not want to spend a cent unnecessarily. Where a year ago he would buy half a dozen pairs of hose at once, he now buys three, and sees to it that they last as long as the six would other years. To do that, those three pairs must be as good as the six pairs a man would buy other years. To be as good, they must be plain; in other words, stylishness must be sacrificed these days to economy. In times of financial straits, the purchasing power of the public is greatly reduced. Yet, that same public has still to live; the difference is that it has to live with less money to do it. Economy is therefore the great watchword. Any retailer, in most lines, will tell you that nowadays customers are a great deal more anxious than formerly to get as much as they can for their money. They will spend longer shopping in order to save a few cents. It was not ever thus. But the times dictate the policy. "Autres temps, autres moeurs." Economy is the great watchword.

The War's Influence.

Then, there is the factor of the war. The military influence alone would be on the side of more conservative styles, and plainer, more serviceable colors. Conservatism is the outstanding feature in nearly all lines of men's dress this year. Add to that conservative tendency the influence that mourning for the dead at the front will have, and you get subdued tones right throughout the whole make-

up of the well dressed man this season. Already, colors in dress articles have disappeared in England. There has been so much mourning by those at home for the soldiers who went to the front and who will, alas, never come back that mourning has become the fashion—the fashion of a terrible necessity. This will undoubtedly be reflected in Canada. Canada's men will go to the front, and they will not all come back. There will be an era of mourning. So that, as well as from the viewpoint of economy, from that of necessity, too, fancy hose will continue to remain in the background.

The Retailer's Point of View.

Undoubtedly, fancy lines are a source of profit to the retailer. To begin with, their value from a display point of view is greater than that of plain black and tans. You can't feature black hose in a window and refer to it with any degree of truth as an attractive window display. The absence of fancy hose is bad for the retailer in this connection. But it is bad, too, from the point of view of profit. There is more profit to be made in the sale of fancy hose than there is in that of plain blacks and tans. They are known to the trade as better selling lines. They are a good deal easier to push. A man who comes into a store to buy some shirts very often finds that a range of hose, temptingly displayed, will take his fancy, and he will buy them. The color, the style, the pattern—all these catch his eye. But there is nothing attractive about plain black hose. The chance customer is never lured into spending money on them—when he goes in to buy other things.

And the Wholesaler Loses, Too.

Follow the thing back, and it is seen that if the retailer loses, so does the wholesaler. Wholesale houses will tell you that up to a year or less than that ago, orders from retail houses always included demands for fancy lines. The wholesaler could go to the buyer any day in the year with something new, in style, in color, in make-up, and the novelty of the thing would appeal to the retailer just as it does, a step further on, to the consumer. It seems to be pretty certain that the fancy hose is a good line for wholesaler and retailer alike.

(Continued on page 44.)

Dress, Vest and Tie Must Correspond

Is the Popularity of Evening Dress in Canada Growing?—Some Reasons for its More Frequent Use—The New Shape in Vests—Black Edge on Both Vest and Tie.

Written for The Review by H. E.

THAT the man in the street is taking up evening dress far more generally as the seasons pass is the opinion of a number of men prominent in the men's wear business in Canada. There is, however, a long way to go. The dress suit does not get its proper representation in Canadian life. In this country, where the average man has more surplus money than the average man in Great Britain, you will rarely see more than about a score or so of dress suits at a theatre. Men are willing to pay a dollar and a dollar and a half and more to see a show. Their women folk in the main, are in dress, and yet the average man who sits in the high-priced seats in the theatre does so in a lounge suit.

More at Concert Than Theatre.

Why? Why pay what is comparatively a good sum for a show and then not bother to dress for it? Evening dress for the theatre is undoubtedly *de rigueur*. Men concede that much. They confirm it by dressing in far greater numbers for a concert, for instance. I heard John McCormack the other night, and all around me was a dress-suited humanity. Yet at the theatre, I fell conspicuous in a dress or Tuxedo suit! It is an inconsistency hard to account for.

Fashion experts tell me, that Canada, in this regard, is in the throes of a struggle between the American and the English influence. They think that we are gradually getting more British in our clothes etiquette just as we are getting more British in our clothes styles. I think the dress habit for the theatre ought to be far more general here. In New York many men may be excused because they live so far from their office, and they can't get back to dinner and dress and reach the show in time. It is not so, however, with Toronto men. We have no widely-flung suburbs yet. The dress suit ought to be more general. And so, for that matter, ought the Tuxedo. The habit of dressing for dinner might well have a following amongst the class who are so keenly alive to the necessity of being

au fait in other and often less important matters. And the wealthy class must lead in this crusade—if the general public are to take it up.

Corresponding Tie and Vest.

The big thing in dress wear for men this year is the corresponding material and color of the vest and the dress tie. The vest which has been widely adopted is a nice, soft roll style, of the "V" shape. The "U" shape has been discarded as being too precise, too harsh and hard in its lines, for in evening wear as in lounge attire everything is to point to looseness, to ease and a comfortable negligee. This vest has a thin black edge to the main body and the lapel alike. This edge should be very thin. The soft loose lapel is quite in contradiction to the flat single lapel which we have known for some time. That was too set, too orderly and sharply defined to look very comfortable.

The tie should be of the same material, a nice French cord, or white silk, and it should have a similar edge to that on the vest. The black tie has quite gone out of fashion—except for waiters!

The Mushroom Pleat.

While considerable latitude is allowed a man in the style and material of his dress shirt, it is pretty well ordained now that the pleated shirt is **the thing** for the man who would be well-dressed "from soup to nuts"—as one fashion man colloquially puts it. The prettiest thing in this pleated shirt is the mushroom pleat, a very close perpendicular. A finishing touch is the thin black ribbon which hangs across from the right shoulder to the left pocket. It is facetiously supposed to have a monocle as the pendant, but in this country of democracy a watch is better. This black band is mighty effective. It gives the dash of contrast to the white expanse of shirt (always supposing that it is white).

The trousers have only one new feature of importance this year and that is a thinner braid, than heretofore.

Money Wasted Recklessly on Misfitting Hats

Hats and Shoes Are Man's Finishing Touches—Many Salesmen Are Ignorant of Giving Man Suitable Style — Copying John Jones a Mistake—Careful Study of Faces Essential.

Written for The Review by the Man About Town.

JUDGING by the number of men going around looking like guys, there must be a large number of incompetent hat salesmen in the gents furnishing stores of Canada." was remarked to me the other day. True, many of them are fine, respectable, almost good-looking citizens, who have been very unfortunate in their hat purchases, and would undergo a complete transformation if they only visited a good haberdasher, and came under the notice of a clerk who knew his business.

There are two things in which a man should be careful as regards his dress—his shoes and his hat. If he makes a mistake his headgear either resembles a pimple on a mountain, or gives one the impression of being pressed down by a large substance on his head. The shoes and headgear of a man are his finishing touches. Nothing disarranges a man's set-up so much, and nothing looks so ungainly as a badly-chosen hat. A young man may put on a swagger fifty dollar suit, may sport a cane, and carry a classy pair of gloves, but without the right hat, he lacks finish.

Blames An Ungainly Head.

It is an uncontestable fact, which can be observed by anyone with eyes, that money is wasted recklessly on hats. And nobody is more conscious of the defect than the man victim himself. He becomes so used to dissatisfaction; he accepts responsibility for the defect himself; he convinces himself that he was blessed with an ill-proportioned face, or an enormous head, or an ungainly figure. The average man hates to give trouble. He will purchase a hat even though it makes a guy of him rather than leave the store without making a purchase.

It is bad for him, and bad for the store. Both would be helped immensely if somebody could arrive and say: "That hat does not suit you; you'd better not buy one at all." Then the reputation of the store would be saved, though it would be much better to give him a hat to suit.

Use Brains to Sell.

Because it gives a man finish, the hat probably requires more brains and experience to sell than any other part of man's attire. It is salesmanship which requires careful study, study that cannot be learned from a book. Only ex-

perience can teach a man how to sell a hat—not experience in selling, but in satisfying. A large percentage of clerks on the arrival of a customer look only at the size of the man's head. It is indicated by the first question: "What size do you take, sir?" As a matter of fact, that is the first idea the customer gets into his head: "I want a hat that will fit."

Having decided that a hat somewhere around 6¾ is required, the question of price comes up. This is one of the points where the customer falls down. He takes price too much into consideration. With the man who has suffered misfits for years and years, price becomes a very secondary consideration, his only desire being to get a hat which will give satisfaction. The man who insists on paying no more than a dollar and a half for his hat is the man who usually gets a bad misfit.

Forcing Misfit On Himself.

There is another class of customer who usually forces a misfit on himself: he is the man who insists on getting a hat the same as John Jones is wearing. Jones has been satisfied with a hat and Smith is so pleased with its appearance, he has requested the name of Jones' haberdasher, and is determined to have one just the same. It is the way that hat suits Jones which has taken his fancy. Whether it will suit him is a matter he does not take into consideration, and he is the hardest man in the world to sell a suitable hat. Ten to one Jones' hat makes him look like a guy.

Having satisfied himself regarding size and price, the inexperienced clerk proceeds to find something that will fill these two conditions. If he can find a hat at a dollar and a half which sits nicely on his customer's head, then he has done his part. What does the customer feel? He realizes that the clerk has done everything that can be expected of him, but somehow he feels, as he looks through the mirror, that something is wrong. What is wrong, he can't say. He comes to the conclusion, as he has often done in the past, that his face is ill-shaped, and that there isn't a hat in the world to suit him.

Careful Study of Faces.

There is a shape for every man, but it is very few stores that can afford to

carry a wide enough range to suit everybody. Anyhow, the range of styles should be big enough to prevent dissatisfaction. More important still, a salesman of hats should be a hat salesman in truth. If he is not, he should at once start out to make a careful study of every face that enters his store, and do his best to suit his hats accordingly, rather than by size and price. Sizes of brims and crowns, whether the brim has a curve or not, all are determined more or less by size of face compared with body, length of face. It is a matter which requires careful study.



THE TEMPORARY PASSING OF THE FANCY HOSE.

(Continued from page 42.)

But for the present, they are dead. Some dealers think that if the manufacturers would make a big splash and put out an abundance of fancy lines, the public would bite. Some more dealers, however, think that you can't force the public. Re-introducing fancy lines must be done gradually. But it seems fairly obvious that even gradually they can't be re-introduced just now, at least in England and Canada. The war has sobered us all, and such effect is apparent in even such details as hose. The day of the revived fancy hose is not yet.

THE MAN ABOUT TOWN.



PATRIOTISM IN STORES MAY BE WISE OR FOOLISH.

(Continued from page 39.)

of these—they are worth about four dollars—and they were beautifully made. All sorts of combinations may be had. Therefore, if you are particularly fond of the Black Watch or the London Scottish or any other bunch of fellows at the front, you can wear their colors round your neck, thereby adding to your appearance and demonstrating your patriotism in this particular. Probably Canadian colors will be represented soon. Bright colors predominate in the sales of this line so far. The scarves are made of Spitalfields silk, and are well finished.

Derby Comes Back; Freakish Soft Hats Disappear

After Many Days the Stiff Hat Returns to Favor — Alpine Fedora to be Popular in Spring—The Last of the Freak Hat—Some Dealers Regret They Featured It—Neglect of the Cap: Why?

CONVERSATION with hat dealers recently ran very largely upon the return to public favor of the Derby. For a long time this has not been very popular with the man on the street. Soft hats of all sorts and sizes and styles and shapes have had the field all to themselves, to the elimination of the stiff hat. This last two or three weeks, however, has marked the reversion to type. Dealers tell me they are selling quantities. The situation up to a few weeks ago in this line was very difficult. Those dealers who bought large stocks for last Spring wear found themselves with a line of goods that the average man did not want. No amount of advertising could boom the bowler or "christy." It was a white elephant—if such a similitude is allowable.

But the mob temperament is a changeable quantity. Without any rhyme or reason public preference has swung again to the felt hat. Or course it stands all weathers, and the harder weather upon us may have had something to do with the good sales which dealers are able to record. There is no great change from the Spring styles. The higher crown and narrower brim is good style, both for present and Spring wear.

Elimination of Freak Styles.

It is strange, but freak styles, whether they be in shoes or hats, or any other line of men's wear, rarely have any but a short-lived popularity. Nearly every hat dealer tells me that the absurd style, a cross between the hat the country-folk wear in Wales, and a sort of super-telescope, which depended for its acceptance largely upon the contrasting band, has had its day. Judging by the rapidity with which the sales followed the purchasing of this line in the case of many dealers, it seems safe to assume that the trade misjudged public opinion in buying so largely a hat of this kind. Generally speaking, the average man does not care to be freakishly garbed. One dealer told me that in his opinion no well-dressed man could have worn one of these hats that I refer to. The thing was extravagant in color and shape, too. Anyway, dealers in general found that the public, if it took up this line quickly, dropped it with even greater speed.

Conservatism For Some Time to Come.

The tendency is to swing from ex-

treme to extreme. Right now, and for some months, the prevailing note will be conservatism. The fedora is a good old stand-by. As one dealer put it to me, no other shape quite suits the average man so well. A man who can't look well in a fedora had better join the No-Hat Brigade. As to color, greens and greys are to be the leaders, the greens being quiet shades. The Alpine hat is being featured now for Christmas and Spring wear. The band is of a slightly lighter shade than the hat, and fairly high. The brim has a curl which is not too pronounced. The crown is reasonably high.

The Neglected Cap.

I happened to mention to Jess Applegath that I did not see very many caps worn in Toronto nowadays. It is his opinion that the soft hat has taken the place of the cap pretty generally. Of course, caps are nothing like so universally worn on this side of the Atlantic as in England, and never have been. But there is nothing more comfortable, and nothing more stylish for walking and informal wear. I saw some very nice styles in Mr. Applegath's store. A thing he is featuring is the cap made of chinchilla to fit the run on this kind of overcoat. Blues, chocolate brown, light and dark grey all look very attractive. It is surprising that caps are not worn a good deal for theatre wear. The man who can't afford an opera hat, or won't be seen in one (they tell me there are such men) could find nothing handier or better than a good tweed cap. A quiet cloth and shade in a cap is hard to beat. The styles, as we have them in Canada, are by no means extreme.

Here, There and Everywhere.

EVERYTHING FOR MEN.

The Fair of Chicago, recently had what it termed "the greatest sale day of men's goods it has ever held," and used double-page advertisements for the announcement, quoting exclusively men's wear articles. Its announcement read in part:

"That The Fair has developed into Chicago's greatest store for men is an established fact. Habitually careful men have followed the profitable course of coming to The Fair for their 'every-

thing,' their clothing, hats, furnishings, cigars, sporting goods, shoes and stationery. We have always kept faith with the men of Chicago, we have dealt with them on an honest basis, giving honest merchandise at honest prices, and we have crowned our efforts with the liberal offer to change a purchase whenever a man changed his mind.

"Convenience of departments' has been the key to our success in men's lines. Realizing that Dearborn street, at Adams, is the very heart of the men's district of Chicago, we established our men's sections along this street. On the main floor, along Dearborn street, we have men's shoes, men's furnishings, smokers' needs, men's hats, office supplies; on the second floor we have clothing and sporting goods. Everything is so placed that men may do their shopping quickly and conveniently at The Fair."

FLAG ON HOSE A DESECRATION.

A British manufacturer placed on the market shortly after the war broke out, a stocking with an American flag design in the material just above the foot. Immediately the stocking became the rage among American women in London and Paris, and its popularity grew to such an extent that the fad threatened to spread to the United States.

The American Flag Day Association at a meeting in New York, went on record as opposed to such use of the emblem, alleging it is a desecration, and that the manufacture or sale in the United States of hosiery bearing the flag should be prosecuted. The association also is planning vigorous prosecution of all persons who may be guilty of misuse of the flag.

PATENTS AND THE WAR.

The number of applications by Canadians for the suspension or revocation of patents held by Germans and Austrians has been very small, as also it has been in the Old Country, where an enormous number of German patents are held. However, owners of such will not be allowed to derive royalties, which will, like dividends on stocks, be held back until after the close of hostilities.

New Series on Card Writing

THE Review has completed arrangements for another splendid series of articles on card-writing. They are from the pen of R. T. D. Edwards, a card-writer of well-known ability in Canada and the first will appear in the near future. All those interested in the writing of display cards are urged to watch for the opening lesson in the series, for we can confidently state that it will prove to be the easiest, most practical and best that has ever been presented to the Canadian trade.

Because Mr. Edwards has ideas of his own with regard to card-writing, he is departing much from the beaten path in the preparation of the articles. He has adopted the simplest methods in the work, doing away with all "red tape" which worries and confuses the new student. The series will therefore not be the "lot for your money" brand, but simple, easily understood and readily followed lessons that can be turned into actual cards in a short time. Little time will be wasted by keeping the student at too much work on elementary lines and curves which so often become tiresome and non-interesting. In other words readers of this paper will be presented with straight, practical pointers on this all-important subject and will not be burdened with "dead wood" and novelty stunts which are to-day not recognized in up-to-date, modern merchandising.

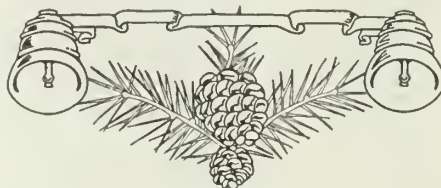
From modern Roman figures, each article will be carried step by step demonstrating how to form each letter and figure with the least possible number of strokes and yet obtain the best results. There will be outlined Roman, brush stroke Roman and different styles of bold-face lettering suitable for large cards, posters, etc.; all styles of pen lettering which forms a big section of modern card-writing will be given, including the uses of Round writing, Payzant, music pens, etc. There will be a readable, modernized Old English script type and the Bradley alphabet shown, and some modern lettering which Mr. Edwards has recently gotten together. Speedy forms of the alphabet will also be gone into thoroughly.

One feature of these articles is that each will contain the finished show-cards showing the effect of the lesson put into actual use. The cards will also be seasonable so far as they can be made applicable for business purposes in the succeeding month. Economical ways to use and mix colors properly along with many little kinks and wrinkles that help to simplify the work will be discussed.

One article will deal with the uses of cut-outs and their proper handling—how to make a silhouette and spatter drawings without any knowledge of drawing whatever. Shading will be described as all card-writers should have a knowledge of that feature of the work. There will be lessons on ornamental designs and illuminated caps and also on the best systems to use in the laying out of show-cards.

Air-brush work, with its dozens of different uses, will be gone into closely towards the end of the series. Shadow script lettering, the execution of air-brush design with the use of stencils, and drawings done solely with the air brush will be some of the features of the air-brush work.

In addition, the Edwards' series will include many minor details too numerous to mention here, but which will be taken up as the series proceeds and the proper time comes for their insertion. Clerks wishing to improve their usefulness and selling power, as well as dealers who believe in the power of the show-card as a silent salesman, should follow the series from beginning to end. The first lesson may be expected soon.



Beau Brummel Tags After Dame Fashion

One Year After Introduction of Peculiar Woman's Style Man Adopts it—If She Flounces Out Her Petticoats He Flings Out His Coat-tails—Unblushingly Adopts Follow-the-Leader in Color, Sleeve, Vest, Etc.



THE average man takes a great deal of pleasure in his own way in making fun of the devotion of the average woman to the dictates of fashion. But has the male any license to do so? According to an article published in "Fashions of the Hour," by Marshall Field & Co., of Chicago, man, who smiles at the new fashions of the gentler sex, is and has been for many years following those same fashions himself.

The silhouette cuts shown are taken from this publication and illustrate what is said. Certainly the author is justified in believing that there is more than coincidence in the remarkable similarity shown in the styles of men in relation to those of women a year previous. This article says:—

"It is plainly to be seen that Beau Brummel has been tagging after Dame Fashion from the beginning of time, at the sly and artful distance of a twelve-month or so.

"Research has laid another burden on the lady's maligned shoulders. She may not be accused of having led the gentleman on shamefully for centuries—of having wilfully encouraged the poor dear to all the extravagances of costume to which she has fallen victim.



Sartorial Peregrinations.

"Not only is she to be held responsible for all the foibles of all the fair daughters of Shem and Ham; she must now assume the blame for all the sartorial peregrinations of the tagging male.

"Never, it appears, has she flounced out her petticoats to prodigious width, but Beau Brummel has flung out his coat tails with equal aplomb—a year later; never has she puffed out her sleeves to make her shoulders look broader, but he has puffed out his shoulders, to make his chest look mightier—after the lapse of a decent time.

In Garments Uninflated.

"Let her acknowledge that nature has

a few good points and array herself in garments uninflated and undeceiving and presently the watchful dandy awakes to an application of masculine pulchritude that requires the snuggest of clothes to render complete justice to the subject.

"It would appal a less frivolous lady than Dame Fashion—the thought that never may she introduce some pretty whim, but it will, in the course of time, be subverted to unpoetic masculine adoption. The hat whose crown she enlarges to accommodate twenty-five dollars' worth of curls, will sometime be the object of the bald-headed man's silent blessing, because of its tenacity of grip. The darts she takes to make her figure svelte, spell spindlebanks for countless thousands of mimicking males. She may not even lift her pretty petticoats to display a bit of silken ankle but the length of trousers is regulated thereby throughout the world.

Waistline to Nth Degree.

"And it is not alone in generalities that the beau plays follow-the-leader. He unblushingly adopts little details, of sleeve, of collar, of vest and of color.

"No one could have entered more earnestly into the mood of sobered Dame Fashion after the Restoration of



Shortage in Serges for Spring, Particularly Medium Lines

The Wool Market in England Still Perplexing Buyers Here —
Soldiers' Needs a First Consideration—Gambling in Wool—Will
the Australian Embargo be Removed?

THE wool market these days is interesting, and productive even of thrills to a good many people. A prominent wholesaler and retailer in Canada who speaks usually of what he knows, says that particularly in overcoatings, there will be a scarcity of supplies next year. These heavy woollens are being used in quantities for soldiers' blanket cloths. Orders are increasingly hard to place, and when they are placed it is touch-and-go as to whether they will be filled or no. Soldiers' outfits are taking all the wool which can be supplied. Particularly is this true of the shoddy lines. There is a good deal of discontent in Britain just now on the part of the general public with the quality of the cloth which goes to make up Tommy's khaki. It is said to be cheap, shoddy. The manufacturers reply that they are handicapped inasmuch as a good deal of the cloth they would use for this khaki in the ordinary way comes from France and Belgium. Without it the manufacturer in Yorkshire or wherever he may be has to rely upon the shoddy which is made out of picked rags.

It is thought that so far as Canada is concerned the shortage in wool will make itself most felt in the medium-priced line, particularly in serges. Several houses agree that there will be a dearth of good serge for Spring wear. All wools, from the cheapest to the best grades, have advanced 50 to 60 per cent., says one men's wear dealer whose business is on a large scale. Lots of lines will be eliminated. Not only will there be a dearth of serge of any sort, but there will be much less choice and range in styles. The very cheap serges will remain, and also the very high-priced ones, but the mediums, which are so much worn for business and general attire, will be largely a missing quantity.

The woollen market in Britain just now resembles a race-course—it holds all sorts of surprises for everyone. It goes up and down in an hour, almost. I heard of a man who bought about \$30,000 worth of tweeds up in Yorkshire one day, and two or three days later he had sold half of it for a profit of \$10,000. Very often these lines can be bought on Saturday for 25c a yard and by Tuesday or Wednesday they will easily sell for 30c and 31c.

It is said that the British Government is even now dealing with the embargo, and also looking into the matter of the embargo placed by Australia, New Zealand and other British Dominions. Naturally, these colonies would see to it that Britain's needs were looked after first, before any exports to foreign countries were allowed, but just what need Britain now has will determine the continuance or the cessation of the embargo. Australia does so much in the wool-exporting line that a tie-up there is catastrophic. Merinos are being exported from the Island Continent to places like the United States, and the general feeling is that the embargo will be lifted at an early date.

Incidentally, we have it on good authority that considerable wool has reached this country from England during the last two weeks.

1814 than her devoted follower. She favored hats of sizable crowns and negligible brims. So be it. The wits of the hatters were put to work. *Voilà!* The hat of the Empire. Her waistline she raised to the Nth degree—almost to extinction. Ascending seams on Monsieur's coat proclaimed allegiance to her every whim.

"What a deceitful duffer was our hero in the sixties? He cut off his gallantry with one hand, so to speak, to make cruel sport of the erinoline with all its upholstering and garnishing, while flipping out his own coat tails with the other to attain the fashionable girth.

To Avert All Suspicion.

"Moderation was her fetish at the end of the century. Outdoor sports, the craze for bicycling, motoring, and golf, had tempered her frivolity to utility. She reefed the immense balloon sleeves and subdued the flare of the bell skirt. The simplicity of her attire, he it said, was exceeded only by the sobriety of

masculine garb that followed, as the night the day. So taken, indeed, was manly fancy with one of the garments that she sponsored about that time—the golf cape—that he plagiarized it cleverly, changing the time of his appearance in it to evening, however, to avert all suspicion.

"The last thing in the world one would expect her to pay the slightest attention to—comfort—was the motif of Dame Fashion's early twentieth century demands. Skirts were ample, but not bulky, and corsets were rational. Sleeves were roomy; hats performed their mission of shielding the face adequately.

"And it can't be said of Beau Brummel that he failed to express his proper pride and appreciation. He went so far as to jot down her good points and adopt them himself as soon as he could get around to it.

"Nothing appears to discourage his pursuit. No item in her apparel is too trivial for his consideration. "Now cheeks are nice," said she some time

ago. "Nice," says he this year. "Strong colors I must have," she insisted. "Strong colors we will have, though hidden in plaids and stripes and two-toned socks," he is demanding. "Vests—fancy vests, I adore," is one of her latest biddings. "Fancy vests are coming in," says a haberdasher who knows. "Have a care, Dame Fashion! His sins will be on your head."



BONDS AT STORE OPENING.

The opening of a new clothing store in Newark, N.J., was marked by the offer of six per cent. income bonds to purchasers during the first seven days. To everyone making a purchase on the opening days and the six days following, they issued a bond for six per cent. of the amount of his purchase for three years from date. For example, if one were to purchase \$50 worth of merchandise, that person would receive \$3 on November 1 each year for three years.

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 plaque, two studs showing	Poke	Butterfly, with round ends, plain white or small plaque 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 cut, 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 studs, gold bar chain

MEN'S WEAR REVIEW

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 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, of patent varnished leathers, plain cross tips on toe	Gold or pearl neck jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar but 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, Saxons 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, chamouis, colored or white buck	Cotton, wool, lisle, shades in Wool to 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, Fagan, drapet, Highland cape, s.b. ulster.	Tweeds, cheviots, homespun, flannels	Single breast or fancy knitted lamb's wool	Same as flannel; knickerbockers with strap and buckle, knickerbocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suits, 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, low or high plain 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.

Sending 6 Photograph Prints of Season's Clothing

Successful Scheme of J. C. Coombes in Stirring Up Interest in Clothing for Spring and Fall—Five Thousand Packages Sent Out—Nothing But Bright Inscriptions on the Back.

“A NEW scheme for drawing attention to our clothing?” repeated Mr. J. C. Coombes, manager of Oak Hall, Toronto, in reply to an inquiry from The Review.

“Yes, here is one that we are finding very successful,” and he took out an envelope, 10 inches long by 6 wide, with the printed words upon it in carbon script, “Photograph, Don't Crush.”

He opened up the envelope and enclosed within an ordinary photographer's dark brown folder was a series of six photographs, each containing a view of a special line of suits or overcoats for young men. This package with the six photographs in it had been sent out to 5,000 young men who were on the mailing list of this firm. This had been done to stimulate Fall trade, and it had proved highly successful.

How They Look In Real Life.

“It is something different in the way of calling attention to lines we carry,” said Mr. Coombes. “It is all very well sending out announcements stating that we carry this or that line of clothing for young or older men or boys, but the attention of the reader and his interest are secured to a much greater extent if we can show him the clothes as they actually appear on some person of about his own age. These look different, of course, from the ordinary engraver's cut of clothing, and have the appearance of photographs especially taken for each of the lines, as indeed they were.

“As a matter of fact, they are not photographed, but are produced rather skilfully to give that impression, and to the ordinary person could not be distinguished from the usual photographer's proofs. This impression is intensified by the fact that the surface is glossy. Of course, you cannot always tell whether you get direct results from this form of advertising, but in this case we have had a number of young men to whom we sent these packages come back with one, and ask for the special coat which was illustrated on it.”

How, then, is the argument of the photograph driven home by this firm?

Comments on the Back.

No circular is sent out with these photographs, as it is felt they should be complete in themselves. However, if the person who receives them turns them over, and he will, to find out where they came from, he will see on the back of each one in type representing script,



*Here's a model that will catch the fancy of a young man who likes "pep" in his clothes. Note the puffed sleeves head and broad lapels - it's a "live number". Yours truly
Oak Hall Clothing Co. Yonge & Adelaide St. J. C. Coombes, mgr. "Smile and Hustle"*

HERE'S A SAMPLE.

This cut shows a partial view of a photograph of a Balmacaan overcoat. On the back were the words “The Balmacaan is going to be as popular as a paymaster on pay-day,” etc. The lower part shows the type of inscription.

a pointed remark about the garment on the other side.

Take one, for example, of an overcoat. This is what appeared on the back of it: “Here is the semi-fitted knee length coat—the comer in the style world. Broad lapel tops it off in great shape. Yours truly, Oak Hall Clothiers, cor. Yonge and Adelaide streets, J. C. Coombes, Manager. Smile and Hustle.”

This last clause will be remembered by readers of The Review as a slogan that had been adopted some time ago by this store, and which invariably appears on the bottom of the price tickets both for the windows and inside the store. It was also the basis of a campaign that had considerable influence on the work of the clerks themselves.

The Inscriptions.

Take another one. This was the inscription on the back: “Shawl collar overcoat, always popular and serviceable, never tiresome. A coat that Winter winds can't penetrate. Yours truly, etc.”

Still another. “The Balmacaan is going to be as popular as the paymaster on pay-day, and it will pay you to see ours. Yours truly,” etc.

A fourth one, in describing a suit. “You won't meet your double in this double-breasted idea. It is being made in limited editions for the exclusive few.

A fifth: “A model that will catch the fancy of the young man who likes ‘pep’ in clothes,” etc.

Another coat had this: “Here is the way we are appealing to men who are ‘stand-patters’ on style, a conservative three-button sack that's dignified but not dull. Yours truly.”

Used in Window Display.

But a further use has been made of this idea than the mailing list. The firm have made use of these photographs in their windows. This was done, naturally, by showing the overcoat, and beside it the photographs, the idea being to indicate how the coat would look on a person.

The photograph scheme can be worked twice a year with views showing the best lines for young men for Spring and a similar set for the Fall. It would also be in line to send similar sets for older men, business men, and this could also be done and worked to advantage in the case of boys. In the manner in which it is carried out this scheme is not as expensive as it may appear at first sight.

NAME ON MAILING LIST?

Dupuis Freres, 447 St. Catherine St., east, Montreal, have a table at the entrance to their store, on which are pen and ink, and slips of paper bearing the following:

Is Your Name on Our Mailing List?

If we have not yet had the pleasure of having your name and address on our mailing list, will you oblige by giving it to-day, and we will send you interesting news from time to time of our special days and sales.—Thanks. Then follows space for name and address.



Views of Caswell's Modern Workingmen's Store in Saskatoon

To cater to the genuine working man; to make his store headquarters in Saskatoon for overalls, leather and cotton gloves, and other clothing suited to the artisan's pocket, has been the object successfully achieved by A. W. Caswell, Canada Building, First Avenue. He was formerly a railwayman himself, and a member of the union, so that for this reason alone he has always found favor with the working classes. Moreover, his experience has given him a knowledge of what the artisan requires in clothing.

It might be thought that a store catering to this trade would be second rate as regards fixtures and general appearance. On the contrary it is exceptionally well equipped, and located on the ground floor of the finest and tallest structure in the city. For displaying men's furnishings, expensive show-cases are used, and up-to-date wire racks carry stocks of shirts. In one show-case alone, there are twenty-four of these racks. Hosiery is displayed tastefully on revolving stands.

The genuine working man is as susceptible to artistic display as the smart young man. When times are good, he demands good clothes and furnishings, and is willing to pay handsomely for them. Sometimes he is thought to be afraid of stores where the fixtures are par excellence, but Mr. Caswell has succeeded in gaining his confidence and his trade, which would otherwise have gone to stores of a lower class. A story of this establishment will appear in next issue.

A New Idea in a Christmas Window

A VERY attractive window display, featuring articles of men's wear as Christmas gifts was that of the Robert Simpson Company, of Toronto. Its attractiveness is in its novelty of idea as much as in the way in which it is followed out. In this window were all sorts and conditions of things that a man might want. Usually, each department in a large store would make a display of the things which it sells, and which it alone sells. That is to say, there would be a window display of shirts, and collars and hose, maybe. Or possibly, a man's jewelry requirements would be featured. Or again, boots and shoes would be shown. But this Christmas window was a complete inventory of the accessories of a man's outfit. With the exception of suits and overcoats, pretty well everything else was there, from a house coat to a shaving mirror.

The floor was in dark red cloth, against which a variegated but quiet rug stood out well, and tastefully. The window was almost triangular in shape. It embraced two rectangular sides, being on the corner of two streets, and the back boundary was a series of plush curtains

making a third side. These, by the way, were in dark green. Standing out well against each was a dais, with steps, well designed for display purposes. These were covered with white felt, and were well back in the window, leaving the front fairly free.

Perhaps the most outstanding feature about the whole display was that while there was a good deal in the window it did not look overcrowded. The predominant impression was one of airiness and spaciousness. This comes partially, of course, from the height of the window, but much of it was due to the successful arrangement of the articles displayed. Well towards the front was a table, with space underneath the top for books—a sort of combination table and writing desk. On it were one or two books, some pictures—one excellent drawing of King George, by the way—and here and there, both on the table and off, were smoking accessories, ash trays, match holders, and so on.

On stands and on dark red floor the goods were displayed. There were shirts, and ties, and hose, in new and attractive styles and colors scattered

here and there. A shaving mirror in one corner, a hand bag in another, a set of hair brushes in a third, and an umbrella or a cane in a fourth broke up the monotony of showing only articles of dress, and contributed to the impression that this was a man's den, a man's room. Two chairs, one at either side of the window, holding various things, jewelry or canes, or a house-coat draped apparently carelessly on the back added to the air of comfort. There was a good deal in the window, but the profusion was well dispersed and separated. There was no impression of a glut. And yet there was a lot in the window.

Ribbons of Christmas coloring, and a little seasonable decoration, though not very much, added to the idea that this was a window of Christmas offerings, while two neat cards fairly large and of good text informed the public that these were "PRACTICAL GIFTS FOR MEN,"—"HIGH GRADE FURNISHINGS AT MODERATE PRICES."

The whole effect was one of the best in Christmas windows we have seen for some time.

No Stock, Only Models and a Room Upstairs

Successful Beginning to Business of H. A. Irving, Who is Seeking the Usual High Class King Street Trade in Toronto — The Low Rent and Walk-up Question Again.

THAT no one is in business for his health is axiomatic. Profit-making still remains the first aim of the business man, whatever his business is. At the same time, the public has a way of trying to get as much as it can for as little as it may. This applies any time, but it is particularly applicable just now, when the main idea is to economize. So that the man who can find a way to save people's money, and yet make as much profit as he thinks legitimate and necessary ought to stand a fair chance of getting on. It stands to reason that if you can deliver the goods, as good goods as the next man, and do it considerably cheaper, you ought to be getting ahead of the next man. But the man in the street wants the thing demonstrating. An example which demonstrates, is Mr. H. A. Irving, of Toronto.

This is his scheme. He is in the custom tailoring business, and he wants to cater to the best trade. Location, therefore, is a first concern. He decides to locate on King street, where his competitors are, and where business men are continually passing up and down, and can run in to their tailor's in a very little time. But the rents on King street are high, very high. In fact, as some disappointed, would-be purchasers of hotel sites think, they are inflated. Mr. Irving knows that if he has a store on King street, he will have to pay King street rents. His window space and his general store space would have to be paid for, and paid for excessively. And to do that, he would have to charge as much as his competitors for a suit of clothes or an overcoat. From his point of view he would be foolish. Starting a new store in war time, when nobody has any money (and nobody will admit they have any), one has to be prepared to stand some expense until trade comes along, but one wants to make all provision that that expense be as small as possible. Mr. Irving solved the difficulty by going upstairs. He is on the first floor of the building at the north-west corner of King and Yonge streets.

One Big Room is All.

All he has is one big room. In it there are models, and samples and style pictures, up-to-date office furniture—and Mr. Irving. Thus, Mr. Irving reduces his overhead expenses to a minimum. There is no big window space and

front space generally. Electric lighting in super-abundance is not necessary, which must be a big saving. There are no assistants to pay for floor-walking; Mr. Irving is the only person in the place.

Samples of Cloth and Models.

His method is this. He is an agent for a large manufacturing tailoring firm, one that does high-class work. He has in this single room samples of all their goods, copies of their styles, models made up by them. When you go in, you see the style and the cloth and give your order to Mr. Irving. He sends it to Montreal, and the suit is made up there, and comes back in about a week.

Carries No Stock.

Mr. Irving says he can make for \$22.50 up to \$28 suits which anywhere else would cost from \$30 to \$40. He can save the man who will walk upstairs to that room of his—and it is obviously almost as easy of access as any other store on the street itself—30 to 35 per cent. in his price. One reason of course, is the small overhead expense carried. The other is that Mr. Irving does not lose any money by depreciation in stock, for the simple reason that he, personally, does not carry any stock. Most tailors at the end of their year have to have a sale to get rid of certain surplus and out-of-date cloths they have. By this they lose, and the loss is written off. Well, it has to be made up some other time, and in some other way. The public pays for that loss by depreciation in the extra money they pay for the suits and overcoats they buy. With the elimination of that source of expense, Mr. Irving can make just as good a profit from his business as the next man, but he does not need to charge as heavily, by just so much as he saves through not having to carry large stocks.

Friends and Circulars.

It is something like six or seven weeks since he started in business for himself. He has done no newspaper advertising whatever, and that's another thing saved to the consumer. He has simply got his personal friends to start him along the way of the idea he conceived. For some years he was prominent in a large clothing manufacturing concern, and so he had a big clientele. He circularized several thousand men in

the city; he went to his personal friends and solicited a trial—and that's all. No flare-up in the papers was necessary in the opinion of Mr. Irving. "I didn't make any big noise," he said.

Prove It, and He'll Come Back.

And things are going well, although the enterprise is so new. Profits are quick and good, and business is coming along. If a man can save ten or twelve dollars on a suit by walking upstairs one flight or taking the elevator, and if you can prove to him just why he does save that ten or twelve dollars—he will come not once but every time.

The idea has looked good to many customers who want the best in clothes at low prices, and have been persuaded they are getting that best.

And it doesn't seem to be anything but a good thing for Mr. Irving!

The Popular Cane

A COUPLE of years ago the young man in a Canadian city who would carry a cane was rushing in where angels feared to tread. Canes were for older men, much older men, and for invalids. For a young man to carry one was to place himself immediately upon the level of the bespattered London "sissy." But fashions come and go. Even the "sissy" may come into his own. There are few young men who consider themselves up to the minute who do not carry a cane. And since the "giddy multitude"—as Sydney Smith used to say—have put a general O.K. upon it, what was regarded in Canada as the mark of a dandy two or three years ago is distinctly "de rigueur" now.

The best cane to carry is a substantial one, of fair thickness. The slim "switely" stick is not for the man of action; rather for the afternoon tea drinker. Ash, about an inch in diameter, is a good wood. The handle may, of course, be either square or crooked to suit the wearer, but should not be gold-topped, nor even ornately silvered. A good sort of stick for a manly man to carry is a thick ash with a large handle terminating in a knob, which is studded with plain silver. This line is becoming "the thing" in the States.

It's the cloth in your overalls that gives the wear.
STIFEL'S
INDIGO CLOTH
Standard for over seventy-five years

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.



You can tell the genuine in a minute by this trade mark on the back of the goods inside the garments. It's your guarantee and your customers' guarantee against imitation. Give yourself the prestige and profits of the world's standard fabric.

Cloth Manufactured by

J. L. STIFEL & SONS
Indigo Dyers and Printers
WHEELING, W. VA.

NEW YORK - - - - - 260-262 Church Street
 CHICAGO - - - - - 223 West Jackson Boulevard
 SAN FRANCISCO - - - - - Postal Telegraph Building
 TORONTO - - - - - 14 Manchester Building
 WINNIPEG - - - - - 400 Hammond Block
 MONTREAL - - - - - 100 Anderson Street

The
 Season's
 Greetings

MAY Christmas be a day of joy and New Year's the forerunner of a great era of prosperity.

Resolve now to make greater efforts for more business. Keep in mind the great merchandising truth, "Goods well displayed are half sold," and see to it that you have the necessary requirements for the most effective displays.

The Clatworthy line of "Made in Canada" display fixtures is complete. Write for catalogue describing them.

Clatworthy & Son, Ltd.
 161 King St. W. TORONTO

"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

BANK OF MONTREAL

Annual General Meeting Held 7th December, 1914

The 97th annual general meeting of the shareholders of the Bank of Montreal was held in the Board Room of the Head Office of the Bank on Monday, Dec. 7th.

The meeting was marked by complete addresses by Mr. H. V. Meredith, the President, and Sir Frederick Williams-Taylor, the General Manager.

PRESIDENT'S ADDRESS.

In moving the adoption of the annual statement, Mr. H. V. Meredith, the President, said:—

The statements presented to you will, I trust, be received with satisfaction.

While profits show a diminution compared with those of the preceding year, the shrinkage is mainly attributable to the fact that during the world-wide disturbed financial conditions which have existed, we deemed it prudent to forego the profit on a portion of our liquid reserves ordinarily carried abroad and having an earning power. These we transferred to our vaults to provide against every possible contingency, and to support, if required, the general financial situation in Canada.

I feel sure this course of action will meet with your approval.

The year, I need hardly say, has been an eventful and anxious one.

POSITION IN GREAT BRITAIN.

In Great Britain the period immediately antecedent to the declaration of war was marked by considerable ease in the money market, coupled with a slight recession in trade, following a long period of unrest and depression caused by the Balkan chaos and other adverse factors.

The outbreak of hostilities brought about the collapse of the whole financial fabric, the closing of the bourses and a world-wide financial cataclysm. For a time at least a condition of well nigh general insolvency was threatened. The steps which were taken to cope with the crisis are of too recent occurrence to require reiteration.

Britain's command of the sea was undoubtedly the chief factor in bringing about a recovery of confidence, but great credit is due to the Government and their able financial advisers for their bold and statesmanlike views of the situation and their prompt action in meeting the crisis, as well as to the Bank of England for the courage and activity with which the plans of the Government were carried out.

The great latent wealth of the Empire has been demonstrated by the patriotic response to the recent Government loan, and this is being followed by the removal of barriers to trade which is now once more approaching a normal condition.

What the consequences of the war will be must depend, I think, to a large extent on the duration of hostilities.

Whether a long period of depression and economy, in order to replace the wasted wealth of the world will follow its conclusion, whether the removal of political apprehensions and the prospect of a long era of peace will bring about an immediate restoration of prices—not alone of commodities, but of stock exchange and of other securities—it would be idle at the moment to predict.

In either event, all borrowing countries, including Canada, must expect their facili-

ties to be largely curtailed while the waste of war is being repaired.

POSITION IN CANADA.

In Canada, a period of several years of remarkable growth and progress was accompanied by large—and in some cases imprudent—capital expenditures by industrial, municipal and other corporations, and an ambitious programme of railway construction, made possible by the ease with which money could be obtained.

These conditions were taken advantage of by company promoters and speculators to bring about unduly inflated and fictitious values, and the extent to which these were carried directed suspicion and distrust of our economic position in the money markets of the world, followed by a close scrutiny of our securities and a curtailment of money supplies so essential to our development.

The ensuing check caused embarrassment in some instances, but had a salutary effect on the country in general, as it brought us to realize the fact that unproductive expenditures must of necessity cease for a while, and our efforts be directed towards development of natural resources, accelerated by a large flow of immigration.

It fortunately happened that for over a year previously, our manufacturers and merchants, preparing for such a contingency, had entered upon a period of curtailment and readjustment; and our economic position had been approaching a more normal condition. They were, therefore, the better able to meet the shrinkage in their turn-over occasioned first by restricted demands and now by the war.

I refer to these somewhat trite matters because the halt in business presently experienced may create in the public mind a more gloomy view than is warranted by actual conditions. It is well to remember that for a decade the commercial expansion of Canada was really abnormal.

A decline in the foreign trade of the country had set in before the outbreak of war, and has been accentuated by that event. In the seven months ending October 31st last, the value of merchandise imported, exclusive of specie, was \$286,800,000, or \$103,700,000 less than in the corresponding period of the preceding year. On the other hand, the value of Canadian produce exported has been fairly well maintained, having been for the seven months \$226,757,000, as compared with \$245,550,000 a year ago. The adverse balance of trade has, therefore, been reduced from \$145,000,000 to \$60,000,000 in this period, a substantial improvement of \$85,000,000, the more satisfactory in view of the practical closing of the London money market to Canadian loans. The transportation interests of Canada have also been benefited by an increase in the value of exports of United States products through our ports from \$19,000,000 in the seven months period of 1913 to \$41,600,000 this year.

LEGITIMATE BUSINESS SOUND.

I am glad to be able to say that from the reports which reach me from all parts of the country, legitimate business is fundamentally sound. While trade generally is quiet, and in many branches restricted, especially those dependent upon construction work, there is compensation, in a measure, by activities in others which provide the vast supplies required by the war.

A general suspension of new undertakings is apparent. Agriculture—the backbone of the country—continues prosperous, notwithstanding a shorter crop yield, owing to the high prices being paid for grain and other farm products. The great increase in the number and value of live stock in the Northwest is especially gratifying.

Farmers are preparing to increase the acreage of land under crop, and manufacturers are taking advantage of the situation to extend their sales where foreign competition, for the time being, has been eliminated. There is, moreover, an undiminished confidence in the future which is an asset of no little importance.

Considerable unemployment exists, but the extent of it is probably over-estimated, and I think our position in this respect will compare favorably with that of other countries.

These conditions are overshadowed at the moment by a war so disastrous and so unexpected that even yet many of us do not grasp the full significance of it all. New local conditions and new problems had to be met.

GOVERNMENT'S WISE COURSE.

The wise and timely action of the Finance Minister in providing facilities for rediscount, and in making Bank Notes legal tender, had a steadying effect throughout the country, and has enabled the Banks under all circumstances to meet the legitimate demands of business and to keep in hand ample resources against deposits.

Power was taken by the Government to declare a moratorium, but fortunately it has not been necessary to put this into effect, for all must recognize the supreme consideration of maintaining our credit in the money markets of the world.

The war, by closing the financial markets of all countries, has precluded us from obtaining capital for construction and development work, and so long as these conditions prevail it will be necessary for us to conserve our resources rather than proceed with other than unavoidable capital expenditure.

The financial fallacy of issuing inflated currency for such purpose—abundantly proved by experience of other countries—is well known, and Canada is to be congratulated on having avoided the miseries of a depreciating paper currency.

In this connection I may remind you there is a homely adage that "no one has yet succeeded in lifting himself by his boot straps."

Nor should it be forgotten that we have a large foreign interest indebtedness to be liquidated by exports or new borrowings.

For the latter, the London market being now less available, we shall have to rely partly on such facilities as the United States market can offer and, in a measure, upon our own resources, to solve the problem of restricted trade and shrinking revenue, as well as to meet maturing interest, capital commitments, and other obligations.

FOREIGN RESERVES VALUABLE.

Our reserves abroad have proved valuable in this connection, as they are enabling us to conserve the gold supply of Canada.

War and other adverse conditions are bound to retard our progress. A period of rest and recuperation may be expected, but the future depends to a great extent upon the spirit with which the people meet the changed conditions.

Economy and prudence in the matter of expenditure, and an earnest effort to increase production of exportable articles, will in time usher in an era of active trade and renewed prosperity.

There is no question in my mind that after a pause, the duration of which will be determined by the measure of our production and by our savings, we shall again enter on a period of progress and development, and that pause, I believe, will not be long continued.

Mr. R. B. Angus seconded the motion for the adoption of the Report, which was carried unanimously.

THE GENERAL MANAGER'S ADDRESS.

Sir Frederick Williams-Taylor, the General Manager of the Bank, then made his annual address, as follows:—

Gentlemen:—This Bank is now approaching its centenary, but never before in the ninety-seven years of its history has the annual balance-sheet been presented to the Shareholders under such universally perturbed financial conditions as exist at the present time.

For the sake of consecutiveness and as a natural preface, I may say that since the outbreak of the present war all bourses have ceased to transact business. In consequence throughout the world at large Stock Exchange securities have become unrealizable, except by limited sale and slow process.

In a sense a large part of the trading and manufacturing world has undergone a course of declension towards first principles. The most readily salable commodities in large volume now are the necessities of life, either direct or represented by commercial paper, and the appliances created by man for the destruction of life.

As the President has ably reviewed the general trade and financial situation both in Canada and at the chief centres abroad, my duties are confined to an explanation of the most important features in the accounts I have the honor to submit to you and the points arising therefrom.

It is pertinent to interject that the interests of the Bank of Montreal have become of such an international character that one cannot adequately analyze and comment upon our balance sheet without at least reference to London and New York.

LONDON.

The interest taken by Canada in the London financial situation is due to a combination of firm patriotism and monetary dependence. Not only are we solicitous for the welfare of our Empire's financial centre, but the Dominion has financed its requirements in that market to an extent obvious enough to the few but only recently fully appreciated by the people of this country as a whole.

It might be added without boastfulness that this Bank's London business has steadily increased in importance step by step with the development of our country until we have attained a prestige, and

what has been termed by others a unique position among Colonial Banks represented in the great metropolis, that you, its Shareholders, can regard with a measure of national, and may I say, individual pride.

NEW YORK.

We are naturally greatly interested in New York conditions, as not only is that city the Clearing House of North America, but also the channel through which the bulk of our foreign exchange transactions pass. Further, the financial relations of the two countries become more intimate and further dovetailed with the ever-increasing establishment in Canada of branches of great American industrial companies.

POLICY-LIQUIDITY.

It is common knowledge that the policy of this Bank is conservatism, a policy that tends in prosperous days to arouse in some quarters a measure of criticism, but one meeting with unstinted approval in times as troublous as those we face at present.

Thanks to a reasonably liquid position, the unexpected outbreak of war found us not unprepared. It was an easy transition for us to convert into actual cash and bank balances, to the extent we deemed advisable, our secondary line of defence in the shape of other reserves held, as you are aware, in London and New York.

PROFITS—PATRIOTIC FUND.

As banks are not eleemosynary institutions, it is our duty to earn for the shareholders such measure of profit as is consistent with the safe employment of your capital and the deposit monies entrusted to our care. Under normal conditions our first consideration has ever, as you know, been safety, but with the financial world out of joint, we have felt it our duty, both in self-protection and in a desire to bear our share of the national burden in safeguarding the general situation, to take additional precautions. In pursuance of this policy our cash reserves and bank balances have been brought up to a percentage point that seemingly precludes danger.

Naturally the greater volume of money unemployed, the smaller our profits. Nevertheless we are gratified to have been able to comfortably earn our customary dividend, continue the semi-annual bonus of 1 per cent., and at the same time to have made, in our opinion, full provision for realized and prospective losses.

The \$100,000 gladly voted by your Directors for national patriotic purposes was taken out of the year's profits.

DEPOSITS.

For obvious reasons it is natural that bank deposits throughout Canada should decline as they have done to a slight extent, the grand total of all the banks to the end of October being \$1,144,199,224, as compared with \$1,146,739,863 a year ago. During the same period our own deposits have increased by \$7,649,836.11 exclusive of deposits made by and balances due to other banks in Canada, which have increased by \$5,570,032.53.

CIRCULATION.

Our notes in circulation are \$169,837 greater than a year ago.

QUICK ASSETS—CURRENT LOANS.

As before intimated our quick assets have increased during the year, the ratio to liabilities to the public being 55.17 per

cent. at the end of October, 1914, as compared with 49.69 per cent. at the same date in 1913. It is satisfactory to be able to state that this has been accomplished without restricting the legitimate demands upon us by our merchant and manufacturing clientele in Canada. It is the case that our current loans in Canada, which, as you are aware, are mainly to the mercantile community, are lower now by \$10,172,653.79 than they were at the corresponding date last year, but I desire to make it quite clear that the reduction was ante bellum, and that there has been an increase of over three million dollars in such loans and of over thirteen million dollars in total loans in Canada since the outbreak of war.

It is only fair to add that the wisdom of keeping our secondary reserves—viz.: our call loans—in London and New York instead of in Canada has once again been strikingly demonstrated. If the war had found us in a reverse position it would have indeed been a serious matter, not only for ourselves, but for the entire community. In other words, the wisdom of this Bank in having its call loans available outside of Canada in time of stress is now being splendidly justified.

MUNICIPALITIES.

Our loans to Municipalities stand at \$9,017,324.26, as compared with \$5,227,905.74 at the corresponding date last year. A very large proportion of this sum has been advanced in anticipation of tax payments.

Loans have been made against the security of debentures in certain instances, but only as a matter of public policy to enable our civic clients to pay for work to which they were committed, or where the health or safety of the citizens was at stake. We have felt it our duty to urge upon both our Provincial and Municipal friends the wisdom, if not the imperative necessity, of refraining from committing themselves to fresh capital outlay and of limiting their expenditure to essential undertakings. I am glad to be able to say that as a rule our advice has been well received and in most cases conscientiously followed.

PROVINCES.

I would now like to briefly recite to you the situation as we find it in our various Provinces:

PROVINCE OF ONTARIO.

General conditions in Ontario are moderately satisfactory. Crops have been quite good, with high prices, and profitable results have accrued generally to those engaged in agricultural pursuits.

The lumber trade is dull.

The production of silver in the Cobalt District shows a slight falling off.

Manufacturing has been quiet, with a material reduction in the labor employed, particularly in those industries producing machinery and agricultural implements.

Wholesale conditions are reasonably satisfactory, but retail merchants are feeling the decreased volume of business consequent upon reduced wages and pay-rolls.

Urban real estate is inactive, but a lower level in prices is inevitable.

PROVINCE OF QUEBEC.

Reasonably satisfactory conditions prevail throughout the Province of Quebec, which, if less progressive than some of its sister Provinces, is also for the same reason less liable to periods of depression.

Agricultural conditions have been reasonably good.

The lumber trade has had an average year and the price and demand for

Great Britain are improving, due to the closing of the Baltic and the curtailment of the cut in Russia consequent upon mobilization.

Manufacturing industries have been quiescent with fewer operatives employed, but textile and certain other lines are stimulated by orders from abroad.

There has been little movement in real estate, but nominal values have not appreciably fallen.

MARITIME PROVINCES.

Though the Maritime Provinces are not enjoying the same measure of prosperity as a year ago, economic conditions may be summed up as being fairly healthy, and surprisingly good as compared with those the world over. This, perhaps, may be attributed to the fact that previously there has been an absence of inflation and fictitious prosperity, and consequently no severe reaction.

The farmers are more than usually prosperous. The apple crop has been large and of excellent quality, but this unfortunately is offset by the low prices prevailing.

Much money has been invested in the black fox industry, but this business has proved hazardous, and the possible result of a marked decline in prices must not be overlooked.

The demand and price for lumber declined during the early part of the year, but the foreign trade is improving with a resultant upward tendency in prices.

The fishing industry has been less satisfactory. The catch shows a reduction and lower prices prevail.

There has been a diminution of upwards of 250,000 tons in the coal mined in Nova Scotia as compared with last year, largely accounted for by the partial closing down of steel plants and other allied industries. This unfavorable feature of the situation is reflected in the manufacturing towns.

NORTH-WEST PROVINCES.

In the North-West Provinces agriculture and stock-raising are of primary importance, and all other industries and businesses are more or less directly or indirectly dependent upon the success of the farming community.

The results of the crop for the year 1914 have been satisfactory. Certain districts suffered severely from drought at the critical period, and the total yield is consequently less than last year, but with the higher prices prevailing the value of the grain produced is somewhat greater. More land is being brought under cultivation, and owing to the early harvest and a favorable autumn it is expected that a record acreage will be under crop next year.

Mixed farming is receiving more attention with gratifying results and more live stock is being raised.

The flour mills are well employed, but other manufacturing industries are quiet.

Trade conditions are not altogether satisfactory, but credit is granted less freely than formerly.

There has been a decline in realty values with few transactions.

The North-West Provinces undoubtedly are passing through a period of stress, but with their great areas of good farm lands still uncultivated, capable of producing vast food supplies, we look to the future with a justifiable measure of confidence.

PROVINCE OF BRITISH COLUMBIA.

British Columbia, after nearly two decades of almost continuous prosperity,

development and expansion in business is now suffering from reaction, accentuated by the general commercial depression and world-wide financial distress.

Agricultural conditions continue to show improvement. Crops are good, but the prices for fruit have not come up to expectations. There is a tendency to increase the production of live stock, for which the demand is good.

It is a matter of common knowledge that the lumber business has been in an unsatisfactory state resultant upon over-production, restriction in building operations throughout the West, and American competition.

It is estimated that the total mineral production for 1914 will be 75 per cent. of last year. Consequent upon the inactivity of the smelters, the collieries also are not doing so well, and the output of coal has been greatly diminished.

The fisheries have had a successful season. The salmon run has been good, with a ready demand and satisfactory prices. The halibut catch also has been satisfactory, but the market is less so.

Provincial and municipal expenditure is of necessity being curtailed.

The year 1914 has marked an almost complete cessation in real estate speculation with a general decline in values.

NEWFOUNDLAND.

General conditions in Newfoundland, England's oldest Colony, cannot be described as altogether satisfactory.

The pulp and paper industry is normal. The catch of codfish, the great staple product of the country, has been smaller than usual and the outbreak of war practically demoralized for a time the usual markets, resulting in a slackened demand and low prices. In both, however, I am glad to state an improvement is now perceptible. The seal catch was almost up to the average, but the lobster catch has been unsatisfactory.

As trade conditions in Newfoundland are governed almost entirely by the return from fisheries, business generally is affected disadvantageously this year, and the immediate outlook is somewhat uncertain. Nevertheless, it is well to bear in mind that the Island's all-important product is a staple article of food, and it may be that the war, so far disadvantageous, may presently prove otherwise.

MEXICO.

Conditions in Mexico continue disturbed, with business practically at a standstill, and it is problematical when a more settled state of affairs may be expected.

The business of our office in Mexico City has been reduced to the lowest possible limit and is being ably conducted under exceptionally trying conditions.

THE EFFECT UPON CANADA.

Your President has adequately reviewed the general situation in a masterly manner that makes further remarks superfluous, but perhaps I may be permitted to say, in summary of my own comments, that from the financial point of view the outstanding result of the war upon Canada has been the instantaneous stoppage of the supply of British capital, to which we had become so accustomed, that sight was too frequently lost of its importance as a factor in the development of the Dominion.

Money from this source flowed to us in such increasing volume that during a considerable ante bellum period it amounted in round figures to at least \$25,000,000 per month. Canadian public borrowings from the London money market for the

seven months ending 31st July were \$177,000,000. Since the outbreak of war the inflow of such capital has ceased.

This monetary deprivation, coupled with the necessity of using our earnings and income for the purpose of paying to Great Britain interest on our indebtedness of \$2,800,000,000 to London has brought home to us the extent to which the London money market and the British investor have been our friends, indeed our partners, in what might be termed this colossal Canadian enterprise.

TRADE.

The trade situation we are now facing is that, owing to our present inability to borrow by public process in the London market, we seemingly must limit our imports to the approximate volume we are able to pay for in exports, or we must borrow elsewhere; that is, in the natural assumption that we wish to avoid reducing our cash capital.

There is an alternative, for it will be obvious to the most uninitiated that if our good neighbors in the United States desire us to purchase from them in anything approaching the volume of the past, they must, at least during the war, whilst the London market for public flotations is closed, provide us with the wherewithal in the shape of loans to our principal public borrowers. If they adopt this course, and a commencement has already been made, it will be clearly advantageous to them and to Canada.

HOW CANADA IS STANDING THE STRAIN.

In conclusion, the financial position of our country now is that, consequent upon the prompt measures adopted by our Minister of Finance, and, owing to the elasticity and excellence of our Banking system, Canada is standing the strain without collapse. We are adjusting ourselves to the heavy burden thrust upon us without warning whilst in the constructional stage, and though here and there weak spots will develop, the general structure will surely stand the strain, and we hope and believe, we, as a country, can safeguard the situation.

It is obvious to everyone in the Dominion and to our friends abroad that we are cast upon our own resources, that we are on trial, and that our future development will depend in no small measure upon the condition in which we emerge from this trying ordeal. The longer the duration of the war, the more will the colonial props of the Empire, including Canada, suffer, but good will come out of evil, for our energies will be turned to the development of our great natural wealth, particularly our vast agricultural resources, and we can then look forward with confidence to eventually emerging from present conditions a wiser people, with our affairs on a healthier, more normal and sounder basis than that with which we were threatened.

ELECTION OF DIRECTORS.

The result of the ballot for the election of Directors was declared by the Chairman as follows: Messrs. R. B. Angus, D. Forbes Angus, A. Baumgarten, Huntly R. Drummond, C. B. Gordon, E. R. Green-shields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, Wm. McMaster, H. V. Meredith, M. Morrice, Sir-Thomas Shaughnessy, K.C., V.O.

The meeting then terminated.

At a subsequent meeting of the Directors Mr. H. V. Meredith was re-elected President.

Annual Stock Taking in Men's Wear Stores

Using Slip of Paper for Each Shelf and Deducting Sales as They Are Made — Keeping Record of Month Goods Were Bought — Sane Methods in Use.

THE taking of stock this year will be an important event in most stores, and is likely to disclose interesting situations that have never been encountered before. The task may not be as pleasant as in former years. Nevertheless, stocktaking is a necessity in well-managed businesses, and it is those who have taken stock regularly and have acted wisely on the results obtained who will find the task a pleasure.

Stocktaking is an operation intended primarily for the purpose of determining the standing of the store. Usually it occurs at the end of each year, in January or February, when business is slackest. In larger stores, where it is more difficult to keep track of stocks, the operation is performed three times a year, usually in January, early in August, and late November.

Systems in vogue vary considerably. Some men have their own ideas of taking stock, but the primary object is to find out the number of articles in stock and the cost price, and from that to work out by multiplication and addition the value of stock on hand.

Counting vs. Measuring.

In dry goods stores, where there is yardage goods in bolts, such as cloth, ribbon, lace or embroidery, the operation of measuring is facilitated by the use of a machine. In a men's wear store this cannot be done, and the merchant must resort to the system of counting each article.

It is rare that a store can find time to perform this operation in a single day. More often it is done in spare moments.

Deduct Sales From Slip.

As each drawer or shelf is counted, a slip of paper is left somewhere handy,

bearing a list of articles and the price. As sales take place during stocktaking, it is a simple matter to deduct the number sold from the total on the slip, thus giving an accurate idea of stock on the day these slips are collected.

Indicating Month Bought.

A large Montreal store attaches a small ticket to every article in stock, which bears the number and letter of invoice, with a letter to indicate the month the article was taken into stock. For instance, a cap would be marked 7050 A B, the B indicating that the goods were received during February, which would be entered on the slip 7, 7050 A B, at 8.50, supposing there were seven in the drawer, the latter being the retail price on the small ticket. From invoices the office staff can determine cost prices, and the number sold.

In taking stock it is often necessary to use discretion in regard to lines which have been in stock so long they have depreciated considerably in value. In smaller stores the proprietor himself can decide how this shall be marked. In larger stores the department manager is responsible.

There are firms who more or less govern their buying for the next season from information picked up during stocktaking. For instance, a house finds they have sold twice as many shirts at two dollars than at a dollar and a half. This gives an idea of the direction in which they should steer the following year.

TRYING IT ON THE DOG.

In a San Francisco men's store a new idea in "living models" for the display

of goods has been tried—as a "model" it was a failure; as an attraction a great success. In the window was a good-natured, well-trained bull dog attired in a collar and cravat, of which he seemed very proud. "Trying it on the dog" seemed a satisfactory recommendation for neckwear to judge from the sales which resulted.

NEW LINE OF USEFUL WORK.

A system of welfare work for the benefit of their employees is carried on by B. Altman & Co., of New York, along somewhat different lines from most firms. The medical attention given to employees is made more than a perfunctory inspection. The heads of departments are instructed to glance at each employee when the store opens in the morning, and if they show signs of illness they are sent up to the medical director. Frequently it is a mere question of rush or needed food, but often something serious is the matter, and in this case the employee gets a card with the doctor's list of suggestions by which they may recover their health again. For those who require immediate attention there is a hospital with nurses, and for all employees a restaurant with food of the best quality, and prepared in charge of a capable cook. The firm charges only enough to cover the actual cost of the food and the management of the restaurant. A rest room is provided for the employees, where they may spend a short time after luncheon. For the younger girls, instruction from a school teacher is given for a part of each business morning.

LEARN SHOWCARD WRITING

IN times of war prepare for the prosperity that is sure to come, when peace is declared, by learning to WRITE SHOWCARDS through the Edwards short-cut system. This course will put you in the front ranks for a good position.

THE SHAW CORRESPONDENCE SCHOOL
Yonge and Gerrard Sts., TORONTO. Mention this paper
Write for Handsome Two-Color Prospectus. Write to-day

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

UNDERWEAR
UNSHRINKABLE
CLOTHING
PURE WOOL ONLY

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
YONGE AND GERRARD STS., TORONTO.

Selling Evening Wear Difficult These Times

Tendency to Make Morning Clothes do for all Functions Arises Out of the Cosmopolitan Character of Those Functions Just Now—Patriotic Concerts Taking the Place of Dinner Parties, and Full Dress is Not Needed—Window Display Ideas for After Christmas and February Selling of Evening Wear.

IN a season of economy, the first things in which thrift is exercised are luxuries, not necessities. They, like Tennyson's brook, go on for ever. When the money markets of the world become tied up, the sales of bread do not show any appreciable difference. But the sales of automobiles and phonographs do. You can live without a player piano—it might be as well for their neighbors if some people did—but you must have bread to eat and milk to drink. The same principle applies with regard to dress. Obviously, some dress is necessary, but new dress may be done without, and function dress is side-tracked, while all-round attire is made to serve evening as well as day purposes. The men's wear stores are finding that this year there are comparatively few evening suits being sold. Men are buying a new lounge suit—if they have a new suit of any kind—and making that do.

This policy is to a certain extent in line with circumstances. Usually by December the "season" has commenced. Dinner parties, theatre parties and the like are in full swing by Christmas, and continue right up till early Spring. This year, however, it is not so. The war has made the difference. To begin with, many people who ordinarily would give a few dinner parties, are giving the money or a good part of it that they would expend in this way to patriotic funds and so forth. And, moreover, people are spending their time attending patriotic concerts and functions whose object is to raise money for the soldiers and Red Cross organization, and as these embrace people of all sorts and conditions, and have an appeal to everyone from a millionaire downwards—or up-

wards, if you will—dress is not worn so much. Consequently, dress is not sold so much. Dealers agree that their sales of evening wear this year for men have been comparatively small.

February the Best Month.

Of course, there are January and February still to come, and February is regarded as a big month for pushing evening wear. January is a time when the windows are taken up by displays for sale purposes, and after they are through, a special effort is made by most retailers in February to sell evening wear in particular. Firms sort up sizes for Spring selling. Usually the February sale of evening wear goes pretty well, though full dress is a much better seller, inasmuch as the man who wants to attend all sorts of functions—dinners, theatres, card drives and so on—and yet can only afford one evening suit, invariably gets a full dress suit. Paradoxically you may wear a full dress suit at a dinner, but you may not wear a tuxedo suit at a dance. February is a good month for pushing evening wear, because it is a big month for functions, the biggest in the season really. And this year more than ever the tendency will be to leave all entertaining that can possibly be postponed until late in the season.

Attracting the Buyer.

There is a perpetual discussion as to the advisability of using the price ticket in the window of men's wear stores. Whether or not it is advisable in general apparel, it is the rule—more or less general—to dispense with it in the case of a window displaying evening wear only. The best thing is a well-done, attractively-worded large card. "Correct Formal Dress for the Well-dressed

Man," or "Would you be De Rigueur?—then See Our Window," or something along this line.

A rather attractive ticket was in the Cambridge Clothes Store's dress window. It was a white card, inset in a black, about 9 by 6 inches, bearing the words: "Correct Formal Dress," neatly printed, leaving lots of white space. Then, pinned through the card was a white flower, the finishing touch to the severe attractiveness of the black and white evening garb of a man. That flower was a good display "stunt."

When Ticket May be Used.

The idea of dispensing with an actual price card in a dress window is because, in the main, the window featuring that sort of thing is attractive to the man who has the money to bother with evening wear. And if he has, he will be interested enough, should a particular display strike him, to enter the store and make enquiry as to price. At the same time, when a retail store has been offering its wear by advertising in the papers and quoting a stated price, as for instance, "full dress, \$30; silk-lined, \$5 extra," then the ticket should be in the window to show the public who have read the ad. the thing talked about therein.

If window display is an important thing in all times, "a fortiori" it is in times of financial stress. The retailer has to put forth all his efforts to lure the man in the street on to buying, particularly anything which is in the nature of a luxury. I am told that there will be no price-cutting resorted to so far as evening wear is concerned to catch the business. But, then, this line is not a staple, of course, and it should not be necessary.

What Montreal is Showing for Formal Evening Wear

By Staff Correspondent.

THERE are stores on St. James Street, Montreal, which display evening dress from year's end to year's end with the knowledge that in the financial section of the city the demand is constant, and that those who display also sell. The day when one particular store was looked upon as the one and only place for evening clothes has

gone. It has come to this, that evening clothes, like ribbons, hardware or apples, must be displayed or kept on the shelves. Some of these stores, following the tendency in every other line of merchandise, have been displaying garments, the tickets on which bear two figures, of great disparity, the upper of which is disfigured by two thick red lines. Mer-

chants admit this does not look nice, especially in high-class stores, but they cannot help themselves. One of the largest stores on St. James Street announces in gigantic letters that they are selling at January prices.

All this will come to an end before Christmas, when these stores who con-

(Continued on page 60.)

Artistic Trim of Correct Evening Dress

(Completed Within an Hour)



This trim of formal evening wear that was put in the window of Fitzpatrick & O'Connell (Cambridge Clothes Shop) for The Review, by R. C. MacDonald, attracted much favorable comment during the short time that it remained in the window and was indeed a distinctive piece of work. The color scheme was delicately handled: puffs of old rose silk over the neck piece of the forms, gold velvet drape with the palms, light oak background (painted out in the illustration owing to the electric reflections), and the black and white of the evening wear made a rich combination. The whole trim is well balanced with two dress suits and an overcoat on stands as the basic units, with a throw-over and tuxedo on Circassian walnut chairs. The finishing touches consisted of white gloves with black facings; a white vest draped with a cane and three more along the base of the trims, and one most artistic device,—a white carnation with green foliage attached to a black card with white inset and gilt edging, on which was inscribed: "Correct Formal Clothes." A highly creditable piece of work withal!

The central unit was the latest cut of evening dress; the coat with short, wide lapels, with soft roll, made not of corded silk, but one of a satiny finish; four buttons, closely fitting around the waist; cuffs on sleeves bound with silk. Vest of pique, fancy figured, shaped at bottom to correspond with coat, and with similar roll lapel; mushroom shirt with double cuffs, semi-laundered; black piping and guard; small wing collar; tie of silk with black edging.

A white carnation completed the outfit, while the old rose puff added the requisite, a warm and rich touch of color.

The dress suit on the left was a trifle more conservative; with three buttons, no cuffs and no binding. The cut was for an older man. The rest was of a similar cut to the coat, and the old rose puff toned up the trim.

On the right was a Chesterfield overcoat of dark grey cloth, silk lapels and three buttons, also fitted with a puff.

Upon the chair on the left was an easy grouping of accessories, silk hat, gloves, and a very handsome but simple throw-over, of dark grey cloth, silk-lined, bound with broad band inside; straps for holding, no buttons. On the other chair was a Tuxedo, wide, high lapels, with one button.

The canes used were of ebony and mahogany, with silver mountings.

The two palms were mounted on oak pedestals about 18 inches high, and draped with gold velvet to match the woodwork, the plush covering the pots and falling down to the ground.

The fixtures, it will be understood, are such as not to clash with the goods shown.

The three forms are of papier-mache, covered with black cloth, and were designed for the firm and a beautiful fit is secured, as on a live model.

It should be noted that Mr. MacDonald makes it a practice to use small sizes in the windows, 34's and 35's, believing that clothes on smaller forms look the neatest and never seem too large for any window.

The whole trim was completed within the hour.

WHAT MONTREAL IS SHOWING FOR FORMAL EVENING WEAR.

(Continued from page 58.)

sider evening dress a staple, will remove their cut-price tickets, and dress a window of surpassing excellence that will draw customers for Christmas gifts. The average store has not yet begun to think of evening dress except to catch trade for a few dances. Supplies of new lines are just arriving, and manufacturers in certain cases have not placed their goods in the hands of retailers.

Black Figures on Mushroom Shirt.

Whatever the cause, little new has arrived either in dress suits or accessories. There are distinct novelties, however, both in waistcoats and shirts. One of the smartest things is a white mushroom pleated shirt. White mushroom shirts will certainly have the biggest call this year, especially among the young men; but the shirt referred to above has something new in the shape of small woven black and white figures on the bosom. These will retail from \$2.50 to \$3. Mushroom pleats will be worn both for dress or with tuxedo. There are some houses who have not taken kindly to the mushroom pleat in the belief that evening dress is standard, and the plain-er the better. It is a fact that the demand for the plain white shirt will enjoy a large sale among the older men, but there is no doubt that after a year the mushroom pleat has ingratiated itself in the favor of the younger men.

Waistcoats of V Shape.

Waistcoats are being made with a more perfect V opening. Last year the shape was more like the letter V. One of the daintiest things being shown this year is of white silk containing a small flowered pattern, the lapel being of white satin, which is in marked contrast with the flowered silk, and gives a very pleasing effect. Besides these, the usual cord silks and fancy piques are being shown.

For dancing, a black silk sock will be worn considerably, with cashmere heel and toes. These were introduced last Spring, but are still good sellers for dancing. As the toe and heel are the points where most wear is encountered, cashmere is stronger than cotton splicing.

A Taper Silk Hat.

The same collars are being worn as in previous years—that is, straight standing or small wings, the latter holding strongest. Plain white ties are being carried by most stores, with very few fancy lines.

A nice new idea in dress gloves is of perfumed kid, having silk and plain fourchettes. Moonstone or pearl studs

are very good, some nice novelties being shown this year of pearl, with gold finish.

Plain-headed mahogany sticks will enjoy a better sale this year.

The silk hat this year differs from

former years in that it is made with taper crown, having the usual velvet band for dress.

Nothing strikingly new is noticed in suits, except that they are a little more form-fitting than usual.

Late Winter Types of Overcoats

THERE is a decided tendency towards shorter overcoats this season without a doubt, especially with younger men, who place smart appearance before solid comfort. Models are being shown with sloping shoulders, of nap cloth, wide lapel and deep arm-hole, and horn buttons. Popular fancy runs in the direction of double rather than single-breasted.

To meet this tendency for shorter garments, the Balmacaan has been made of heavy-weight cloth for Winter. This is something new in the way of Winter overcoats, and it is doubtful whether they will be received favorably except by the younger men. It is an easy-fitting throw-on coat, with wide flowing sleeves, and is made with the military collar.

A New Winter Type.

Some idea of the trend of fashion can be gauged from a new Winter garment recently put on the market by a well-known Canadian manufacturer. Its chief attractions are its athletic freedom and the broad velvet collar. It is a double-breasted topcoat, a three-button Chesterfield type, made in good Winter weight overcoatings.

The Canadian ulster is on the market again, and will enjoy a sale equal to that of former years. It is a coat that seems to meet the needs of the average Canadian as well as anything. It is being made with generous storm collar, two-piece belted back, as well as with the storm collar, with three or four buttons.

Green Chinchillas.

In cloths, chinchillas, tweeds and naps are being used extensively. Grey chinchillas, judging by the number seen on the street and displayed, should be good sellers. Green, however, seems to be the prevailing shade, and some beautiful broken plaid designs and shadings of green interspersed with greeny-blue shades, are among the designs which were popular in the Fall, and will be, no doubt, throughout the Winter.

Burberries are being imported, unlined and loose hanging, which wrap around the figure like a steamer rug. In these the cloths are mostly naps, with small subdued cheeks and mixtures. Some are lined over the shoulders and sleeves, and have a wind-guard in the sleeve which

can be pulled down, and which snaps around the wrist. This makes a fine coat for riding or motoring.

Electric Suits

French scientist says we can wear electric storage battery and keep warm.

THE New York Sunday American contains an interesting account of an alleged discovery by a French scientist by which heat can be kept in clothing. Clothes as worn now do not produce heat, and they keep in only a very small percentage of the large amount generated by the human body:

"A French scientist, Professor M. C. Herrgott, of Belfort, has at least succeeded in producing suits made from an electrically wired fabric which meet all practical tests. Experiments recently with them at Bordeaux, under the direction of Professor Bergonie, the distinguished scientist, show that they leave nothing to be desired except as to their cost, which is altogether too high.

"In the suits, as made by Professor Herrgott, the wiring is woven into the cloth so that only an expert would know it was there, and so that it does not in the least affect the appearance of the fabric or its suppleness and wearing qualities. The metal used is an alloy which is very light and will not rust, and the construction is such that a short circuit, with the consequent shock or burn to the wearer, is practically impossible.

"One of these electric suits can be connected to any electric current of ordinary voltage, as you do an electric iron or a fan or a lamp. Storage batteries carried in the pockets will be sufficient to keep the suits heated for short periods, and automobilists can make connection with powerful batteries in their cars when they feel the air is too cold."

NO CUTTING UNTIL FEBRUARY.

In one of the leading cities of Iowa the men's wear stores got together and agreed not to cut prices on clothing until after Jan. 1, and only then on suits. Overcoats would not be cut until after Feb. 1. They claimed that the winters were beginning later out West and there was now a fine chance for selling all through January.

Father and Son Can Wear the Same Styles

A father, about forty-five, and son, who may have cast his first vote, stood talking together. Both were clean cut, well built, and well groomed. Both were noticeable because of their stylish appearance.

But here is the odd part: **THEY COULD HAVE CHANGED SUITS AND NEITHER WOULD HAVE LOST A BIT OF THEIR SMART APPEARANCE.**

When the statement is made that a well-dressed man of forty-five and his son of twenty-one can change clothing and both appear equally well dressed—and the accompanying is from the advertisement of one of the big American clothing houses—we may stop to add the proverbial grain of salt, but, generally speaking, we must agree with the idea emphasized, and that is that the middle-aged man is keeping in touch with the young idea in his dress.

Paraphrasing, we might say that a man is as young as he dresses. But the average male when he gets to the age of forty-five can hardly expect to change clothes with his down-chinned son. The point is that it is the modern tendency for the middle-aged man to look as young as his bout with time and nature will permit. Modern business demands a man of smart appearance, and the impression of aggressive youth is an important asset.

No longer is it necessary for the man who sits in a swing chair to wear a frock coat. One of the first assets of the modern business is aggressive activity, and we cannot picture a progressive merchant or manufacturer wearing a costume such as is usually credited to the corn doctor.

Of course, there is a marked difference between some of the extreme suits of the "college boy" variety and the business sack of the middle-aged man. But the business suit of the young man cut on the latest lines varies but little from that of his father except in those departments where changes are so often necessary owing to the effect of the passing years upon the figures. And in the materials there is no difference whatever.

Remarks more or less suggested by the comic papers are heard commentary of the tendency of modern woman to defy the advance of years by dressing in the same style as her daughter. There are few models now for the woman of middle age which, so far as style is concerned, would not suit the debutante.

Man in his dress is following the example of the weaker sex (no discourtesy meant to the militants).

And nowadays there is no reason why the father should not buy his suit ready-made just as well as his son. There are models for both. Wonderful strides have been made in the past ten years in the making of clothing, and to-day the man who wishes a suit at a moderate price usually gets better satisfaction in buying a good ready-made suit than with the custom tailor; thirty dollars to-day is just as often paid for a ready-made suit as was fifteen dollars a decade ago—any clothing salesman who has been in the business that long is well aware of this.

Christmas Windows

These Must be Depended on
Most For Sales the Last Week
—Prices or no Prices.

Of course, window dressing is an important feature. The great necessity in display science is novelty; there is a perennial need for it. But, novelty or no novelty, Christmas suggestions in holly and green stuff, and colored bunting, mock snow, and so forth—all this attracts. Once the shopper is attracted to gaze over the windows, it is more than likely that he or she will see something that takes the fancy, and will go in and buy.



A NEW TYPE FOR WINTER.
This has a certain athletic freedom about it; broad velvet collar, three buttons. Courtesy of Semi-Ready.

Ads Last Week Don't Count Much.

Most retail stores in the men's wear business agree that advertising the week before Christmas is not much good. People are too busy looking at shops for what they want to bother reading ads in papers. Those are good policy at other times, but not when the shopper is hustling and bustling around to get through the Christmas shopping quickly and yet in a way that leaves a satisfied impression.

When Price Tickets Are Wise.

There is considerable discussion as to the question of price tickets. Many dealers think it expedient to use them with the articles in the windows. Others disagree. Largely it is a case of where the store is situated. If it is a more or less exclusive locality, price tickets are superfluous, if even they may not be considered bad policy. A store which has a high-grade reputation can expect people to come in and look at their offerings and ask questions as to price. A store on a street which is the shopping Mecca for all sorts of purses, long or scant, should, on the other hand, price the goods in the window. It is safe to assume that the great proportion of people coming up and down in front of a window in this class will want to know quickly whether they can afford are article they see displayed or not, without bothering to go in and ask.

It seems to be axiomatic that retailers of men's wear articles would be foolish to cut prices just before Christmas just "to catch the trade." The thing to remember is this: while you are out to sell your offerings, the Christmas spirit the last few days is such that people don't haggle over prices very much. Christmas is in the air, they need goods in a hurry and so they are willing to spend their money in many cases lavishly, and in the majority of cases at any rate, quite freely, and they won't insist on out-of-all-reason cheapness.

The "Usefulness" This Year.

There is this one thing to prognosticate about the pre-Christmas week this year in its relation to men's wear salesmen. It will probably be a satisfactory time for them because everybody is buying useful things as gifts. That is the men's wear salesman's pull this year. Play up the idea of the useful present, and play it up big. It will have to be the order: thrift is the great slogan these days. See that you take advantage of it.

Odd Twists and Fancies in Men's Fashions

WANAMAKER'S HAVE INTRODUCED a new hat which has two rows of cord for a band in place of the usual ribbon.

IN JEWELRY FOR INFORMAL evening wear there is a tendency for black and white. Small diamonds or pearls are found with onyx.

IN NECKWEAR THERE ARE indications that military red and French blue will be strong for Spring. Blue and white combinations are coming in fairly strong.

TWO PREDICTIONS FOR SOFT HATS for Spring are gaining support recently: the pearl colored and black. Dealers are reluctant to place orders with the color uncertainty that is prevailing.

THERE IS LESS OF COLOR shown in evening wear than usual, but in New York there is a mingling of a deep purple velvet for the waistcoats with black coats. A few deep blue coats have velvet waistcoats of the same color.

THE BALMACAAN is still having a sale even for Winter wear and orders for next year are fairly liberal a number of mills are showing a wide range of materials for Balmacaans for next fall.

MANY PATTERNS OF SHIRTS in very loud plaids are being shown in several large U.S. cities, both plain fronts and tucked, and the merchants are surprised at the response of the public.

A REPORT FROM ENGLAND states that the bow at the back of soft hats has been tabooed because it originated in Austria. The same fate befel the feather in the band, and for the same reason.

AN UNUSUAL TYPE OF JACKET is being shown in New York for informal evening wear. It has three buttons and a straight front with high opening and narrow shawl collar faced with bright satin. This does not come to the edge, but there is about one-quarter of an inch of the cloth there. Narrow cuffs are treated in a similar way. The three pockets are horizontal. Three satin stripes run down the trousers.

GIVING EXACT NUMBERS.

Wanamakers Tell You They Have 528 of This and 74 of the Other.

It has long been a custom of Wanamaker's, New York store, to advertise a definite number of goods on sale in connection with the announcement of the reduced price. The following is a good example:

"Two of the most dependable and enterprising manufacturers," they explained, "anticipated a large demand this season for high grade clothing. They bought heavily here and abroad of both overcoatings and suitings. But the demand did not materialize; and the Wanamaker store, as the largest, quick distributors of men's clothing, were privileged to secure their stocks. We took only the best—3,784 fine overcoats and suits, made up in fabrics selected by us, in the manner specified by us, at averaging below manufacturing cost." The stock of overcoats which they offered at \$24.50 measured, they said, by the prices on their regular stocks of clothing, graded up as follows: "396 are of \$35 grade; 401 of \$40 grade; 373 of \$45 grade, and 293 of \$50 grade." The suits offered at \$18.50 were made up of the following: "294 of \$25 grade, 247 of \$27.50 grade, 212 of \$30 grade, and 248 of \$35 grade."

To Mothers

Dear Madam:—

"What every mother knows" probably includes a realization of the fact that "Boys are hard on their clothes."

And knowing that, she wants clothes sold by a retailer who is aware of the same facts.

We are makers of good clothes for boys with special features of our own that you will not find in other makes. Our new styles for Fall and Winter are ready for your inspection and include many novelties that are sure to interest you in suits, overcoats and reefers.

Every garment has been marked with a price that means full value for every dollar you spend and with the full understanding between us that your money is only on deposit until you are pleased. You see we have FAITH in our garments, in our methods, in our salesmen, and in ourselves. Can you imagine any better reason for our success?

With all good wishes,

We are yours truly,

OAK HALL CLOTHIERS,
Cor. Yonge and Adelaide sts.
J. C. COOMBES, Manager.

WHOLESALE PRE-INVENTORY SALES.

Marshall Field & Co., in their weekly review of the dry goods trade, say:

"The advent of cold weather has produced seasonable activity in both retail and wholesale dry goods business. Orders for cold weather lines of dry goods have materially increased from road salesmen by mail and telegraph, and orders for merchandise for Spring delivery show signs of improvement, although merchants continue to be governed by conservatism.

"Active preparations are being made by Chicago wholesalers for the semi-annual pre-inventory sale of Monday, Tuesday and Wednesday, November 30, December 1 and 2.

"The cold weather will undoubtedly reduce retail stocks to such an extent that we anticipate a good attendance of buyers at this sale."

CLOSE SATURDAYS AT 6 P.M.

James Ramsay, Limited, large department store proprietors in Edmonton, Alta., have decided to close their store on Saturdays at 6 o'clock, beginning on December 26. Extensive alterations have been taking place recently and these, the management feel, will enable everyone to do their shopping before that hour. This will mean a big boon for the clerks, and the proprietors are to be congratulated on this courageous step.

Will the \$2 Hat Become the Most Popular?

Tendency in New York Appears to Be in That Direction and Some Outstanding Successes Strengthen This Position—Manufacturers Opposed—Opinions of the Trade.

ONE of the most significant features of the hat market at the present time is a pronounced tendency toward \$2 hats. says "Men's Wear," New York. Apparently hats of this particular grade and price are becoming more popular with the consumer all the time, and probably more of them are being made and sold now than ever before. The fact that interest in \$2 hats is gradually increasing throughout the retail trade may be observed in more ways than one, but especially is it reflected in the growing number of inquiries that are being received from merchants in various sections of the country, asking where they can buy hats to retail at this price. More and more, it seems, the impression is being created among the people in certain localities that \$2 is the standard price to pay for a hat, and while this may not be in direct accordance with the best interests of the hat industry, there are unmistakable evidences that such a tendency does exist, nevertheless, and nothing in particular is being done to counteract it. This is a subject in which every retail hatter, whether he sells \$2 hats or not, ought to be, and no doubt most of them are, deeply interested.

No Upward Move in Hats.

Why should a man, it is argued, who wears a \$25 or \$30 suit of clothes, a \$5 pair of shoes and a \$1 or \$1.50 tie top off all these things with a \$2 hat? For some time past the tendency in other articles of wearing apparel, clothing, furnishings and shoes has been distinctly upward—that is, toward better qualities—but not so in hats. Even the unusual economic condition that is prevailing now has not materially affected this order of things, for as a rule men are continuing to buy the same qualities of goods now that they were accustomed to before this depression set in, though probably not so frequently or in the same quantities. Hats are the only article of men's wearing apparel in which the popular trend of quality and price is downward, and there are many arguments against this course, considering the importance of a hat in a man's attire.

Think, for instance, of what women pay for their hats, and how often they buy new ones. Compare the profit realized on the sale of \$2 hats with that on \$3, \$3.50, \$4 and \$5 hats. Manufacturers of high-grade hats, with few exceptions, admit that a strong undercur-

rent is flowing in the direction of popular-priced goods, but none of them are making any determined effort to check it. Some claim this demand originates with the consumer, while others declare it is created by the retailer, so it is difficult to really place the responsibility for this condition.

"The Cleverest Man in the Business."

A chapter about \$2 hats would hardly be complete that did not contain some mention of Truly Warner and the remarkable success he has made with his chain of stores, specializing on \$2 hats. This man has become a power in the hat business. He is not only to a considerable extent setting the pace for style in men's hats, but, in the opinion of many, he is setting the standard, too. It is due to his efforts and his way of doing business, probably more than anything else, that the \$2 hat is now receiving such recognition by the consumer and throughout the trade. There are some manufacturers and jobbers who admit that they cannot get certain customers to place their orders until they know what Truly Warner is going to show. His styles are copied far and wide, and by his progressive advertising methods he is teaching men, both young and old, to believe that \$2 is the right price to pay for a hat. His influence is being manifested throughout the country, and as a result thereof \$2 hat stores and departments are being opened and established everywhere. There are other concerns successfully operating chains of \$2 and \$1.50 hat stores throughout the United States, particularly in the larger cities, but none of them is given as much credit for popularizing the \$2 hat as Truly Warner. His values, style and quality are generally acknowledged in the trade to be a bit superior to those of his competitors, and it is said that he is giving proportionately a better value for the money to-day than a great many \$3 hatters are. Here is what a manufacturer of high-grade hats who, of course, does no business with Truly Warner, says about him:

"Truly Warner is, without doubt, the cleverest man in the hat business to-day. He stands head and shoulders above everybody else in the retail merchandising of hats, and although I hate to see any business thrive that tends to produce a lower standard of goods, I would be very narrow minded and prejudiced not to admire his aggressive tactics.

There are probably several of us manufacturers who would like to see him go out of business, because there is nothing in the \$2 hat business for the manufacturer but that does not reflect upon the fact that he is a wonderfully successful merchant."

A jobber of cheap hats made this very frank statement:—"It's the man on the street, the consumer, who is responsible for the increasing demand for \$2 hats."

Consumer's Attitude Towards \$2 Hats.

It used to be that the average man who wore a \$2 hat was ashamed to admit it, but now his attitude has changed. Try to ridicule him about it now and he will answer, "Yes, I'm wearing a \$2 hat. What of it?" A prominent business man remarked the other day: "I bought a \$2 hat this fall; a fedora. I am conscious of having paid this price, because I have noticed the advertising of a prominent \$2 hatter, have been in his different stores, and have figured that they were all right. I have argued it out this way: What is the good of buying a more expensive hat, for when I get tired of it I can throw it away? This is the first hat for less than \$5 that I have brought in five years, but I have found it very satisfactory, and have about made up my mind that I am not going to pay over \$3 for a hat hereafter, probably not more than \$2, then after a month or so I can throw it away if I don't like it." That statement was made by a man who can well afford to wear hats that cost much more than \$2, and it is quoted here because it is quite typical of the reasoning advanced by the average man who is changing from a high-grade to a cheap hat. Others argue that not one man in a hundred, excluding those connected with the hat business, knows anything about the quality of a hat, anyway, and that, so far as style is concerned, that may be had in a cheap hat as well as in an expensive one. To the manufacturer and the buyer who are endeavoring to build up a high-class trade these arguments may sound somewhat ridiculous, but they may be heard time and again, and are mentioned here to show the attitude of the consumer which the high-grade manufacturer and merchant have got to contend with. It is reported that some \$2 hatters in the West have adopted this slogan in their advertisements and window show cards: "Don't pay \$3.50 for one hat. Add a half-dollar to it and get two. Have a change of hats."

This may not appeal to a large number of men, but it is bound to have an effect in one way or another.

What's to Be Done About It?

"The hat is one of the most important articles of man's wearing apparel," said a maker of high-grade hats, "and there is no reason in the world why the tendency should be downward when the trend in other articles is upward. Hats cost more to make now than they used to, and manufacturers, as a rule, are giving about the same value to-day for \$24 a dozen that they did fifteen years ago for \$30 a dozen. The manufacturers cannot advance their prices on account of the fixed prices at which the retailers sell hats to the consumer, but they can use cheaper materials, and this they will have to do if conditions in the hat market do not improve soon. However, I believe the time is coming when prices will be advanced, and hats that are selling to-day at \$2 will be sold at \$2.50, and the present \$3 hats at \$3.50, and so on. Something like that will have to be done, but just how it's to be accomplished is a question that only time can answer."

The Wholesale Price.

Discussing the question of prices, a jobber of high-grade hats said: "Most of the \$2 hats sold to-day cost the retailer \$13.50 to \$15 a dozen, minus the regular discounts, comparatively few being bought at \$16.50. The retailer could not stay in business if he had to pay this latter price for all the \$2 hats he sells. To do business successfully he must make a gross profit of at least 33 1-3 per cent. of his selling price, which does not leave him a net profit of much over 10 to 12 per cent. after his selling expenses are deducted." It is pointed out, however, by others in the trade that the selling expenses of one of the foremost \$2 hatters in the business are comparatively low, and that he does pay \$16.50 a dozen for a big quantity of his hats.

Is there anything that can be done to counteract this tendency toward \$2 hats? That's the real vital question with which the high-class manufacturers, jobbers and retailers are confronted. And, if so, what is it, and how can it be accomplished? There are certain facts in the situation that must be faced, and the sooner the better. One manufacturer made the questionable assertion that the less said about this subject the better it would be for all concerned.

High-Grade Hat Department Won Out.

The hat buyer for a prominent retail men's wear concern in New York, which operates several stores in the metropolis, relates the very interesting story of how the firm's high-grade department was

established and made successful as follows:—

"It is rather difficult for me to express my views on the cheap hat business, because I am interested in a higher grade of merchandise and give about 95 per cent. of my thoughts to my own business and 5 per cent. to the other fellow's. I should imagine the merchants who have become so interested in the cheaper grades of goods, instead of using their own past experience to benefit their own business, are devoting 5 per cent. of their thoughts to their own store and 95 per cent. to worrying about the 'fellow down the block.'

"I am associated with one of the foremost New York retail men's wear concerns, who sell hats at from \$3 to \$10. This branch of our business was installed four years ago, during the period of what I may term the featuring of sensational styles. I was asked to consider seriously starting our hats at a \$2 price. I gave this matter considerable thought, and fought a great deal of opposition from my fellow employes who were consulted on this subject. The fact was impressed upon me by my employers that I must never forget one policy—the maximum of quality at a minimum of price, and still be consistent with a policy of doing business with a well-dressed, intelligent public on a basis of no regrets. We decided to sell our hats at from \$3 to \$10, and we designed and bought our hats accordingly. The year 1910 found our business very small indeed, but we realized that the foundation was well laid. The end of 1914 will find us doing just seven times as much hat business as in our first year, 1910.

"I do not doubt that we would have an additional volume of business if we sold a \$2 hat, but I do not think our gain in volume of business would have given us the foundation we now find ourselves possessed of, and to me an ounce of standard is worth a ton of uncertainties in building a new branch of a well-established outfitting business. If we were in business for a minimum and not a maximum of quality, we no doubt could sell a lot of good-looking hats for \$1 each, and those hats would be worth the price asked. But when we make a sale we make it at a price plus a public confidence, and we find our clientele too intelligent to have perpetual confidence in a \$3 hat for \$2. We retail a \$3 hat for \$3. Our \$3 hats are not worth \$4. They are as good as any \$3 hat sold in America, and better than most sold at this price.

"My study of the public and their styles to-day gives me one answer, viz.: The sensationally dressed and those of simple elegance. My aim has been to strike a medium by giving those favor-

ing simple elegance enough style without making them unduly conspicuous. We find that plenty of the latter prefer to pay from \$3 to \$5 for a superior quality."

A well-known jobber and importer of high-grade hats, discussing this subject, said:—

"It strikes me that the reason why \$2 hats are becoming more popular with the consumer is simply because more retailers have got a notion in their heads that they can do the business of their city if they sell hats cheap, and instead of a man, as heretofore, going into a store and willingly paying \$3, \$3.50 or more for a hat, the tendency now is to offer him nothing but \$2 goods. As one customer expressed it to us, his reason for this is because he did not have to talk much to sell them. Of course, if a man is in business to have his day's work represent a minimum amount of energy and effort rather than money in his pocket, naturally this is a good situation.

"There is no good reason why \$2 hats should be pushed. Hats are costing just as much to make as they ever did. Other lines of wearing apparel are priced higher, and the retailers are getting these higher prices. For instance, many men used to think that 50 cents was as much as they ought to pay for a necktie. Now they are willingly paying \$1. 1.50 or more. Again, many standard makes of shoes used to be priced at \$3. Now the consumer willingly pays \$3.50 for the same shoe. Same way in clothing—all suits are sold proportionately higher than formerly, simply because the style and get-up will interest the man, and he is willing to pay the price. The same is true in many other lines, but the much-maligned hat has been reduced in price through the efforts of the retailers, not because of the demand of the consumer, and now a man is buying a hat for \$2 when he could just as readily have been educated to buy a \$3 or \$3.50 hat.

"As a general thing, no man makes money merchandising downward. Not only his pocketbook but his reputation and prestige have to suffer. If a furnishing goods store makes a feature of \$2 hats, everything else that is offered is apt to be brought down in the mind of the prospective customer to the same low level. After the clerk has sold the customer a shirt at \$2, a cravat at \$1, and other high-class furnishings at a proportionate figure, he is taken into the hat department. He is accustomed to paying \$3 for a hat, and if he is offered a hat at \$2 he has a feeling, whether he expresses it or not, that all the other merchandise he has bought is rather high priced.

(Continued on page 66.)



Greetings



THE arrival of the usual period for an exchange of Christmas greetings this year finds us in a mood, not for the casting-off of the Yuletide tradition, but for recognizing in it a sentiment of broader significance than has yet attached to it. The Christmas spirit of Canadians in former years passed little beyond the bounds of the Dominion. To-day all Canadians instinctively extend these to their Empire-contingent on Salisbury Plains or already on the battle lines, fighting the world's fight for humanity and civilization. Nay more: to our kinsmen over the seas, and to the allied peoples, knit together by the shedding of blood.

While for all of us there is conquered up an image terribly at odds with happiness and a universal feeling of good-will that hitherto has marked our Christmas tides—the mortal battle strife and the sound of sorrow subdued—it is all but the prelude to the lasting realization of the Christmas message of old: “Peace on Earth, Good-Will to Men.”

For the year that is near at hand The Review bids its readers be of good courage, confident that ere many months have passed, the arch-militarist Empire will fall crashing amid the ruins of militarism and that commerce, enthroned again as one of the world's fairest arts, will yield her fruit, unblighted. May the close of the coming year see the words “Happiness and Prosperity” written across the books of the dry goods men of Canada.”

SHOW THE GOODS QUICKLY.

"IT'S worth while for any clerk to learn, right at the beginning, how to show the goods quickly," said an experienced hardware dealer the other day. "Quickness of eye and ear and mind are very necessary qualities in the salesman. The clerk's time represents money, and the clerk who is exceedingly slow in serving customers not merely exasperates the customer, but runs up the cost of the sale.

"I had a junior with me last fall. He was a good, honest fellow, and wanted to do what was right; but he was horribly slow. It would take him all of two or three minutes to drawl "Good morning, sir," and as much longer to find out what the customer wanted; and ten minutes would be gone in most instances before he actually got down to the real business of showing the goods. Why, I had another man behind the next counter who would make a couple of sales in the time that chap took to get under way."

Particularly in busy seasons, the salesman's time counts. Where there are a large number of customers to be waited upon within a very limited space of time, the clerk must move quickly. Now and then a clerk tries to economize time by slighting the customer, giving him half attention. This is not good business. It is better business and better salesmanship to learn the knack of quick, efficient, business-like service behind the counter.

Quick service doesn't mean inordinate haste, and constant hustle and bustle. The man who is always in a hurry as a rule doesn't get there. But to think quickly and act instantly and with decision, to say the right word and do the right thing on the spur of the moment, and to keep perfectly cool and good-tempered and unexcited, is a far more important and far more essential item in the making of sales.

"Briskness" is a word which describes the quality of a live, wide-awake salesman. He is quick—but he doesn't allow himself to become excited. He hurries a sale along without appearing to do so.

For instance, a lot of time is wasted in mere gaps in the selling talk. The salesman shows a saw. He lets the customer look it over. "Is this a good saw?" asks the customer. "Will it do for all sorts of work?" The clerk meditates a moment. "Yes, you'll find it a very good saw," he replies.

Yet it is just as easy for the clerk, while handing over the goods for inspection, to say: "For general purposes, doing ordinary work around the house, this is just the saw you want. It's excellent value for the money and ready to use just the way it is." All this can

A CHRISTMAS CIRCULAR.

Dear Madam,

Why not choose neat, good-looking, well-made "Ties" for your "Christmas gifts."

It is hard to think of a Gift that a man likes better than a well-chosen "Tie"—something he always has use for—something he always appreciates—something which always keeps the giver in mind.

And such "Ties" as we are showing at half dollar to \$1 cannot be equalled down-town. But you will appreciate this when you see them.

Each "Tie" will be neatly folded into a Dainty "Xmas Gift Box" (without extra charge).

Let's help you—describe "him" to us and we know the color and design that will be most becoming to "him."

EVANS,

The Neckwear Specialist,

411 Roncesvalles Ave., Toronto.

he said in the half minute it takes the clerk to hand the saw to the customer. It saves time, it answers the customer's questions in advance, and—it is better salesmanship. The little bit of sales-talk which accompanies the article disposes the customer in its favor.

Put in a good word for the goods when you're handing them out for inspection. Don't wait for the customer to ask questions—anticipate him by talking up the selling points. That is the way to save time in selling. More than that, it makes it decidedly easier to sell. The customer feels that you are taking an interest in him, and in the goods, when you volunteer information. And the good salesman always volunteers information that may seem helpful; he doesn't stand behind the counter waiting to be asked.

Try this speeding up process. Don't do it with the primary idea of hustling a sale through for the sake of the time you're going to save; rather keep in mind the idea that quick selling is efficient selling. Don't spur yourself into a frantic hurry. But, keeping cool every minute, just fix your mind on the sale; learn to hand out the goods quickly; get the knack of saying something about them that will help a sale as you hand them out. Speak, not rapidly, but clearly and distinctly, and say just as much as is necessary—no more. And put a touch or two of enthusiasm into your talk. Try to make your customer feel, from your tone and manner, that you're anxious to see him well served, and that you firmly believe the goods

you're offering him are the only goods that will fully satisfy his need.

A pleasant, interested manner has a great influence in inducing sales. I have learned that from the buyer's as well as the seller's side of the counter. The indifferent clerk is handicapped by his very indifference; the clerk who is thoroughly interested finds in his interest a powerful ally in securing sales.



WILL THE \$2 HAT BECOME THE MOST POPULAR?

(Continued from Page 64.)

"The whole idea is wrong. The consumer doesn't want \$2 hats, but they have been forced upon him by retailers who think that they can do the business of their town by following the lead of a certain class of merchants who operate chains of stores throughout the country, and who, because of their enormous business and large buying power, are able to put out hats at \$2 which are good value. These stores sell hats at a very close margin, and a very few of them are making money. Practically every other retailer who attempts to equal the values of these concerns is losing money day after day, whether he knows it or not. To put out a hat to equal the goods shown by these specialists, or large operators, he must pay at least \$16.50 a dozen. This hat sold at \$2 represents a profit on the sale of 31 per cent., and it is probably costing that man anywhere from 24 to 28 per cent. to do business. And bear in mind he has not made the 31 per cent. profit unless he sells every one of the 12 hats in the dozen at the full price.

"Retailers do not realize the expense of doing business nowadays. They do not realize as they should that every opportunity should be taken to sell better goods, on which there is more profit, rather than follow along the line of least resistance, making a feature of \$2 hats because they sell easily, and when the year is out, wonder why they haven't made any money, or possibly how they are going to get enough money to pay their creditors."



SHORTAGE OF KID SKINS.

Glove importers are beginning to worry because the British Government is feeding its Indian troops on the fighting lines on French goats. The real point of grievance is not that the Indian troops "eat 'em alive," but that they have commanded the skins to lie on in the trenches. The estimated number consumed daily is over 5,000. This is done in order that the meal served may not offend their religious scruples. The result is a likely shortage of French kid skins.

No Longer Official Fur Market in the World

No Sales in January, and State of Chaos Continues so Far as Market is Concerned—Although the Season is Open Canadian Fur Dealers Have Not Yet Issued Price Lists, Except Subject to Change Without Notice — Exports Cut off and More Natural Colors Will be Used.

Written after an interview with I. A. Lieghley, of John Hallam Co.

THE fur market at the moment is in very much the same state as the stock market. In other words, just as there is no stock market, there is literally no fur market. There is practically nothing upon which the values of furs can be based. The Leipsic market has been closed by the war; there were no October sales in London, and the outlook to-day is that there will be no sales in January. This creates a situation without precedent so far as the fur dealers are concerned, and each has to act on his own initiative after making his own observations of conditions existing and prospective.

There are, however, two general tendencies which rule the situation. On the one hand, there is the fact that Canada is a fur-producing country, and as such, with the European market eliminated to a large extent, will have a surplus, and the result will be a downward tendency for prices. On the other hand, the supplies of European furs are cut off, and with a shortage of dyes there will be an ascending market for Persian lamb, marmot and some other European furs. To speak more definitely just at the moment would be mere guesswork.

It should be remembered, in addition, that the prices are not regulated altogether by the question of supply and demand in relation to the actual furs, but as well by the influence of financial conditions throughout the world. Furs being a luxury, and being sold on a world market, move up or down with world prosperity. For several years, until a couple of years ago, there had been a big demand for furs throughout the world, with the result that prices reached a high point, from which they began to fall with the turn of the tide at the time of the Balkan war. Therefore, outside of the closing of the markets there is at present the downward tendency which would be the result of the war on the consuming demand. The problem of the dealer is to endeavor to gauge this downward tendency in keeping with the state of the market, which will not be revealed for some months to come.

More Natural Colors.

Looking to the future it would appear that, with the supply of European furs cut off to a large extent—and this condition will prevail to some extent even after the close of the war—there will na-

turally be a greater consumption in Canada of furs secured on the American continent. At the same time, although some dyeing has been done in Canada, England and the States, the bulk of the color changing has been accomplished in Europe, and, even when the work was not done there, it was done with European dyes which can now be secured with great difficulty. This will undoubtedly mean the more extensive use of natural colors.

So far as supply is concerned, however, while there may be a shortage of some varieties, Canadians generally need have no fear of being unable to obtain furs while the war lasts and after, and what is more, they will be able to obtain them at cheaper prices than have prevailed for some time. The fact that the Canadian exports in 1913 were over \$5,000,000 and those from the United States over \$16,000,000, illustrates that there is more than plenty on this side of the water to serve our needs. What is worn is largely a question of fashion, and if the supply from Europe is cut off it may be expected that fashion will be made to dictate something that can be supplied. The figures given are particularly emphasized by the fact that Canadian imports were \$1,300,000 and the United States over \$17,000,000, which almost counterbalances the exports. Other factors to be considered in conjunction with these figures would be that the consumption will be reduced under the present financial conditions, and also that a large proportion of the furs which are listed as imports are also listed as exports at a much less value, as they go to Europe to be dyed and otherwise transformed.

From what has been written it should not be taken that there will be no market for Canadian furs trapped this Winter. To speak a paradox, there will be a market for furs, while there is no fur market. In other words, the dealers will gauge the situation to the best of their individual ability and buy accordingly. Although at the present time the trapping season is open, only one Canadian house is known to have issued a catalogue, and in this case there is the qualification that prices are subject to change without notice, which is another way of saying that there are no prices.

While dealers will not be able to an-

nounce a definite schedule for a couple of weeks yet, the general statement may be made that while prices will be lower than in the past few years they will not be so low as eight or ten years ago, and should still provide a fair margin for the trappers. The war continuing for another year would, however, affect the market more seriously, which can be understood from the fact that as high as 85 per cent. of some kinds of furs which are taken in this country have been exported to Europe; in these items there would naturally be a heavy downward tendency with the export market cut off.

For the interest of trappers and others in the trade it might be mentioned here that there appears to be some misapprehension about a fur dealer's license which has been imposed by the Government. This fee of \$2 does not apply to those who take the pelts themselves, but to those dealers who buy from the trappers. There was some talk of a direct license on the trapper, but this did not go into effect.

YUKON FOXES.

IN the Yukon a fox from the wild state must be kept in captivity for two years before being exported. This is the effect of legislation passed in March and the result has been that while the values of young animals in other parts of Canada remain the same as in previous seasons, the Yukon stock has dropped to about a quarter of the former prices. A silver-gray pup now sells for \$150 to \$250, whereas formerly the price would have been \$800 to \$1,000.

The working of the new law is that fox farmers now have to hold the animals for a much longer period than heretofore. The majority of the young foxes are taken by the Indians and they are not prepared to keep them for any length of time. For quick money they turn them over to the farmers. Now there is no opportunity for outsiders to buy for immediate exportation.

The number of foxes in the Southern Yukon at the present time is about three hundred and of these fifty per cent. are crossed with the remainder blacks and silver grays. There has been no disease amongst the animals this season as compared with the Fall and Summer of 1913 when about half of the foxes in captivity died.

Spring Prices Perplexing to the Shoe Merchant

Will They Go Up or Remain Stationary? — General Rise Not Likely, Though Highest Grades May Advance—Dealers Prefer Half a Loaf to no Bread, and Decreased Profits to None.

THE heads of the larger retail shoe departments and exclusive shoe stores frankly admit that they are in a quandary. If this year were like others that have gone before, the prices for Spring would be definitely known by now. The dealer, quoted a price by the manufacturer, is able to tell what his own price on the stock will be. But this year of 1914 is not an ordinary year. When nations go to war they show a heartless indifference to the leather market.

Canadian dealers who are trying to decide on their Spring schedule of prices are finding the "deep blue sea" as one of two choices. One basic fact is apparent to all of them. Leather has undoubtedly risen steadily in price. As a certainty, it is to be observed that the rise in prices is by no means a thing of the past. Leather is still going up, and is likely to keep on. One dealer quite seriously ventured the opinion that the public, in a year's time, would not be using leather as footwear at all, because prices are likely to become prohibitive except to the monied man. One wonders if we are coming to sabots! At any rate, one of our allied nations manages to cover the ground with wooden shoes, although no one could declare them either a thing of beauty or a joy for ever.

Prices Lower Than Ever.

Leather has gone up. What will the retailer do? So far, he has not made any alteration in his prices. Shoes were never as cheap in Canada as they are at present. Practically every big merchant has had a sale and sold first-class stock at comparatively low figures. But the Spring schedule is being discussed. What of prices next Spring?

Hard to Raise Prices.

Some dealers claim that they need not—and would not—put up their prices for the reason that their orders, given before the outbreak of the war in Europe, were placed at a before-war figure. This is particularly true of the older and bigger firms whose prices are fixed and whose goods have become known to the public as "So-and-So's \$5 Shoe," or whatever the price may be. But these dealers feel that even if the price to them from the manufacturer were to be more and in most cases it is already anywhere from ten to thirty cents more, they would not get away with a higher retail price. The public is conservative when it suits the public's pocket so to

THE UBIQUITOUS SPAT!

Styles in footwear, like styles in any other sort of wear, move round in a regular orbit. "Keep a thing for twenty years and it will come in," may be hackneyed, but it is none the less true.

Instance—the spat. Spats are in again. Everybody is buying spats. Time was, a couple of years ago, a pair of spats seen approaching caused all sorts of comment. Not so now! Heretofore, they have been regarded as peculiarly English, but New York and the States generally have imported spats as they have imported styles in suits and headgear. The spat, from being the sign of the ultra smart has become very popular with the average well dressed man on this side of the ocean. The spat has at last become ubiquitous: for women and men.

Dealers report an ever-increasing trade in this "finishing touch of a well dressed man and woman. One merchant said that in his opinion the reason was that this being war time economy had become the universal watchword, and by using spats the defects of old shoes were well concealed.

be. The man or the housewife who for years has bought footwear of a certain name, and at a certain price—both as unchangeable as the law of the Medes and Persians—would not pay more for that same line of footwear. Rather, it is felt, they would shop elsewhere.

Higher Prices Likely to Advance.

So it seems probable that this class of dealer will rather bear the decreased margin of profit that occurs by reason of his keeping his price stationary, though he himself buys at a higher figure, than put up his retail price and trust the public to pay it. This will apply largely to the middle and cheaper grade of shoes. As to the more expensive, it seems probable that the price will be raised. The man who pays seven or eight dollars for his shoes will not find an extra fifty cents as much of a bugbear as he who buys a \$3.50 or \$4 shoe. Better grade stock will be higher priced this Spring.

Generally speaking, the dealer who was overstocked in anticipation of a good Winter trade, on the principle that half a loaf is better than none, will cut his price and retain the public's half-loaf. The opinion is expressed in several quarters that, if this is done, the

grade of leather will not be so good. The retailer will not be able to pay as high prices to the manufacturer, and to break even, will buy a shoe of cheaper material. There are thus three possibilities. One, much decreased profits; two, considerably less business, and three, a volume of business more or less the same, but depending for its existence upon the fact that the public is not getting as good value for its money.

Business is reported fair. The merchants are agreed that the actual amount of their sales is considerably less than before the war started. But it is an ill wind that blows nobody good. People who generally bought a pair of shoes every three months now make each pair last six, by having them repaired. The repair men are busy. The business man who flung his shoes away as soon as they showed any signs of wear now thinks twice, and sends them to the repairers. Shakespeare's character who said, "Truly, all that I live by is with the awl," is thus reaping a harvest at the expense of the shoe dealers.

There is, latterly, one factor which will have an influence on business generally and decisions as to Spring prices: the probability of an earlier termination to the war than was believed possible in its earlier stages is effective in persuading the dealer that if he has to keep his price where it is and be content with decreased profits, it will not be for long. A rush of business at once immediate and large is looked for and confidently predicted just as soon as the war ends. And, on that account, several dealers feel that they would be wise in accepting smaller profits for the time being. Some of them are in the curious position of doing much larger turnover this year, and yet getting considerably reduced profits.

SHOE MEN TO MEET IN NEW YORK.

Two important gatherings to the shoe trade will be held in New York the second week of January, and in both cases at the Hotel Astor. The first will be on January 11th and 12th, the Fourth Annual Convention of the National Shoe Retailers' Association. An interesting subject to be discussed will be the effect of the war on the supply of raw material by Mr. Richard Young of New York. On January 13th the National Boot and Shoe Manufacturers' Association will meet.

The Clerk as a Factor in Sales and Buying Records

Simple Methods Employed in Stores at Oshawa and Cobourg by Which Sales People Assist the Office in Making Monthly Records From Daily Reports and the Buyer in Keeping in Touch With State of Stocks.

By Staff Correspondent.

THE modern merchant who keeps abreast of the times recognizes the more important part which is being played in business every day by the establishment of business systems. He cannot but appreciate the advantages of recorded knowledge of what is going on in his store. But he is brought face to face with the problem of applying these modern methods to his own needs.

In the retail stores of the average Ontario town, what would appear a trifling expense to the large city establishment looms as very important relative to the turnover and profits. The merchant who seeks to systematize his business must consider what it is going to cost. Any thing which is so elaborate as to mean the employment of additional help is not likely to meet with favor; the benefits may be material, but they might easily be outweighed by the expense.

What the average town merchant is seeking is not so much a system which will give him more information about his business at additional cost as to simplify the methods of getting at essentials. The system referred to here appears to be one which is simple and practical, and it has been used to good advantage by Scougale Brothers in their store at Colborne, Ont., and in the new establishment of Scougales which occupies the old Clarke store in Cobourg, Ont.

The Scougale system was particularly designed for a store doing a general business with the farming community and taking produce in exchange for merchandise, but it can be successfully adapted to other conditions by the elimination of certain columns: in fact, being used and, because this is only a straight dry goods business, certain columns are ignored.

The idea upon which the system is based is

keeping record of transactions through the clerks—not only is there a record of what the different clerks are showing in the way of sales, but from the statements prepared there is a general record of the business of the store from which a monthly merchandise statement can be compiled.

Clerk Makes Daily Report.

The system is worked through the different salespeople making daily reports. These reports can be made in a very brief space of time. An idea of the report forms is given in connection. They are just slips about four by five inches on cheap paper, and are filled in from the counter books of the clerks to show the cash sales, amount paid on account, amount paid out for goods which may be returned, amount of sales charged to account, goods let out on approval and returned; also where desired there is a record of produce taken and goods given on account thereof.

Monthly Report Compiled.

From these daily reports there is a monthly statement compiled giving the daily records of each clerk. The sheet

shown has a line for each day of the month. One day's entries are made in accordance with the transactions of the clerk, as shown on the daily report sent in. At the end of the month the debits and credits are totaled and the difference shows the sales record of the clerk for the period covered. A general statement can then be prepared for the whole store.

This system will be found of great benefit to the merchant who gives his business close personal attention rather than departmentalising—and in many cases the extent of the turnover does not warrant the latter. It has the advantage of giving a complete record of sales, and this by reduction of profits figured on a fair basis will give stock turned over and its relation to the stock on hand at the first of the month. By keeping track of sales throughout the year and of stock purchases made there is a pretty safe gauge for judging the volume of business being done.

Memos for the Buyer.

In the store of Miller & Sons, Oshawa, Ont., there is a simple method employed by which the salespeople aid in buying. This is another establishment where the different departments are not handled separately except that an individual check is kept upon the ready-to-wear section. Geo. Miller, the manager of the store, does his buying by keeping closely in touch with his stocks, and in this he has secured the co-operation of the clerks by a very simple system.

Each clerk carries a small pad of memos upon which buying needs can be recorded. Here there is a note made of a line that has been sold out, of a line that is running short, or of goods which may be asked for and which are not in stock. One of these memorandum blanks is shown.

MONTHLY SALE STATEMENT

October	CASH	RG. ACCT.	PAID OUT	CHARGED	PRODUCE	PR. ACCT.	APP.	Goods Ret'd	Totals	Totals
Miss Brown	25			20			15	10	Cash 8.00	
2									Chg 2.00	
3									App 1.00	11.00
4										
5									Ret'd 5	
6									Ret'd 25	30
7										1070
8										
9										
10										
11										
12										
13										
14										
15										
16										
17										
18										
19										
20										
21										
22										
23										
24										
25										
26										
27										
28										
29										
30										
31										
31	8.00			2.00			1.00	1.00		

Clerks Daily Statement.

Cash In Drawer	
Cash Sales	25
Cash Acct.	
Paid Out	1
Charged	20
Produce	
Produce Acct.	
Appr.	15
Goods Ret'd.	10
Total Sales	

I hereby certify that the above is correct to the best of my knowledge.

Clerk.

Date: _____ 19__

DATE _____

Goods asked for not in stock _____

Almost out _____

Entirely out _____



MENS CLOTHING AND FURNISHINGS



DECEMBER, 1914

Retailers and Compensation

WOULD it be to the advantage of the dry goods merchant to come under the operation of the Workmen's Compensation Act, or is it preferable to remain outside as he has been left by the new Board? The question is not an aimless one, inasmuch as the present legislation which excludes "a wholesale and retail business" is liable to be reconsidered after the Act gets firmly established on a working basis. For this reason, chiefly, the main details of the Act as interpreted by the Board have been presented in this issue.

The principle underlying any co-operative legislation of this character is that it is advisable to guarantee a fair compensation to workmen, or in the event of death to their survivors, for injuries received in connection with such occupations as involve more or less hazard. The Provincial Government, with a contribution of \$100,000 a year, becomes a shareholder in and managing director of a mutual insurance company, wherein every manufacturer and other members, are compelled to contribute a certain percentage of the salaries of all employees into a central fund from which disbursements are made. The advantage to the employer is that he avoids by periodic contributions, a sudden heavy demand, while the workman is saved the element of costly and doubtful litigation and automatically receives compensation.

For those who are not under Part I of the Act as outlined above, but under Part 2, it is provided that the employer's liability is extended. Under the old law when an employee was injured he was not entitled to compensation if personal negligence was proved; under Part 2 personal negligence may reduce damages but it is no longer a "bar to recovery." Thus it may be concluded that the employer will be held liable for injuries received in a much larger proportion of cases than before. This larger liability for the retail merchant applies to watchmen, caretakers, delivery men; in fact to all who are not engaged in clerical work and exempt from the hazards of the business. However for most dry goods stores, the "clerical" staff, which The Review was informed officially was intended to include sales clerks, averages over 90 per cent. of the whole staff so that for these the liability is not increased over the old law.

One special provision is that all those engaged in connection with passenger and freight elevators must

come under Part 1 of the Act and an annual assessment be paid for them, in every business.

As time goes on the retailer will be able to figure out fairly definitely whether for the few cases of injury for which he is held liable, it would pay him to substitute a small annual assessment on all his staff, clerks included. At present from the financial standpoint at least it would appear that he is better off as it is.

Show Cards Made Easy.

READERS of The Review can confidently look forward to a splendid series of articles on card-writing which we announce in this issue. This will be a "Show-Card-Made-Easy" course. R. T. D. Edwards, the writer of the series, has given his best endeavors to make this the simplest course that has ever been presented to the readers of any business paper in Canada. He has cut out what he terms the "red-tape" in card-writing and has got right down to business from the drop of the hat. The lessons will be so prepared that the student will be writing cards from the commencement of his studies.

Mr. Edwards is himself one of the best card-writers in the Dominion. Last year he distinguished himself at the convention of the Canadian Window Trimmers' Association by winning first prize with a series of finely written cards. The first article will appear in the first issue of the New Year.

Five Healthy Maxims

ASECTION of the Canadian Credit Men's Association has sent circulars to the retail trade suggesting lines of policy in five directions that it appeared advisable for them to follow. These were: (1) Prompt collection of all accounts due; (2) Limitation of credit except to those who pay promptly; (3) Exercise of care in buying and the avoidance of being overstocked; (4) Keeping the stock insured; (5) Arranging promptly for maturing bills. These are the best of maxims at every season when business must be sought for, or when it seems to come to him who waits.

HARD WORK is a good thing for a man. It keeps him on edge and enables him to get farther along on the road of achievement than he would ever have gone without the incentive of continual effort.

A Statement From a Farmer

THE following communication has been reprinted from an American farm journal. A farmer who secured his start in life through credit extended by the local merchant was lured into the habit of sending his money to the mail order houses. He now regrets his action in neglecting the local merchant, and incidentally his own interests. Mail order houses have secured a much firmer foothold in the United States than they have in Canada. Their influence in this country is growing rapidly and retailers have to constantly guard against this class of competition. Although the old fallacy that goods can be bought out of town cheaper has long ago exploded there are still thousands of people, especially farmers, who send their money to the mail order houses, thus depreciating the value and importance of the Home Community.

EDITOR, Farm Journal: We farmers need awakening to the fact that we have unmistakably reached the period where we must think and plan. I am one of the slow German farmers that had to be shown, and I am now giving my experience that others may profit, for knowledge at the school of experience is more expensive now than ten years ago.

Twenty-nine years ago I began my farm career. I had an old team and fifty dollars. Our furniture was mostly home-made—chairs, cupboards and lounge made from drygoods boxes, neatly covered with ten-cent cretonne by my girl wife. We rented eighty acres. Being a boy of good habits I got all needed machinery and groceries of our home merchants on credit, until fall crops were sold. The first year was a wet season and I didn't make enough to pay creditors. I went to each on date of promise and explained conditions, paying as much to each as possible, and they all carried the balance over another year. They continued to accommodate me until I was able to buy a forty-acre piece of my own.

As soon as I owned these few acres the mail-order houses began sending me catalogs, and gradually I began sending my loose change to them, letting my accounts stand in my home town, where I had gotten my accommodation when I needed it.

We then had one of the thriftiest little villages in the state—good line of business in all branches, merchants who were willing to help an honest fellow over a bad year, and a town full of people who came twice a week to trade and visit. Our little country town supported a library, high school, band, ball team, and we had big celebrations every year. A farm near a live town soon doubles in value. I sold my forty acres at a big advance and bought an eighty, gradually adding to it until I had two hundred acres of the best land. I then felt no need of asking favors, and found it easy to patronize mail order agents that came almost weekly to our door. I regret to say that I was the first in the country to make up a neighborhood bill and send it to a mail order house. Though we got bit every once in a while, we got in the habit of sending away for stuff.

Gradually our merchants lessened their stock of goods—for lack of patronage. Finally we began to realize that if we needed a bolt quickly for machinery, or clothing for sickness or death, we had

to wait and send away for it, which wasn't so pleasant. One by one our merchants moved to places where they were appreciated, and men of less energy moved in. Gradually our town has gone down; our business houses are "tacky" in appearance, a number are empty, our schools, churches and walks are going down, we have no band, no library nor ball team. There is no business done in the town, and therefore no taxes to keep things up. Hotel is closed, for lack of travel. Go down to the depot when the freight pulls in and you see the sequel in mail order packages.

Nine years ago my farm was worth one hundred and ninety-five dollars an acre; to-day I'd have a hard matter to sell it at one hundred and sixty-seven dollars an acre. It is "too far from a live town"—so every farmer has said that wants to buy. He buys a place near schools and churches, where his children can have advantages. I

have awakened to the fact that in helping to pull the town down, it has cost me \$5,600 in nine years. Like the majority of farmers, I didn't figure far enough ahead.

This sort of business means the doing away with country towns. What will it mean to farmers to have only a few large cities at a distance of five hundred to a thousand miles?

What are we going to do with our children who are demanding even better advantage than we had?

Those cities we help to build return no favors; they take our money but offer no credit in time of need. If we want high schools, etc., we must raise the money and build near our farm homes, or send our boys and girls to the cities at great expense, amidst temptations of which the farm has no equal. Neither am I the only awakening farmer. These mail order agents that come to our homes every week

are becoming a nuisance and making it unsafe to leave women and children alone on the farm. With farm cordiality we take these strangers into our homes, often as one of the family, and we are sometimes paid in having them entice our girls to the city.

These are some facts that need consideration, and I have decided that the safest proposition all around, is for the country people to look after their own interests, and build up their own country towns that bring value to their farms. Let those who want to patronize the city mail order houses go there to live, getting their living where they give their patronage. The remainder of my life will be given to building up the home town that I helped to pull down. Brother farmers, you can take my advice or get your knowledge the way I got mine.



Those cities we help to build return no favors. They take our money but offer no credit in time of need.

Retailers' Relations to New Compensation Act

They Are Excluded from Part 1, Which Compels an Assessment for Every Employee—Liability for Injuries to Sales Clerks Same as Under Old Act—For Other Employees Liability Increased—Must Pay Assessment for All Elevator Men.

From staff interviews with members of the Compensation Board.

WITH the late announcement in the Ontario Gazette of a series of regulations approved by the Board, and passed by an Order-in-Council of the Provincial Cabinet, the working out of the Workmen's Compensation Act begins to assume more definite shape. In this article an effort is made to present to the retail merchants the main features of the Act, and, in more detail, its provisions as it applies to them directly. These are the more important, as it is understood to be the wish of the Board to include all establishments at some future date in the active control of the Board, and in that case it would be well for the retail merchants to have a clear understanding of the Act as it now stands upon the statute book, and also to follow its operations in order that they may be able, if the time comes for a decision, to reach an intelligent conclusion as to their future attitude.

Retailers Not Included.

The most important feature probably of the new regulation, is that they make it clear, once and for all, that wholesale and retail mercantile business establishments are excluded from the active operation of the Act. That is to say, that the employees of retail and wholesale stores are not included in the classes for which the employer is compelled to pay an annual percentage of the wages, and out of which lump sum the Compensation Board will pay out the specified amount in case of injury. So far as employees of retail stores are concerned, therefore, the position remains, with one exception, pretty much as it was before, and in case of damages the store will not be the arbiter, but the case must either be settled as between employer and employee, or come before the court as an ordinary action. In other words, retail as well as wholesale establishments come under Part 2 of the Act.

Comes Into Effect Next Year.

The Workmen's Compensation Act of Ontario was passed in the 1914 session of the Legislature, after an extended investigation by Sir Wm. Meredith. It covers the question of compensation for accidents happening to workmen in the course of their employment, and will be brought into effect at the beginning of

the year 1915. The part of the Act to be administered by the Board is called Part 1. This does not apply to all employment, but includes a very large number of industries, chief among them, manufacturing, building, lumbering, mining, transportation, navigation, the operation of public utilities, etc.

In the case of all employees in industries in Schedule 1 the Board levies an assessment and collects an accident fund, out of which the compensation to workmen is to be paid, and employers are not individually liable to pay this compensation. In the case of Part 2, the employers do not pay into the general

fund, but are individually liable to pay a compensation when an accident occurs.

The compensation for the injury is on a much wider basis than under the old Act. And it is not decided, to nearly the extent it was, by the question of negligence or absence of negligence on the part of employer or workman. The only places where compensation is not payable, providing the accident arises out of and in the course of the employment are (1) where the disability lasts less than seven days, (2) where the accident is attributed solely to the "serious and wilful misconduct of the workmen and does not result in lasting or serious disablement."

It is also provided that there can be no agreement to forego the benefits of the Act, and that no part of the amount payable to the accident fund by the employer is chargeable against the workman, nor can the compensation be assigned, charged or attached except with the approval of the Board. It is also provided that the employer himself may be carried on the list, at a reasonable salary, not exceeding \$2,000 per annum, and compensation may be paid for out of the general fund, like the case of an ordinary workman.

It is understood, of course, that compensation under the Act prevents further acts under the common law for the same injuries.

The scale of compensation is given elsewhere in this article, and it is an important feature of the new system that the money is payable periodically rather than in a lump sum, and as a rule it continues during disability or during life, as the case may be. It is also provided that where the impairment of earning capacity does not exceed 10 per cent., the compensation is fixed by the board in a lump sum, unless the board think it is not to the advantage of the workman to do so. In all other cases the board may fix the compensation at a lump sum if it sees fit.

The general division of the operations of the Act includes No. 1, which requires all question as to the right of the compensation and the amount to be determined by the Board and its officers instead of in the court. The employer is required to notify the Board within

THE R.M.A. STAND ON EXCLUSION.

The Retail Merchants' Association, Ontario Branch, opposed the inclusion of the retail trade under the Workmen's Compensation Act on the present time retailers could secure accident insurance on employees from insurance companies at a very low rate. At the same time, the Association states, the retailer need only insure those employes whom he thinks are liable to injury and can omit the others. This means that whereas if the retailer had been included in the Act he would have had to pay a premium for every employe, he now by obtaining insurance from existing insurance companies has only to pay for those he wishes to insure against accident. While it is, of course, impossible to say at this early date the basis of the premiums under the new Act, the Retail Merchants' Association felt that it would not be to the advantage of the retailer to be under it.

Another consideration was that if the retailers had been included, they would have been compelled to insure every employe, where as now it is optional. They felt it would be a stroke against the freedom they now enjoy.

three days of any accident happening to a workman in his employ. A workman, on his part, must give notice of the accident to the employer as soon as possible, and must make claim for compensation within six months.

The Old and the New.

There are several important points in which the new law differs from the old. Under the old law any workman had no right to recover anything unless the negligence of the employer could be proved. If he was himself guilty of negligence which contributed to the accident, he could not recover any damages. If, further, he was injured by the negligence of a fellow workman, he was barred from recovery. Moreover, if he was presumed to have voluntarily assumed the risks of the employment, he was also barred from recovery.

The new law allows none of these bars to hold. The theory is that where a workman is injured, his own misfortune or the needs of his widow or children are none the less because he or someone else was or was not to blame. He can recover or his dependents can recover, irrespective of negligence or any other circumstance, such as before mentioned, except that the accident must not be attributable solely to his own "serious and wilful misconduct." Even in this last mentioned case he or his dependents will still be entitled to recover if the accident results in serious disablement or death.

More Equitable Damages.

The other great advantage of the new law for the employee is that formerly a lump sum of damages was fixed by the jury or judge, and like ordinary punishment, varied greatly in different cases. Under the new law there is more equitable rule, because all of these amounts are fixed in advance, and apply to all cases.

The advantage of the periodic sum over the lump sum payment is obvious, as frequently damages recovered by a widow or children have been badly invested at one time or otherwise lost, and probably they would be dependent in the end.

Another advantage is the prevention of action in law. These frequently lasted a long time, and very often they were appealed by the employer to take them from one court to another, causing heavy expenses and frequently deterring the employee who had a good case from entering action at all.

The method of operating the Act is to require all employers in the industries quoted in schedule one to send to the Board a statement of the amount of wages paid, and expected to be paid by them, for their individual employees.

SCALE OF COMPENSATION.

If the accident results in death and the workman leaves a widow but no children, the widow is entitled to a monthly payment of \$20 a month.

If he leaves a widow and children the payment to the widow is \$20 a month and \$5 a month for each child under 16 years of age, not exceeding \$40 in all.

If he leaves children only, the payment is \$10 a month for each child under 16, not exceeding \$40 in all.

If the workman was under 21 years of age and his dependents are his parents or one of them, such parents or parent will be entitled to \$20 a month until the workman would have become 21 years of age, or for such longer time as the Board may determine.

In the case of other dependents they are entitled to a sum reasonable and proportionate to the pecuniary loss occasioned to them by the workman's death, as determined by the Board.

The necessary expenses of burial \$75, are also in all cases to be paid.

All the above is governed, however, by the provision that in no case is the compensation to exceed 55% of the workman's earnings in the employment; and all provisions for compensation are subject to the proviso that no salary or wages of a workman shall be reckoned at more than \$2,000 a year.

In the case of a widow who marries again the periodical payment ceases on her marriage, but she is entitled within a month after her marriage to a lump sum equal to two years' payments.

Where the accident results in total disability of the workman, he is entitled during the continuance of the disability, whether for life or temporarily, to a weekly or monthly payment equal to 55% of his earnings in the employment. Where the workman is only partially disabled he is entitled to 55% of the impairment of his earning capacity.

There are many classes of industries, and out of the assessment received for each class are paid the damages for injuries to employees of that class. Each class must stand by itself. Provision is made for compelling the payment of compensation by having judgment entered in the County or District Court, or otherwise.

If after a year or period of years it was found that the payment entered upon by any particular class exceeds the requirements for payment out for injuries, the rate will be reduced from time to time.

Exclusively Retail Business.

An important ruling as announced in the Ontario Gazette relates to industries that are carried incidentally in connection with exclusively retail businesses; for instance, in men's and women's clothing, whitewear, skirts, collars, corsets, hats and caps, furs or robes.

These firms are excluded from the operation of the Act. Where the carrying on of this business is a manufacturing industry it is included in the operation in Part One of the Act.

Among other industries carried on and part of and in immediate connection for the purpose of an exclusively retail business which are excluded from the operation of Part 1, are watch, clock and jewelry making and repairing; boot and shoe making and repairing, harness making and repairing, business of an optician, tinsmithing and tinsmith repairing, paper cutting, drug manufacturing, coffee grinding, etc.

Connected With Retail Business.

Certain industries which may be said to stand by themselves are excluded where less than six workmen are usually employed, among these being, manufacturers of cheese or butter, the construction or operation of telephone lines or works, the manufacture of artificial limbs, power laundries, dyeing, cleaning or bleaching establishments; the operation of threshing machines, etc.; manufacturers of feathers or artificial flowers, confectioners, etc.

Another clause which relates to "side lines" carried on in retail establishments provides that where less than four workmen are usually employed some industries are withdrawn from Part 1, where they would ordinarily be included, such as machine shops, repair shops, tinsmith shops, blacksmith shop, cabinet work, upholstering, picture framing, etc.

Part 2 of the Act, it has been stated, includes establishments such as retail and wholesale businesses in which the employers are not required to furnish a list of employees, and pay so much
(Continued on next page.)

No Radical Change in Rubber Prices

General Situation Somewhat Improved, as Embargo Will Not Likely Affect Canada — Rubber Heels Likely to be Stronger Than Ever.

THE demand for rubbers during the month of November was much better than a year ago, and was due principally to the fact that sloppy weather made an early appearance. There are some people who believe that present conditions will have a good effect on business this year; that people will be more liberal in their rubber purchases in order to avoid spending money on shoe leather.

Dealers went easy on their rubber purchases made last March, and were not too anxious to place sorting orders in September. They were a little afraid that, as a year ago, the weather might turn out "good," and stocks would be left on their hands. The result was that as soon as snow fell (which it did heavily, all over Eastern Canada, about the middle of November), manufacturers were inundated with telegraph orders insisting that supplies reach them the following morning.

Retailers are carrying very light stocks, and the manufacturer, who is also dependent on the weather, has taken care not to overload. While they have stocks sufficient to take care of the regular trade under normal conditions, if the weather severe, it will be necessary for manufacturers to work overtime. Prices when placing orders were being solicited in March were considerably below those of a year ago. For sorting orders, prices are up to where they were last year.

Embargo on Rubber.

It is reported that Great Britain has placed an embargo on crude rubber, which covers rubber originating in British colonies, such as Ceylon and the Straits Settlements. The object of this is to prevent manufactured rubber being sent to the enemy. It is hardly likely that the British Government will prohibit the exportation of rubber to Canada, but it is very likely that the exportation of rubber from Canada will be prohibited. This will undoubtedly have an effect on the price of American goods. The United States will be compelled to secure rubber supplies from Brazil, which means higher prices. However, as it takes about eighteen months for crude rubber to find its way into the retail store in the form of footwear, it is hardly likely that any radical price change will take place in Canada just now.

Rubber heels are being worn more than ever before. Also, rubber sole boots are meeting with considerable

favor this Winter. Owing to the shortage of leather, something must be done to offset the poor leather that is likely to go into soles. Certain manufacturers have succeeded in making a rubber sole which will out-wear leather.

The outlook for next year is more promising. It is indicated by the fact that placing orders for outing and sporting shoes for delivery next Spring are 40 to 50 per cent. higher than they were last year.



RETAILERS' RELATION TO WORKMEN'S COMPENSATION ACT.

(Continued from page 73.)

per annum on their salaries to a common fund for this, and have injuries to their employees paid out of this common fund. Here the arrangement stands as it did under the old Act, by which injuries to employees, the amount to be assessed shall be determined between employer and employee, or by the court as before. The Board itself has little jurisdiction over the Part 2 of the Act.

Where then does the retail merchant come in?

Retailers' Clerks Same as Before.

The most important point to notice is that so far as nearly all his employees are concerned, he stands in exactly the same relation as he did before the Act was passed. If one of his clerks, either one employed in the business office or a salesman, is injured in his employ, he is liable to damages if he, the employer, was guilty of negligence, but if it was a case of negligence on the part of the employee this constitutes a bar, as it was before, to the recovery of damages.

The clause referring to this class of labor reads: "Persons engaged in cler-

ical work, and not exposed to the hazards incident to the nature of the work carried on in the employment."

For Elevator Men.

On the other hand, there is a greater liability than before for other employees, such as the night watchman, the elevator men, delivery men, etc. In their case a special provision gives the employee a greater opportunity to recover damages than before, because it takes away from the employer the defence which he once had, by showing contributory negligence on the part of the employee. Under the new regulation, contributory negligence on the part of such employees will be a ground for reduction of damages, but not a bar to recovery. In this case the liability of the employer is increased.

Along with those engaged in clerical work, however, which are exempt from this provision, the law also includes farm laborers, domestic servants, and outworkers. This particular class would include delivery men, who are not directly in the employ of the firm, but who, for instance, are engaged by the firm at so much to do their work. These are among the staff known as "outworkers."

Another important clause should be noticed. In the case of all engaged in the operation of passenger or freight elevators whether it be in a building connected with an industry or a warehouse or shop or office or other building, all are brought under the operation of Part One, and the employer is required to furnish the names of all those who may be engaged in the operation of the elevator to the Board, and to pay a certain percentage per year on their salaries. If an accident occurred and damages were assessed for the fault of the person not so reported, the employer would be liable for the full amount of the damages, which he would have to pay himself, and which would not be paid out of the common fund.



Ephrem L'Heureux has opened a new store for furs, hats and haberdashery at the corner Boulevard Labellier and St. Joseph Street, Montreal.

Ralph Ashcroft, advertising manager of the Canadian Consolidated Rubber Co., has been elected an honorary president of the Montreal Press and Advertising Club.

WHAT PERCENTAGE.

In some cases where the risk of injury is small the payments it is understood will be "a mere bagatelle." In one case—so far as the schedule is arranged—where New York charges 4.15 per cent., the Ontario rate is only 2 p.c.; in another New York's is 1.17 p.c., and Ontario's only .8 p.c. For the retail staff, if they were included, it would be much less even than .8 per cent.

The Last Day of This Year

forms will go to press on the Annual Spring Number of Canada's necessary dry goods paper.

The information contained in this number will largely influence the buying for Spring.

Why not influence this buying your way by telling the buyers what you have to offer in this big practical number?

You had better arrange now for space if you desire good position.





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The Workingman's Shirt of High Quality

The Black Prince is made of a fleece-back serge which is made specially for this shirt and confined to us by the manufacturers.

The Black Prince is the *only* shirt of this high quality.

The shirt is cut on big lines—plenty of length—long sleeves—roomy armholes—and the color is *fast black*—the color will not fade out, wash out, nor even boil out.

The Black Prince is the kind of shirt the workingman is glad to buy. The Black Prince has the *quality*—and it is *maintained*—the Black Prince label identifies the best in workingmen's shirts.

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