

8821574



**Library
of the
University of Toronto**



Digitized by the Internet Archive
in 2012 with funding from
University of Toronto

MEN'S WEAR REVIEW.



MEN'S WEAR STORE WITH MODERN EQUIPMENT

An excellent view of the new men's wear department of D. E. MacDonald & Bros., Guelph. At left-hand side are revolving hat cabinets, each containing 200 hats. Note suit cabinets with plate glass tops. At back are curtained cabinets for boys' clothes. On right side is latest equipment for collars, hosiery, gloves, etc.

JANUARY, 1915

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

The Original Optimist

ROBINSON CRUSOE was the Original Optimist. Times looked bad for Robinson—couldn't have looked much worse. But he didn't say "What's the Use"; didn't lie down, whimper, kick, and growl at destiny.

No, Crusoe used his *head*; he *thought*—then he thought some more—real serious line of thinking. Just what to do was the puzzle Crusoe was solving. Finally it came to him in a flash—"I have it," said Robinson,—"*I'll advertise.*"

A thousand miles from nowhere—a possible buyer coming within reading distance of his ad every few years—that was Robinson's outlook. It was hard times,—business depression, a stringent money market,—also what Sherman said about war.

But Crusoe, as before mentioned, was an Optimist, also a believer in persistent advertising.

He wanted a ship—how would he get it? Answer—"Advertise." And he did—flung a shirt from the top of a pole.

The first advertisement brought no returns.

But Crusoe wasn't discouraged. He changed the "copy" — put up another shirt. Yes, times were hard—awful hard; but Crusoe won out—he got his ship—and he did it by *persistent advertising*.

Crusoe was the original Optimist.

Sales Booster

THE FIRST

Certainly, you're right into stock-taking up to your neck, and, well we can't blame you much for being a little indifferent about whether you push sales now or not.

However, stock-taking won't bring in the cash, which is quite a necessity now-a-days in running any business.

You perhaps forget that many of your customers with the pressure of the holiday season over, are taking stock too—taking stock of their wardrobes, and perhaps finding the cash reserve in a depleted condition have decided to carry out some small economies to balance up "the ledger."

Now is your time to take a few minutes off and stick up a natty little window display of waterproof collars — Arlington Brand if you have them—place right in the centre a neat ticket using an illustration

of a collar and, if Arlington collars, word it like this:



Cut down your
1915 Expenses
by wearing an
"ARLINGTON"
Waterproof Linen Collar

A Suggestion for a Display Show Card

Explain to prospective buyers that they can eliminate the laundry bill by simply using soap, water and sponge and have a brand-new, clean collar every morning.

Point out that Arlington Collars are made in the most popular styles for both young and older men, in dull linen finish and that they, as well as the five other Arlington lines, give the best service of any brand on the market to-day, being a third heavier than similar priced collars in other makes. There's a grade to meet every requirement of your trade, ranging in price from 70c to \$2 dozen.

Boost Arlington waterproof collars for bigger 1915 business.

The Arlington Co. of Canada, Ltd.

54-56 Fraser Avenue, TORONTO

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

Use this cut
to illustrate
your show
cards.





Since the first railroads

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

has been the "old reliable" Overall--
Shirt--Uniform--Jumper--cloth for the
"men of the road," factory and field.

To three generations of dealers and wearers it
has demonstrated that *it's the cloth in the gar-
ment that gives the wear.* Stifel's Indigo wears
like leather and looks good as long as it lasts.

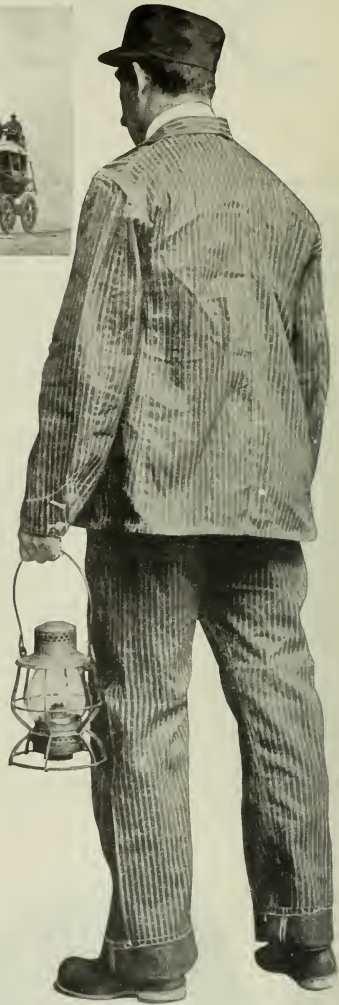
Be sure you see this mark  on the back of the
cloth, *inside* the garments before you buy.
It's your guarantee and your customers' guarantee of the
genuine Stifel Indigo.

All printed Denim patterns are protected by patents.

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

SALES OFFICES

NEW YORK.....260-262 Church Street	BALTIMORE.....114 W. Fayette Street
PHILADELPHIA.....324 Market Street	ST. LOUIS.....425 Victoria Building
BOSTON.....31 Bedford Street	ST. PAUL.....238 Endicott Building
CHICAGO.....223 West Jackson Boulevard	TORONTO.....14 Manchester Building
SAN FRANCISCO.....Postal Telegraph Building	WINNIPEG.....400 Hammond Block
ST. JOSEPH, MO.....Saxton Bank Building	MONTREAL.....100 Anderson Street



Penmans

Closed-Crotch UNION SUITS



The Family Man Prefers *Penmans*

What a man finds best for his own use, he naturally buys for his family. When he has found by personal experience the comfort, warmth and durability of Penmans goods, he sees that wife and the youngsters get the same make.

This is the trade you capture when you handle the superior Penmans lines, a solid, good-repeating class of business worth going after.

How are your stocks of Penmans Underwear, Hosiery and Sweaters?

Made in Canada by

PENMANS LIMITED, - PARIS, ONT.



A complete Cardwriting Outfit

goes with every course
in cardwriting given
through the

“Edwards Short-
Cut System.”



THE moderate initial cost of the complete course is practically the only cost and this may be paid in convenient instalments.

What You Get

The most complete, most practical and simplest course on the market to-day—the personal attention and criticism of the author of the course, who has had extensive experience in actual department store work and who has proven his ability as a cardwriting instructor. With every course goes a complete outfit, every article the best and most practical. Satisfaction is guaranteed. If interested in making yourself a necessity whose place is not easily filled, write to-day for our handsome two color prospectus. Act now.

The Shaw
Correspondence
School

Yonge and Gerrard Sts., - TORONTO

Boy Customers to-day—
Men Patrons to-morrow



Have you ever figured that in satisfying the boys of your community with their clothing you are laying the sure foundation for their trade as they go into manhood?

Keep the boys satisfied by selling them or their parents Lion Brand clothes—the smart, dressy clothes that withstand the rough and tumble play of the healthy, robust boy.

Every coat has double elbows, every pair of knickers has double knees and seat. Why not have the agency for your town? Write to-day.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at:—Clinton, Goderich, Exeter, Zurich

“Craftana”

THE HALL-MARK OF Registered No. 262,005

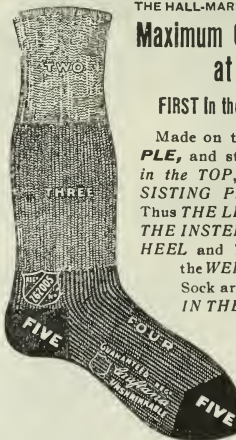
Maximum Comfort and Durability
at Minimum Cost.

FIRST in the Field and STILL LEADING.

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

**A HALF HOSE
FOR HARD WEAR**

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable



THE ACME OF PERFECTION IN
FOOTWEAR

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

MEN'S WEAR REVIEW.

JANUARY, 1915

Tie-up on Coarser Grade Cloths Continues

But the Better Class Grades Are Coming Through—Even in Case of Coarser Fabrics Delay is Not as Bad as it Was—Converging Prices—Coarser Appreciate; Better Graded Prices to the Consumer Remain Unchanged.

Written for The Review by a prominent importer.

CONDITIONS for importers of cloths and fabrics do not alter very much as the weeks go by. Delays and tie-ups are still the order of the day. The mills in Great Britain are still working night and day. They have never enjoyed such prosperity in so far as being kept busy is concerned. But this does not help the importer in Canada very much to get his stuff through. It is in the cheaper lines of stuff that the tie-up occurs. The better grade continues to come through from Great Britain and to arrive here pretty well on time. This is the stuff which is priced about \$21 or \$22 and upwards. But cheaper lines are harder to get.

We are not experiencing difficulty in actually getting the cloth over. Our trouble is that it is all delayed. Three or four or five weeks behind on every order makes difficulties at this end. The likelihood now is for the stuff to come through more on schedule time, because the Government orders in Britain cannot last for ever. Some of the mills that were working their men from six in the morning to nine at night—a fourteen-hour day. And there are signs that the tie-up is loosening. However, it will be difficult for some time yet for importers to be sure of having their goods on time here.

Converging Prices.

Prices show that the tendency to converge which was noticeable some three or four weeks ago. Lower grades have certainly appreciated, and are still going up—though much more slowly. There is a demand for lower grades which seems to increase rather than decline. One dealer suggests that the reason is because the consumer sees so many retailers selling suits and overcoatings at low prices that he expects to be able to buy much more cheaply nowadays. There is comparatively little demand for high class cloths for suitings and overcoatings. The result is, therefore, to send down the

prices, and they thus tend to meet the upward prices of coarser grades. The mills in the West Riding of Yorkshire are feeling the truth of the adage about the "ill wind." Certainly, it blows them some good, because the natural trend year after year, if markets were open, would be for shoddies to decline, since rags—from which they are made—are easier year by year to procure. But the demand for khaki has kept the mills busy and shoddies and coarser grades of cloths have become a second consideration in the making, and yet a first consideration to those who would buy.

The khaki trade has been a real savior to towns like Bradford and Batley and Dewsbury although there is lots of money in rags—strange as it may seem—and the people at Bradford and Batley and Dewsbury are much more wealthy than they pretend to be. Still, the khaki orders have come at an opportune time for their mills.

Serges Difficult to Get.

It appears now that serges will be very difficult to get from Great Britain from now on. The trouble is first of all that to which I have referred—the tie-up in general and secondly, and this is more important, the fact that the dyers in Britain can get no dyes immediately. These, of course, come from Germany, and are non-obtainable just now. It is a matter of real difficulty to get a good fast dye on serges without the German dye-stuffs. The same applies to linings. The cloth people, in this regard, are therefore at a full stop, unless somebody steps in and does things. The Government, it is felt, has saved the situation in Great Britain by backing a big co-operative syndicate for the purpose of making dyes.

It is understood that serges will be dropped to a marked extent in Canada next Spring and Summer. Cashmeres, pilots, whip cords and other cloths will predominate. The only point is will

serge come back? If you drop a thing and preach to the general public that you have something else just as good can you ever persuade the public again to take up the thing you dropped? Serge is an old stand-by and a tried and tested fabric, but if the people have to do without serges, well, they will do without them, and then they may be loth to take them up at some future time.

Prices to the Trade.

The prices on better class serges to the trade will be up slightly for Spring, and more in the fall, because, cheaper lines not being procurable, the better lines will be the only lines. Levels will not show very great appreciations, however. On cloths generally, prices for Spring will not advance, notwithstanding the difficulty the importer has to contend with, and the higher prices to him. Better half a loaf than no bread. The trade has got to be created in a time like this; it does not—taking it by and large—flow of its own accord. The retail stores in any city are a testimony to how cheaply clothes and almost anything else can be bought just now.

DINNER FOR NEWSBOYS.

W. L. Joyner, the well-known men's wear man of Moose Jaw, Sask., has made an announcement that has taken the newsboys of that Western city by storm, that on the evening of January 12th he will entertain them at a Christmas dinner, to be served on the main floor of his store. Mr. Joyner has always had a strong respect and admiration for the boy who is struggling upwards, and has shown this at various times in his own career. He came to Canada about twenty-five years ago and found work in Ottawa. Before locating in Moose Jaw in 1912 he was vice-president of the A. A. Fournier Co., Limited, Ottawa, with which he had been connected for eighteen years.

Store Features a Symphony in Grey

This Shade Predominates in Neckwear in Certain Quarters — Taking up the Tweed Hat — Horizontal Strip in Ties—White Silk Band Instead of Black for a Monocle.

By a Toronto Staff Correspondent.

IF it be true that there is nothing new under the sun, what a lot of people there must be in the business world who are guilty of what Mr. Winston Churchill called "terminological inexactitudes"! On the other hand, if there really are as many new things as the inviting windows of stores assure us, then the old proverb must be taken in its broadest of meanings. I incline to this latter way of looking at it, for in Men's Wear at least, there is much that is new.

A Symphony in Grey.

In the windows and store of Bilton Bros. you have a symphony in grey. This shade is featured and is worn a good deal just now by smart men. It predominates in neckwear. This is of all sorts of styles, wide, narrow, knitted, of a silvery grey color. Grey is useful because it clashes with nothing and it matches everything. It is particularly smart with dark cheviot cloth, made up in morning coat or frock, as well as in lounge. The quieter wave that is sweeping over men's wear this year on account of the fatalities on the battlefield is responsible for more attention being paid to grey, and truth to tell, one wishes sometimes that it might be a vastly more popular tint. Many men have no sense of fitness—it isn't that they haven't got some sort of taste—but they neglect the most obvious rules for color schemes. Imagine a sallow man wearing a crush strawberry pink tie! Yet you may meet them in the foyers of our theatres and on the street. Age too has much to do with the question of color fitness. It is a safe rule, when in doubt, to wear grey. It suits old and young, sallow and high-colored.

Grey gloves, in doecskin, are fashionable this year, and should be worn for visiting and semi-formal occasions. The shade should match the tie, if a grey tie is worn, and hose of the same hue all keep up the idea of the symphony in grey. Sir Wilfrid Laurier might have been called this for many years, though now and then he breaks in to the symphony by a heavy chord in the nature of a red tie.

As to Hats.

It is another mark of the British influence on American and Canadian dress that the tweed hat should have enjoyed such a good run this year. This may be had in either fedora or telescope shape—and more frequently in no shape at all. The first advantage of a tweed hat is that it suits all weathers, and that is a pre-requisite in Canada. It is not strictly smart for business wear, but what Sydney Smith used to call the "muddy glittitude" has taken it up to a marked extent, and I suppose that that legitimizes its usefulness and appropriateness as a business hat. It is an exceptionally comfortable style of headgear, and its easy, somewhat shapeless appearance is entirely suited to the material of which it is made. Jess Applegath featured some exceptionally nice shades in grey and fawn and these are still selling well.

It is possibly not surprising that the newest style in felt hats should have fallen flat—metaphorically, of course. I refer to the shape which is a cross between the Welsh villager's hat and a sort of dwarfed stove-pipe shape which Parisians used to affect in the days when Montmartre was a burly-burly of everything quaint and original and Bohemian. We had it in the Summer, in straws,—the high tapering crown, and narrowish brim. It wasn't

so bad in a straw, but in a felt it has not taken the public fancy. The old, gracefully curved hat, in all its multifarious shapes, still holds sway with the man who wears felt at all.

Yet, strangely enough, it has "caught on" in the silk hat. Most of the well-dressed men are wearing this new shape in their silk hats, and opera hats, and it is certainly a finishing touch of smartness.

A Natty, Cloth-Topped Shoe.

In one store I saw a very smart model in the cloth-topped line. The lower part of the shoe was of patent, and was quite plain, no pattern at all. The upper was of cloth, and the material was a dark grey cheviot cloth, such as is used in morning coats and so forth. It looked very dressy, and the plain patent added to the effect.

A "Different Stripe."

We have had ties now for such a long time that have the perpendicular or diagonal stripe that, except in knitted lines, the horizontal stripe has almost been forgotten. But I see that Stanley and Bosworth are featuring some of these again in silk lines, broad ties, and they looked mighty effective. The colorings were many, and usually the stripe was a quiet one, contrasting not too sharply with its background. The stripes should also be about half or three-quarters of an inch apart. Whether the horizontal trend will be marked or not is difficult to say. The perpendicular,—and this applies to the patterning of hose, too—has one big advantage; it gives the impression of added height, whereas the horizontal style tends, perhaps, towards squatness. But this only applies to men of slight build, and the majority of people are growing taller—so the Government returns in England say—as the generation follow one another.

Tie-Pins and Such.

Half the effect of a man's neckwear is in the tie-pin. The collar and tie count for much, but the finishing touch is the pin. In this particular the Canadian has it on the Englishman. Generally speaking he can afford a nice pin, and afford to give good money and get a good one. The Englishman does not affect the jewelled pin for day wear so much, for the simple reason that in the main he is not as well able to afford it. A few years ago though, there was a pin introduced which is now getting into favor in Canada. It was the bar or safety pin, a long gold bar, plain and about an eighth of an inch in thickness. This looks particularly well on a dark tie, and is moreover a great help in the set of the tie. It keeps its shape, and is useful in holding the tie away from the collar just that little bit which relieves the flat appearance. There are different opinions about this pin (the play on words is not intentional.) Some think it is too racy looking, and should be regarded as the portion of the betting man, but there are quantities of them sold nowadays.

Anything For Novelty.

Time was when this country would not stand for a monocle. The la-di-dah who gazed at the world from a single-spectacled background was accused of "putting on the haw-haw,"—to descend to a vulgarity. But

Continued on next page.

A Few Soft Velours Are Still Selling

Some Stores in St. James Street Have a Few on Hand—New Style of Bandana Scarfs, Long and Narrow — Colored Collars Losing in Demand — Not Repeating on Regimental Colors.

By a Montreal Staff Correspondent.

MONTREAL, January 14.—A month from now it will be possible to make some more interesting observations on what is being shown in Montreal stores. Buyers will by that time have returned from New York and elsewhere, supplied with Spring novelties. At present, discount sales are the order, from the high-class houses on St. Catherine and St. James Streets, to the humblest stores in the east end. We are between seasons, and strong efforts are being made to clean out before the Spring business sets in.

Demand For Small Dress Stuff.

With the shortage of money which exists, the tendency is to curtail functions of all descriptions. This is equally true of dances, with a consequent curtailment in buying of evening dress. This business was good around New Year's, but slackened off early in January. The demand was mainly for small stuff, such as shirts, collars, gloves and waisteats. The white mushroom shirt, as was expected, proved very strong, plain and fancy pique also selling well. Black back gloves had a bigger call this year than ever before.

Oriental Designs Hold in Neckwear.

What new neckwear has arrived during the past month shows a marked tendency to Oriental design. These are shown in green and old gold, green and red, blue and old gold, etc., being figured and brocaded. Roman stripes prove popular, and excepting ties made from grenadine silk, are perhaps the best sellers. The latter, which are remarkable for their durability, sell almost at sight. Neckwear in regimental colors went well for a time, but few firms will repeat on them. Knitted ties, mostly stripes, bring good prices in the better class stores. Plain shades in crepe enjoy only a moderate demand.

Colored Collar Short-Lived.

It is difficult to find anything new in collars. Colored novelties, as I predicted, did not remain long, and proved only a short-lived fad. A well-known manufacturer has arrived on the market with a new collar, which in shape differs little from the moderate cut-away to which I referred a month ago. That, and the collar with the V at the throat, are holding their places on the market, which means that nothing new has so far appeared.

Stiff Front and Very Short Bosom.

A shirt with stiff front and very short bosom seems to meet with considerable favor. It is made in black and white and the usual colors. Neglige shirts are fairly good: sales of pleats are only medium. As stated before, white mushroom pleats are still very fashionable for evening dress. Taffeta wool and flannel are in demand during the cold weather.

Not Much in Fur-Lined Gloves.

One of the features of the glove trade is the lack of interest the public are showing in fur-lined goods. This is attributed not so much to a desire to economize, as to a marked tendency towards a lighter glove. White knitted silk gloves, white chamois, and Angora wool gloves in

grey and natural, are all enjoying fairly good sales. The wash cape with black trimming, to which I referred in a previous issue, has had a remarkably good sale.

Bandana Scarfs.

Bandana scarfs have held their own very well throughout the Winter, selling from \$2 to \$5. There is a new style, which is long and narrow, instead of in a square, which can be purchased for \$3.50 at high-class stores.

The knitted scarf is becoming a thing of the past, excepting plain grey and white, which are being worn considerably for dress.

A St. James Street store has an attractive dressing robe, for which they are asking \$18. It is of twill silk, with shot effect, the cuffs, collar and cord differing in color from the rest of the garment.

A Few Velours Hats Selling.

Just now it is impossible to say very much about hats. As I stated before, it is in between seasons, and merchants are in New York making their selections for next season. I notice that soft velours are selling freely on St. James Street, even though some of them do have the Austrian stamp plainly on the inside. The ordinary peak cap, light in weight and in color, appears to be holding the field quite as well as the chinchilla storm cap, which sold so readily early in the season.



STORE FEATURES A SYMPHONY IN GREY.

Continued from page 40.

monocles have their users in Canada nowadays: all the Algernons and Marmadukes are not in London. For two seasons now a feature of evening dress wear has been the eyeglass band, a strip of black which ran across the shirt front, and relieved the monotony of dead white. In Bilton Bros.' window the other day, however, I saw a variation. This is a white silk band, not a black one, about the same thickness, three-eighths of an inch wide. It will not give the same contrasting effect with the shirt which the black one did—unless we take to black silk shirts—but on the other hand, when the eyeglass is used, the white band will show out well against the black coat. I see that this white band has had some vogue in London, and in these patriotic days, we dress from Bond Street.

H. S. E.



ON TO THEIR CURVES

JOHN Hadden, who is running a large tailoring establishment in Winnipeg, once posted the following notice: "All requests for leave of absence owing to grandmothers' funerals, lame-back, housecleaning, moving, sore-throat, baby sick, headache, wedding, etc., must be handed to the manager not later than 10 a.m. on the morning of the game."

Stiff Hat Coming Back for Spring?

Travelers Report Greater Demand—More Conservative Shape Taken — The Curl Brim Will Have Prominence—No More Welsh Hat Shapes—Fedoras To Be Strong in Soft Lines—Elimination of Strong Contrast Bows.

HAT salesmen are on the road with their samples for Spring, in felts and soft lines. The marked feature which all of them are recording is the revival of the demand for stiff felts. These had little sale in the Fall; in fact, they were a disappointing quantity, but the call is coming in now for derbies. The general opinion now seems to be that the smart man is surfeited with the soft hats. In the Fall of last year the hat oracles proclaimed a soft hat season. So it was, and now the pendulum would appear to be swinging the other way.

The evidence is to be found on the streets of the big cities. Our smarter humanity now tends to be felt-hatted more than soft-hatted.

High Crown and Curl Brim.

High crown lines are featured. Low crowns are defunct. All are high, though in varying shapes. The popular line is a pronounced curve on the crown. There is no approach to squareness, but a pronounced curve from brim over to brim.

Trimmings are a little wider than the Fall stuffs. Some of the new hats have the Anglesey brim.

The bow is either hand-tied or ordinary and is either on the side of the hat or three-quarters. Both styles are being featured. The one place where the bow must not be is on the back. This is the Austrian style, and is therefore taboo.

It will be seen that we are getting back to the more conservative style. The model in the shape of a Welsh hat, a sort of tapering crown, is not to be featured in Spring stuff. The innovation was not a success.

Some New Soft Lines.

In soft hats there is little sweeping change, the modifications being in detail chiefly. The soft hat, it is thought, will not have the same big vogue as last year when the stiff lines were not competing at all.

The Alpine fedora likely will be the leading shape. These are to be very strong, particularly those lines which have the curled brim. Bound and welt brims will also make a big showing. While the fedora shape is to be the leader, because it is the style which suits practically any shape of head, there will be some telescope crowns, as there are every year. These will be of medium height and have the slightly curled brim. Some rough-and-tumble shapes will be featured, hats that are at your service

either as fedoras or telescopes. These are to be strong, in grey particularly.

While the general tendency is for higher crowns, there will be some tape shapes shown. These may have either a curl or flat brim. Some of them have the pneumatic or rope-edged brim: a string of rope running through the edge of the brim which raises it.

Contrast Ribbons Scarce.

As to trimmings, contrast ribbons are to be scarce. Any there are will be in

much quieter contrast than heretofore. There will be no really light bands on dark background, but the fairly dark band which shows up not too conspicuously against the darker shade of the hat will have some little vogue.

The bow, as on the stiff ones, will be on the side of the hat or three-quarters. Mostly all will be hand-tied effects. A new style is the cross-bow, diagonally crossing on the reverse side from the actual bow. This is a strong point with the flatter brims.

Some Hat Ideas for Spring

Soft Hats Have Straight, Dip Crowns—Few Panamas Will Be Worn—Straws Have Higher Crowns, With Shoulder or Side Bows—Bullet Crown for Stiffs

Special Montreal Correspondence.

SPRING is not so far away. At this short distance one is able to form a fairly accurate idea of what will, and what will not be worn on the heads of Canadian young men. A rough survey of possibilities will assist the merchant in his buying for next season.

The soft hat is going to be a big seller again. That is sure. The panama is not going to be a big seller. That also is sure. Latest models have a fairly straight dip crown, but can also be worn as a fedora. All crowns are higher. Contrast bands will not be as popular as they were in 1914, but will blend more with the hat, and be slightly narrower. The puggaree band is also becoming a thing of the past. Soft hats of mushroom shape will not be good sellers. The new hat will be blue chiefly, or slate, but colors will not be unpopular.

The young fellow's stiff hat for 1915 has a bullet crown. There is little change in the band, except that it will be of large or small cord. The bow is at the shoulder or side, and not at the back. It would be ridiculous to attempt to carry contrasts in stiffs during the coming year. Bands on stiff hats will be black bands.

Taper Here Again. But Weak.

As for straws, the newest English blocks indicate high crowns. These were introduced a year ago, but were not big sellers. The high taper crown was not a success in 1914, but it is here again, but will likely take second place to the

straight high crown, $3\frac{1}{2}$ by $2\frac{1}{4}$ inches, having a band of 18 lines.

Back bows on straw hats are a thing of the past. Next year they will be worn on the shoulder or side. The brand is made of sennit braid, which is another name for seventh stitch. As stated before, the taper crown straw will be shown, but will sell more to the lower classes than to the well-dressed young man. It will have a 24-line band. The business man will wear the straw above described.

Except for lower priced hats, panamas will be pretty well out. People are getting tired of them. There may be a limited sale to gentlemen for outing purposes, but where they sold freely at ten to fifteen dollars a year ago, there will be few sold in 1915.

Plain Straw Hat Bands.

Straw hat bands will be plain. A few fancy ones are being introduced, but are very few. Hat bands containing regimental colors have been on the market, but will not affect the trade, being more in the nature of a club band.

Caps are being made with the wide crown again, in the "golf" style. They are made light in weight, and run in all colors, but grey, fawns and browns predominate.

A fire in the store of P. Grossman, men's furnishings, 1425 St. Catherine St., east, Montreal, early in January, did several thousand dollars worth of damage.

Who Determines Fashions for Men's Hats in Canada?

What determines the fashion in men's hats for Montreal? If I were to come out with a flat-footed statement, there would be a storm of protest from merchants all over the metropolis. If you were to ask me who determines the style of hat that will wear next Summer, say in Toronto, or Ottawa, or Winnipeg, or St. John, I would find more difficulty in answering you. At least I could not point to one particular man, and say, "He did it." That is what I can do in Montreal, and I believe I am right, although you, and scores of others, may disagree with me. I shall mention no names, but shall indicate pretty clearly to whom I refer.

On other pages of this issue will be found prognostications on the later fashions for Spring. These are, more or less, general, confined to a bald statement that the soft hat will have a higher crown, possibly a dip crown, or fedora if desired. Then again, it is safely argued that the stiff hat will tend more to the bullet shape. However, it would be a far more difficult matter to talk about what will be worn all the way across the Dominion of Canada. It certainly does not follow that what is worn in Montreal is also being worn in Toronto, or Halifax, or in Vancouver.

TORONTO MORE EXTREME THAN MONTREAL.

In that respect, Canada differs radically from the United States and European countries. We are far and away more conservative than the United States, and much less susceptible to the whims of fashion. Several years ago we were governed still less by prevailing fashions. Gradually the novelty hat is making inroads, and to-day there are cities in Canada where young men wear hats according as they are worn in New York or in London. Toronto is a very close imitator of New York, while Montreal wears something which combines the novelty and the staple. The bulk of Montreal trade will not go to the extreme as in Toronto.

WINNIPEG THE MOST COSMOPOLITAN OF ALL.

Taking a glance at other cities, we find Quebec very plain, indeed, and Ottawa resembling Montreal in its quasi-novelty, quasi-staple tendencies. The influences in the Capital are about equal. Winnipeg is a more cosmopolitan city, and is a market for all kinds of stuff, from the commonest to the very finest. It is difficult to describe the position of Winnipeg in this respect. Vancouver handles mostly English stuff, and does not follow the Americans in stiff hats. On the other hand, the bulk of their soft hats are of American manufacture. Going to the other extreme, Halifax is very English in both soft and stiff hats, and more especially in caps. St. John, on the other hand, is more American.

GOES AFTER THE SEASON'S NOVELTIES.

Climate has quite a lot to do with the fashions of our cities. Toronto, more or less, wears soft hats the whole year round, and in that time her fashions change repeatedly. Montreal on the other hand, puts aside the soft hat to a great extent—as soon as the weather smells like zero. When Spring comes, it is the man who captures the bulk of the young man's trade who determines to a great extent what will be worn in the Canadian metropolis. There is a merchant there who, more than anybody else, goes after the young man's trade. He does not give a snap-of-the-finger for staple trade, but makes a respectable living by introducing the season's novelties to the well-dressed young man. It is unnecessary to state that his store is in the up-town district. He takes chances, and often you find him clearing out stock at ridiculous prices to make room for next season's goods.

In this respect he differs from many of his fellow merchants, who cater more to the older generation. Among the latter class are men who wear the same style of hat all their lives, and only need to call their hatter on the 'phone to be suited to perfection. They require a staple line, known to the trade as the "gentleman's hat." Such dealers often carry lines for years and years, and never require to clear out their stocks at ninety-nine cents, for their stock is as good next year as last year.

Consequently, there are two distinct trades in Montreal: one for the well-dressed young man, and the other for his father. Both are important. One rarely encroaches on the other. It is the former who creates the fashion for this city. He goes to New York, and seeks out something that combines the novelty with the staple, and what he chooses becomes more or less the standard of fashion.

On the other hand, it often happens that these two stores carry the same style of hat, but present them to their patrons in entirely different forms. The young man enters his store and purchases "the latest thing" which the hatter twists in such a manner as to give it a distinctly sporty appearance. He leaves the store with cane and gloves, convinced he is dressed right up to the mark. At the same time his father enters his store, and purchases something new, which makes him look well dressed. The two return home, and each discovers that the other is wearing a new hat. To all appearances they are two different shapes. Close inspection shows, however, that their hats are identically the same, but are worn differently.

C. W. B.

New York: So Near and Yet So Far

Formal Dress in New York Approximates, Though it Does Not Quite Arrive at London Styles—A Comparison in Morning Coats—The Gauntlet Glove—The Ascot or Cross-Over Tie Comes Back.

NEW YORK, Jan. 14.—It is a strange thing, but no matter how near London tries to get to New York styles in the matter of dress—thought it does not try often—and no matter how near New York tries to get to London, it never reaches the mark it is aiming for, either of them. And in a case like this, a miss is worse than a mile. A wide difference is better than a near approximation which is yet but an approximation and not a meeting point.

For some time now New York has favored the English cut in suits. It has scattered the padded shoulders—which made every man look like a policeman—to the four winds of the heavens. In their place we have the sloping or the straight shoulder, whichever is suitable, but always unpadded and natural. That is London. And New York has fore-sworn what once was a darling possession—peg-top trousers so baggy that they would not get into a respectable trouser-press—and has adopted the medium width trouser of British custom. It is true that London came part way in this trouser question. Several seasons ago the trousers of the Britisher were as lamentably tight and stove-pipe as the New Yorker's were too sack-like. New York is dressing from London now. Temporarily it has decided that it will follow London's lead; later it may return to the task of setting its own fashions.

And yet no matter how many American houses sent their cutters over to London, the American tailor cannot cut a suit on the English style. He just misses it, and the effect is quaint.

Graceless, Because So Near To Graceful.

This was very noticeable the other day when I was talking to some men who are reputed America's best dressers. One man was wearing a morning coat suit. The thing was positively graceless because it came so near to being graceful. It compared oddly with that of the man who was standing near, a well-known figure in Bond Street, London. It was cut with an attempt at a decided waist, but the curve was not the right curve. It was supposed to be morning-coat length, but it was not the right length. The shoulders were set in a curious undulating curve instead of either a frank curve or a frank slope, giving even from a front view an impression of round shoulders. The vest, which was a thing of broad lapels which crossed over each other, had a "V" at least three inches

too long for conformation to morning coat styles of this year, and most outstanding fault of all, a double lounge collar was worn.

Compare the Londoner.

Compare the Londoner who stood by. He was wearing a morning coat suit cut, first of all, to hang the right length. The waist was pronounced and yet not too tight. The lapels, which had a slight oval tendency on the outside edge, crossed one another at the button leaving the one on the left to sweep over a couple of inches, thereby giving the under-lapel scope to continue the line from the top of the lapel to the bottom of the front tail in grace and elegance. The shoulders were sloping straight down, evidently sitting well on the shoulder of the man wearing them. The whole appearance was just that mixture of military precision and indolent grace which Bond Street achieves. The outstanding impression was one of ease and superb fit. The American who was wearing the same sort of suit looked anything but at home in it, simply because it came so near to and yet was so far from being truly a morning coat.

There is a decided call here among the best dressed men for the frock overcoat. This again is a London mode, and has been popular there for formal wear for many years. It is made usually of a soft vienna cloth, has pockets which are cut on an angular, semi-diagonal plan; the tails and skirt which are characteristic of the ordinary frock coat, and the broad lapels, with a slight oval tendency on the out edge which I remarked on in connection with morning coats. They fit very snugly at the waist, of course. Many of these are being worn this year. The collar may be of silk or velvet.

Whether the gauntlet gloves will be popularized or not remains to be seen but these are being worn by some of our fashion-setters. Various browns or greys or plain white buckskin are the colors, and they have no buttons. The soft gauntlet wrist is apparently a la mode. But the average man will take a long time to accustom himself to these and by that time the leaders will have something else new.

Ascot Scarf Back.

The Ascot scarf is coming back again, after an absence of several seasons. This is a throw-over scarf much affected in London, and is usually of a black back-

ground with some quiet spot pattern. Occasionally striped ones are seen. The correct collar is the "butterfly" cut perfectly straight, known to some men as the legal shape. The pear pin is the general decoration, and quite a number are to be seen even in these days of financial stringencies.

Many scores and hundreds of mufflers must have been sold of late. The popular taste runs to plain white silk or black and white close-knit silk. To the plain white there is usually a border in color or colors. The stripes in the black and white run lengthwise. Grey is being featured too. Brighter colors do not seem to have caught the public fancy.



Fewer Soft Cuffs

Is Tendency to Go Back to Stiff Cuffs for Summer?

—Khaki for Next Winter.

MANUFACTURERS, more or less, have been occupied during the past few weeks with Government orders, and have not yet had time to pay any attention to novelty lines for the coming summer. One house is just finishing off a \$125,000 order for flannel shirts required by the British Government. On this they have been working night and day for the past few months. The last shipments are now being made, after which they will be able to pay more attention to domestic trade. But at present there are no new models on the market.

When asked by The Review for his opinion of what would be worn during the coming year, one of the best known manufacturers stated that he believed there would be less soft cuffs worn, giving place to the stiff cuff. While there has been talk of stiff fronts, he did not believe that the soft front would be ousted this year. He expected an enormous demand for khaki flannel shirts for next winter, and the public would have difficulty in getting them. These garments would come out in flannel and union, and in khaki and grey.

The representatives of an English shirting house called on a certain manufacturer, and was asked what would be worn next Summer. He was unable to give an answer.

Will Wash Ties Be Popular Next Summer?

WILL wash ties come back next Summer? This is an interesting point just now to retailers who are placing orders for Summer neckwear. Last season, generally speaking, was poor in this regard. Few wash ties were sold in Canadian cities, though there were more sold in the West than in Toronto and Montreal. This was probably the reaction from the two or three seasons that went before, which were certainly money-makers on the wash tie proposition.

A big department store has placed an order rather bigger than usual. It found quite a demand for wash ties last year though it admits that it was below 1913 or 1912. This year's order is to be bigger, however.

American manufacturers are anticipating a good demand, and numbers of retailers have placed orders already.

Stronger in Some Localities.

It is a noteworthy feature of this question that this kind of tie takes better in some localities than in others. Manufacturers report that some large firms who are operating stores right across the continent have placed large orders for some of their stores but much smaller ones for others. For instance, the Central Western States are strong for wash ties next Summer, but the Eastern demand is not so great.

Wash Tie Suits Light Clothing.

The main reason why there should be a good demand is that far more light-colored suits are being sold nowadays for Summer wear, and the opposite neckwear is assuredly a wash tie. It fits in better with the atmosphere that the Summer suit creates. Hosiery and furnishings are on the light side too. Silk shirts are becoming "an fait" with numbers of men who did not wear them three or four years ago. Soft collars each Summer show an appreciating popularity. Moreover, wash ties can be made to harmonize better from point of color scheme with soft silk shirts and soft collars than the usual silk or knitted tie.

It is said that, judging from the samples, the manufacturers have certainly bettered their previous best in patterns this time. There is a great deal more variety and many added effects that will be entirely novel. As to patterns, there are stripes, embroidered effects, plaids and checks. Some very smart bat models are shown in pointed ends and in square ends so far as bow ties are con-

cerned. Pale contrasting stripes are seen, and a very attractive tie is one with a plain cream background, upon which a bias stripe in blue, helio or pink runs at intervals of about three-quarters of an inch. This is in a pointed end bat. Spot patterns will have little demand, it is said.

Probably the four in hand shaped tie is the most popular. It has certainly been with us longest, and this usually has the panel design in quiet color upon a white or cream background. It is anticipated that the open end wide scarf will have quite a good run in wash ties this year. A particularly neat sample shown is a cream background with a thick dark blue or black stripe running

diagonally at intervals of half inch or inch. Slighter stripes, and broken stripes are shown, too.

Crepe de Chine Model.

As to material, silks, cottons, linens and crepes will be used. Madras and pique are favored by a good many retailers, who claim that they launder better than silks or cottons, and that a better knot can be tied. An unusual tie has been ordered extensively by one big department store in Toronto. It is a crepe de chine, in cream and white, with embroidered effect. The store sold so quickly the few they had last year that they have purchased heavily again for next Summer.

Dyes Independent of Germany

British Government is Advancing Syndicate £1,500,000 to Start Operations on Big Scale—Essential to Output of £200,000,000 and 1,500,000 Workmen.

GREAT enthusiasm is shown throughout England in the working of a government scheme for assistance in the manufacture and supply of colors in quantities sufficiently large as to make Great Britain independent of Germany for the future. At a meeting of representatives of the largest firms that make use of artificial dyes the principle of the national effort was approved unanimously. England usually consumes about £2,000,000 worth of dyes a year, and these are essential to an industry of something like £200,000,000 per year, on which sum 1,500,000 workmen are dependent. Of this £2,000,000 worth of dyes, scarcely more than one-tenth is produced in England. Lord Moulton in bringing up the subject before the manufacturers declared that a great national effort was necessary as for a long period German chemical industries have been allowed to develop without challenge from Great Britain. The success of the venture would depend on its characteristics of being large, British and incorporated.

The proposal as outlined before the meeting was that a limited company should be formed with an assured capital of £3,000,000 divided into three million shares of £1 each. The government would advance the company half of that amount, £1,500,000, at the rate of 4 per cent. interest. The government would have the right to appoint two directors

of the company with the power to veto any undue encroachment on the businesses of British manufacturers of products other than dyes, colored, or the giving of any undue preference as regards supplies, prices or otherwise to consumers of the company's products. The company, of course, was to remain British. Agreement for Five Years After Peace.

The committee that was appointed suggested that those interested should subscribe to the share capital and enter into a contract by which they shall agree for a period of five years after peace is established, or five years after the expiry of existing contracts, to take their supplies from the company in all cases where the company is able to supply them of good quality, and at reasonable prices, but that if a consumer should consider that the prices fixed by the directors of the company too high, then they require that an independent referee shall investigate. To meet the difficulties of the present situation it was proposed to take over certain existing color works, and use these plants to manufacture certain dyes that were necessary. Steps towards this end have already been taken.

Patent Difficulties and Others.

Some difficulties that have come up have already been met with. One of these was the likelihood that they would be unable to secure the necessary alcohol

(Continued on page 46.)

What the Londoner is Wearing

The Streets Are Full of Khaki—Evening Dress and Morning-Coated Humanity in the Minority —Some New Dress Vests—Also Dress Ties — The Return of the Sports Coat —
Vogue of the Soft Collar.

LONDON, Jan. 2.—A change has come over London in matters sartorial. The streets seem full of soldiers now; civilians are a minor quantity. This is particularly true of the leisured class, who might be seen formerly trotting round Mayfair in the morning, and lounging in the foyers of the theatres and at various social engagements in the evenings. The theatres are, of course, subsisting upon more or less thin houses, and at that the wealthy, evening-suited class seems conspicuous by its absence.

An attractive evening suit which is being worn by some of the more original is very pronouncedly waisted. The lapels gave a tendency towards being slightly oval. The collar is of dark blue velvet again, a style which was much affected among the better-dressed men three or four years ago. The trousers have a wider braid than has been in vogue lately. The coat is caught by a loop in place of the bottom button. The whole impression is one of "finickiness" in dress, but it suits some men.

New Dress Vests.

There are several new dress vests being worn here, new rather than the point of material and so on than from the point of shape. One is a cream silk vest, cut so as to fall in precise line with the fore-part of the coat, and edged with a thin black cord line. It is, of course, the wide "V" shape. Another, and more extreme, model is made of darkest purple silk, edged in like manner with the black cord. I saw two or three of these at Frascati's the other night. They are dressy for certain types of men, but they do not suit all. There is a tendency to patterned vests in the plain white, and some of them are mighty effective. The more subdued the pattern is the better.

Great latitude is allowed the Londoner this year in the matter of dress ties. Time was when black silk or white linen were the only two choices, and both were depressing enough. But the wider tie is much favored here now, and is had in all sorts of shapes and all sorts of designs.

A very natty thing is a white erpe, dotted here and there with white or silver spots, unobtrusive and neat. With the new cream vests that I spoke of a modish tie is a cream silk, edged with black. It is a wishy tie, and makes a very neat bow. There are some few black bows edged with white, but they have not gone here.

This most comfortable coat seems to have taken on a new lease of life. It was originally designed for golfing or shooting wear, but three years or so ago became very popular as Summer wear, with trousers. It is something after the manner of the Norfolks that were popular in the States two seasons ago, with the exception that it is pre-eminently English; waisted and with gracefully hanging skirt, and is not so extreme as to shoulders as the American Norfolks were. It is made, moreover, of Donegal or Harris tweed, for the idea is to have an out-of-doors coat. A number of men just have the coat, while others have a suit made, wearing for golf and so forth the long trouser and for shooting the knickerbocker. The pockets of the coat are well defined and large. The "ticket" pocket on the right-hand side of the coat above the ordinary pocket is a feature of this Winter's style. The lapel is much lower than heretofore.

This is a most attractive coat for walking or sports wear, and bids fair to have another big season.

Soft Collar Has Vogue.

The soft collar has had a vogue for the last few months which it never enjoyed before. London seems full of young men wearing this instead of the linen collar, and very comfortable the boys look too. Contrary to the style of fastening you affect in Canada, Londoners do not use buttons or diminutive studs to fasten the two sides of the collar together. They use the bar pin, which catches the bottoms of the collar and lies across the intervening space. Black ties are as popular for soft collar wear as ever.

A Question Box

Saskatchewan R.M.A. Get One Another's Views on Live Problems —Figuring Out Debts to Merchants.

SOME of the local branches of the Retail Merchants' Association of Saskatchewan are displaying great interest in working out what is called the "local rating," a scheme by which the members bring their ledgers to the meeting and call out a list of their creditors, with a comment as to whether they are good or bad pay. A general list of creditors of retail merchants is thus made out, and by co-operation amongst the majority of local merchants

it is possible to fairly secure a complete list of the total debts to retail merchants of a large number of citizens, and in this way each merchant has a good idea as to the kind of credit that each of the customers is.

The collection letters are also proving very satisfactory, and resulting in payment of bills after the second notice has been sent out to prevent the creditor being placed on the list as a delinquent.

Another very important and very useful scheme is being tried out called the Question Box. Questions are made out once a month, and copies sent out to each branch in the province, one being for the secretary and the other for the president, asking them to take them up and discuss them at their meetings. The secretary makes note of the various opinions expressed, and sends in a report to the provincial office. There a file is kept under each subject, and the provincial officers are thus enabled to form an opinion as to the feeling of members upon the subject, while in addition the members themselves are enabled to consult these lists, and extend their information on the subject itself. Among the questions sent out lately were the following:—

"What, in your opinion, is the most effective way of dealing with the mail order competition?"

"How, in your opinion, should bankrupt stocks be disposed of?"

"Are you in favor of abolishing the business tax? Would its abolishment work out to the ultimate advantage of the consumer?"

"How should a special sale be conducted to obtain the best results and not kill business following the sale?"

DYES INDEPENDENT OF GERMANY

(Continued from page 45.)

free of duty. This has been met by the Board of Customs agreeing to allow them to use alcohol for all industrial purposes free of duty. Another trouble that was suggested was that there might be a restriction at the instance of German holders of British patents. This is met by the new act of 1914, which will enable the company to obtain on reasonable terms the rights from the Board of Trade empowering it to manufacture such commodities covered by such patents, so as to enable the community to enjoy the full use of the British inventions.

Why Not Wear Flannel Shirts in Winter?

THESE are the days when to be English is to be fashionable—particularly in the matter of clothes. You get it in New York; you get it in Montreal; you get it out west as far as Victoria—which prides itself upon its Anglicism, anyway. Certainly there is a boom in English, or perhaps I should say British. We wear British suits, of a British cut. We are so British that we have taken ourselves—we democrats—the cane and the spat which have signified all manner of objectionable things to us heretofore.

The strange thing about the boom in things British is that we are inconsistent. We do not dress like the Englishman—all through. We miss some details. Take the question of flannel shirts, for instance. It is a good cold-weather subject. Consider flannel shirts. How many Canadians wear them in the winter? About one in five hundred and I doubt if you could keep up that average if you could get hold of Canadians generally. Yet the flannel shirt is peculiarly a winter habiliment. You can't obviously wear it in summer. And yet flannel shirts are made. They must, therefore, be intended for winter.

SAME SHIRT IN WINTER AS SUMMER.

The Britisher is very much attached to his flannel shirts. When winter comes along, he carefully lays away his *delaïne* or cotton or silk summer shirts, and overhauls his wardrobe of winter woolen wear. It would not occur to the average Englishman to wear summer shirts in winter. Numbers of Britishers who come out here come laden up with the practical precautions they have taken against our climate. They get the idea that Canada is positively the North Pole, and they prepare accordingly. And, if they wear flannel shirts in mild and damp and muggy England, "a fortiori" they must wear them here. Yet when they have been in the country a year or two many of them never think of wearing anything but the same sort of shirts in the winter as they wear in the summer. So much for the custom of the country and its psychological effect upon habit.

I have talked to a number of men, men's wear dealers and consumers too, upon this point. Nobody has yet given me a really water-tight reason why they do not use flannel shirts. They say, "Oh we make up the extra warmth needed by heavy overcoats." Or, "Winter underwear is enough protection," or "The houses are so hot by reason of the furnaces, and so are business places, that we don't need flannel shirts as protection against the cold." But, why change from thin underwear to thick in the winter if you are not going to be consistent? Why not carry the change from thin to thick right through? You wear a heavier suit, a heavier overcoat, heavier underwear, additional wrappings in the shape of gloves and mufflers, and yet you don't bother with heavier shirts. And they say that women cornered in inconsistency some years ago!

FALLACY ABOUT FLANNEL SHIRTS.

The fact of the matter is that there is a public fallacy about flannel shirts. People think it is plebeian to wear them. They are supposed to be associated with derelicts, with the flotsam and jetsam of the city. Where the fallacy sprung from I don't know. Nothing could be more absurd. Flannel shirts are made up just as carefully; are patterned just as handsomely, and are manufactured at considerably more cost than are the summer shirts. Moreover, they look just as smart and just as presentable.

Flannel shirts were rejuvenated in Britain some eight years ago. Up to that they had been merely useful, because of their warmth. But no one had apparently thought up to that time of making them attractive to men who were smartly dressed. Patterns of a most attractive kind were gotten out, and have been gotten out ever since. A plain white flannel shirt, with turn back, double cuffs, and a pattern of a single dark blue or black or green or pink stripe running perpendicularly is a mighty dressy looking shirt front for day wear. There are all sorts of designs to be had, of course, but some firms turn out some specially attractive things in this line.

The objection was made in one-quarter when I asked why flannel shirts were not more popular that it was because they were too expensive. It was pointed out that \$2.50 at least was the cost of a decent flannel shirt. This is so, but it is all owing to the slight demand. You cannot expect the manufacturer to bother shipping a few dozen over from England to retail at about \$1.25 apiece. It wouldn't pay the manufacturer. And there is only a limited demand.

This, it seems to me, is an opportunity both for the retailer and for the manufacturer. There are few flannel shirts made here in the country at all. If cheapness is the reason why they are not more sold, woolen manufacturing firms can get over that by making them.

This is the psychological moment. We are blatantly and patently British in our methods of dress just now. Here is a chance to catch the public favor, then. It would pay as a business resource. And it is as conceivable that a flannel-shirted humanity is as "au fait" in the winter as a silk-shirted humanity is in the summer.

THE MAN ABOUT TOWN.

Tendencies of Store Fronts and Windows

More Attention Being Given This Subject in Large Cities — Eliminating the Door Step — Curved Glass Going Out of Favor—Deep Entrances for Narrow Fronts—Windows Above the Awning.

IN large cities like Montreal, Toronto and Winnipeg, where rents on the principal streets are exceedingly high, it is often a problem how to make the most of the store front. In some cases, the front has been in existence for several decades, and is utterly unsuited to a store, the rent of which is enormous, and whose value depends upon the number of people attracted to the store.

There are two or three ways of attracting customers to a store. They can be drawn by newspaper or circular advertising. An effective ad will attract people into a side street. There are several cases, particularly in Western cities, where the largest stores are located away from the centre of the city. In such cases, the newspaper ad must be effective first, and the window display follows up the work.

Then customers may be attracted by a reputation for good value. There is a store in Montreal which is known everywhere for its splendid dress goods department. That store will draw people. There is another store remarkable for the bargains it offers every week. Here again, the display window is secondary.

Good Window Essential.

On St. Catherine street, Montreal, where store rents are probably higher than on any other street in Canada, a store, and especially a dry goods store, cannot afford to rely solely on its advertising and its reputation for bargains or quality. It is freely conceded that a store window is one of the most valuable assets to an establishment, and the bulk of business done can often be traced to a well-dressed window.

The store of the Hamilton Company, Montreal, is an example in point. This company's lease was due to expire towards the middle of this year and naturally some decision had to be arrived at whether to move or remain in their present quarters. It is understood that they have decided to remain where they are.

During the past few years, the Hamilton Company have had it brought home very clearly that their windows were to a large extent responsible

for the large amount of business done within the store. They have decided, we understand, to make a radical change to their display windows, both in size and background, in order to increase this "window trade." What form this change will take remains to be seen.

Of recent years, many changes in store fronts have been effected on St. Catherine street, showing the desire to draw into the stores the large crowds which frequent that street. The illustrations shown herewith depict a change which was recently made. Formerly, the Saxe store was composed of one large glass front, with a small entrance at the side. This had the appearance of being a private opening and certainly was not inviting. As will be seen from the drawings, two display windows were made out of one, with a middle entrance. This type is known as a "double straight" front.

The windows leading to the entrance are the most attractive feature. Being at an angle, they are seen by people passing along St. Catherine street, who are drawn towards the entrance by the attractive display. It can also be seen easily from the other side of the street.

No Door Step Here.

There is another feature in this store front which should be noted with care. There is no step. Door steps are being avoided wherever possible. In some stores, where the entrance is at the sidewalk and the floor is high, a step is necessary. In the case shown herewith, a slight slope from sidewalk to the door was possible, allowing passersby to walk straight to the door. The floor at the en-

trance can be of mosaic, or, as in this case, of terrano, a composition in several colors.

A specialist in this work, who erected the majority of the high-class store fronts on St. Catherine street in recent years, gave The Review a few facts regarding tendencies. He advised a window not exceeding 10 x 12 ft. or 10 x 13 ft. The largest window in Montreal measures 12 x 12 ft., and it was necessary to import the glass from Europe. This took six months, and on arrival the glass was broken while being transferred from customs to warehouse. This meant a further delay of six months. The window is in the store of Fairweather's. The two sizes named above are kept in stock by local dealers.

Speaking of curved windows for corners, he said people were doing away with these, as it was difficult to see through them. Glass can only be seen through straight without hurting the eye. Another common mistake to which he drew attention was the practice of having the awning on a level with the ceiling of the window. On a bright day it is impossible to see a display properly owing to the peculiar action of light under such circumstances. In the accompanying illustration it will be seen there are smaller windows above the awning. This overcomes the difficulty referred to above.

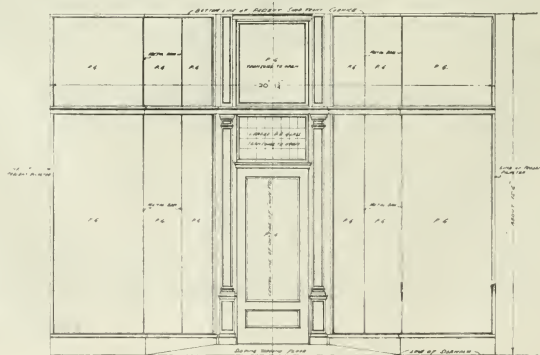
Ventilation and Frost.

Asked about frosted windows, which are a common cause of annoyance, especially in Quebec Province, an informant, who claims never to have been troubled with a frosted window, said it

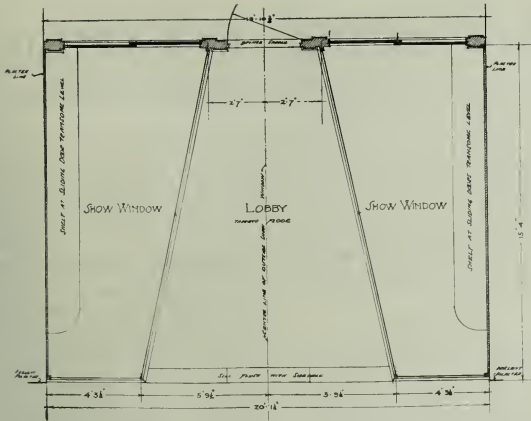
was merely a question of ventilation, and was simply overcome by workmen who understood their business. The system of ventilation used also determined whether the merchant would be troubled with dust in summertime. In some cases a loose window would admit both dust and rain.

Mahogany Backgrounds.

Regarding backgrounds he was of the opinion that nothing looked nicer than mahogany, which harmonized with practically everything that was trimmed.



EXTERIOR ELEVATION.



Showing arrangement of new front of Saxe & Sons' store, Montreal, deep lobby, giving two windows for display, in place of single window and entrance at side, as originally constructed.

The sides of the windows should have mirrors, especially if they were on the slant.

Messrs. Clement & Muckle, Blenheim, Ont., men's furnishings, have dissolved partnership, Mr. Muckle continuing.

Stock Taking, "Necessary Evil"

No One Has Devised a System That Will Relieve Staff of Work—Getting a Unit System Arranged—Marking Date of Purchase on Goods.

SOME day some one may discover a scheme to relieve the retail man's burden—stocktaking—annual or semi-annual as it may be. But up to the present all short cut methods appear to be of little avail and the average store-keeper has come to look upon the checking up as a necessary evil.

Modern methods have discovered some aids, but for the most part they are of little assistance and the work is much as it was a generation ago. True, there are systems by which the modern department store, operated on a huge basis as it is, can figure its stock every night to within a few dollars and can estimate profits and regulate buying on this basis, but this is only contingent and the time comes when everything has got to be checked up in the usual way to get at the bottom of things.

No Royal Road.

The Review man talked on this subject with L. Brownhill, manager of the A. E. Rae Co., at Ottawa. Mr. Brownhill is a man of many years' experience in store management and he has been through many stocktakings. He rather smiled when the matter was brought up but was very clear in his opinions.

According to his experience there was no royal road to stocktaking. Some

printed forms might help in the tabulating of figures, but he believed in simple sheets and tallies kept by two different clerks as one called off. Then there would be separate additions and if the totals did not agree there was an immediate check upon the figures.

Establishing Some Unit.

As to system, Mr. Brownhill was emphatic that in the first place the decision should be reached as to how the stock was to be taken, whether by boxes or by fixtures. The first thing was to establish a basis of units and to stick to it throughout; to deviate from this a hair's breadth while the work was in progress meant a serious mistake. The units idea should be followed throughout and totals were but a multiplication of units. He favored making the records by fixtures and maintaining the units no matter how large the articles might be or how small.

There was also an identifying mark placed on the ticket to show whether the box or article had been in stock the previous year.

Thus we have the opinion which is more or less general that stocktaking cannot be radically simplified. The daily or periodical estimates are figured in nearly all big establishments as a guide to department returns and buying, but

they are estimated from the sales and therefore cannot be definitely correct. In fact in this system there must always be a substantial allowance made for what is known as stock insurance, to cover spoiled goods, loss in yardage, losses by theft, etc. These estimates will vary in different stores but they can be made very nearly correct by taking records and figuring out a fair average.

Rush at Factories

Demand From Europe Continues, Making Some Domestic Deliveries Slow—Local Demand Improved by Wool Rumors.

THE important feature of the knitted goods market continues to be the rush of work which is keeping factories going full time, some of them day and night. "Never so busy for years," they say. This is, of course, the foreign demand. Britain and France are buying quantities of knitted goods, particularly sweaters and sweater-coats. The domestic trade in this line would not have sufficed to keep factories running even full time, much less overtime. There was a noticeable slump in July, and the outlook was not regarded as bright. But with the declaration of war, even though one pronounced effect was the havoc which was played with the wool market, yet the ill wind blew some good. The foreign governments could not get enough stocks of knitted goods, and Canada has had in supplying them an outlet and an income which she never had before.

So great has this rush been that domestic orders cannot be placed for delivery immediately. Factories are too busy with foreign trade to promise early fulfilment of local orders. And, moreover, in many cases this foreign trade has been secured at distinctly attractive prices. The wool market in England is a sufficient indication of the huge demand for army use made upon the mills, consequent upon which prices of wool to Canadian buyers have been greatly increased. Those increased prices of wool are more than covered, in the opinion of a prominent knitted goods manufacturer, by the advance in price which manufacturers are able to register in their charges to buying Governments in Europe, and knitted goods men are more than breaking even.

WOOLEN MILLS DESTROYED.

The mills of Horn Bros., Woolen Co., Lindsay, were totally destroyed by fire on Dec. 22. The mills had been working night and day filling orders for blankets for the Canadian overseas army and upwards of 175 people were employed.

War Legislation Bearing on Credits

War Legislation of Saskatchewan Government—Complicated Situation From the Standpoint of Wholesaler and Retailer.

Written for *The Review* by Henry Lewis.

AT A TIME like the present, any action which seems likely to undermine credits is exceedingly serious. Some rather misunderstood legislation recently enacted by the provincial government of Saskatchewan, has, it is feared, a tendency to so upset trade equilibrium. As a result, retailers and wholesalers alike are considerably disturbed.

As has been indicated this enactment of the government, is rather less clearly understood than is the usual government measure—beggared as it customarily is with legal terms. It appears, however, that the government has itself to thank for a good deal of this misunderstanding. It also appears that while measures so far put into effect have only a limited bearing upon the retail and wholesale hardware, grocery, and dry goods men, the government has yet reserved unto itself rights, which, if enforced, will have a very decided bearing upon all doing business in this province.

The war legislation which has actually been passed by the Saskatchewan government has been summarized as follows:—

War Legislation Saskatchewan.

"Protecting Volunteers or Reservists Only. No action for cancellation of agreements of sale of land, bond, mortgage, lien or other encumbrance affecting land to be taken until six months' have expired for the date of the Proclamation, which was the 21st of October.

"Protecting All Classes. No action for cancellation of any contract or agreement for the sale of land shall be taken by a vendor except in a court of competent jurisdiction, but same can be determined by mutual agreement between the parties. (This took effect from the 1st of October.)

"On the 19th of November it was proclaimed that no personal property belonging to a debtor by virtue of a conditional sale, lien agreement or hire receipt shall during a period of six months' from that date be seized or sold under a chattel mortgage or bill of sale intended to operate as a mortgage or under such conditional sale, lien agreement or hire receipt until the consent of the sheriff of the judicial district had been obtained; all seizures under the above must be made by the sheriff or his nominee; the sheriff shall be allowed discretionary powers to deal with the seizure in a manner to prevent hardship and his decision shall be absolute.

"This applies to seizures made prior to the proclamation where the goods have not been sold.

"It is now an offence for any other party than the sheriff or his nominee to make such seizure, the penalty being a fine or imprisonment."

A Broad Hint.

This legislation, somewhat difficult as it is to understand, really has apparently little bearing for the retail and wholesale dealers. It treats largely of conditional sales, and so principally affects machinery companies, and to a certain extent flour concerns. The cause for uneasiness to the retailer and the wholesaler, therefore, is not what is written, but what the government very clearly indicates may be written. At the present time, in short, men doing business in Saskatchewan are under the surveillance of the government. An indication of this probably can best be given by quoting herewith a letter received by a Western wholesale house from the Department of Agriculture at Regina:—

Regina, Sask., Dec. 15, '14.

Dear Sir,—Mr. — has sent us copies of correspondence with your Company extending over the past two years. You are doubtless aware that the crop in the — district was practically a failure. On this account customers who usually pay promptly when the harvest is over have been unable this year to meet their obligations. Mr. —'s statement shows a good surplus and he has been building up a good business and would no doubt put your account in good shape this fall if the crop had been normal.

As, no doubt, you are aware the Government of Saskatchewan have lately passed an act to give protection to the farmers against harsh treatment from their creditors. We find also that it is necessary to give protection to merchants who are endeavoring to exercise leniency with their customers and while of course the Act was not framed with the intention of intervening between wholesale and retail houses it is so framed that it can be extended at any time to cover all business transactions or any individual case. We however, feel satisfied that it is only necessary to place the matter before the wholesale creditors in order to get right treatment for the merchants who are at the present time unable through

stress of circumstances to help themselves.

Signed (F. H. Auld),
Secretary.

Wholesalers and Retailers Anxious.

Notice, in this letter, the statement that the government has an act so framed that "it can be extended at any time to cover all business transactions." It is no little wonder the wholesalers are nervous? But it appears that the wholesalers have only cause for fear because there is in the first place great ground for fear on the part of the retailers.

Notice the first sentence of this letter from the department of agriculture. Mr. — has sent the government correspondence from the wholesale house. This indicates pretty clearly, that, as in other cases, the government has first received word from a farmer, that, Mr. — is pressing for collection, which the farmer claims to be unable to make. The agricultural department then writes the dealer, suggesting that he cease his efforts to make collection. The dealer then writes the government stating that it is up to them to make the wholesaler cease pressing for their collection. Hence comes the letter from the government to the wholesaler.

As far as can be learned, there is not at the present time anything actually in the act which prevents a retailer from pressing for collections. If a merchant, say in Maple Creek, feels that John Doe, farmer, should make payment of the account which he has been running for the past year, he can issue a writ against John Doe. John Doe, however, can write the government complaining of his crop, and so the whole matter can be stopped by such letters as the one quoted above.

There is another point in this letter from the department of agriculture—and it should be stated here that this letter is not a single instance of the government's action, several such have been received by wholesale dealers, and from what can be learned a number of retailers have received similar missives. It is stated that Mr. —'s statement shows a good business. It is of course a question here as to who should be the judge of this. The thoughtful retailer will realize the necessity of a careful estimate of stability. It is the competition from men on the verge of bankruptcy which is mostly

(Continued on Page 53.)

Keeping Records of Each Suit Sold

Simple System of Showing How Much Each Suit or Overcoat Cost, was Market at, and Actually Sold For—Profits Easily Figured Out—Name of Customer For Following Up Later.

ONE of the most useful and profitable "habits" in a clothing department of a men's wear store is that of keeping a record of the sales of clothing. This is not a difficult matter, nor does it involve much time or work. In fact, for the advantages that it has, it is one of the simplest of systems in connection with a men's clothing department.

This record simply consists of the ordinary stock list of clothing, reinforced by a record of the sale, which would give particulars as to the price, and possibly the person to whom it was sold. This last point, however, is not a requisite one. However, it is used for another purpose which will be explained later.

The First Record When Going Into Stock

The basis for this system is a number, a stock number, for each suit of clothes or overcoat if the system is extended to these, as is done in some stores. This number is given, of course, when the goods come into stock, and a book which can easily be ruled for the purpose is used. This contains the stock number and usually the name of the firm from which the goods are purchased, although this itself is not necessary. There is some slight description of the goods, the size, number, cost price and market selling price. This completes the work at the time the goods are put into stock, and the balance is a matter of filling in for each individual suit as a sale is made.

The remaining columns may be devoted to the selling price of the goods, the date of the sale, and as has been said before, the address of the person to whom sold, and very profitably a small column for the number or initial of the sales clerk. Some firms would add a still further column for any alterations to be made on the suit, giving the cost of these.

Information Added After Sale.

The latter information is filled out at the time of the sale, and can either be sent up by the clerk on a separate slip furnished him for the purpose or is often met by sending up the tag used on the clothes. This itself has usually only the stock number, and possibly the cost price, and the selling price, with the size, of course, of the goods. Some firms for instance Begg & Shannon, of Hamilton, have an extra portion to the tag, which is inside the coat sleeve on which they write the address of the person to whom the goods are sold. This is easily

secured as a rule, because most ready-to-wear suits are delivered, and the address is taken for this purpose at the time by the clerk. Whatever method is employed it is a simple matter securing from the sales clerk at the end of the sale the requisite information, and these are entered up by the bookkeeper or some clerk in the business office, as he has time.

Information on Each Suit.

This information would read somewhat as follows across the page:

Stock No.—368.
Description—Blue serge.
Size—38.
Maker—
Date—Feb. 2.
Cost price—\$17.
Marked price—\$25.
Date sold—June 8.
Selling price—\$23.
Clerk No.—6.
Name—
Address—
Remarks—

By the use of such a system it will be seen that the store has a complete record of the cost of each suit, the date of purchase, the selling price of the suit, the time it took to sell it from the time it went into stock, and all points which are very valuable to any firm, both from the point of view of keeping track of the profits, and also from the standpoint of the buyer when he comes to make out his list for next season.

Shows Reductions on Any Suit.

From the point of view of the store itself as a part of its business system the advantages are quite apparent. This record gives a merchant information which will include, not only the cost price and price marked on the goods at the time they were taken into stock, but will also inform him whether a reduction had to be made on any of these suits from the fact that his stock was becoming too heavy or because the line itself was slow in selling. This information supplied him is a clear survey of his whole stock for each season, and indicates to him at once the weak point in his purchases.

Here is where it often fits in with his buying for the next season. He knows how many suits of a certain line he was able to sell at their full marked price, and how many he had to make a reduction on in order to move them out while they were still seasonable. This book furnishes a caution to him against over-

buying along these reduced price lines for another season, and it is very often used by buyers as a basis on the principle that they should not buy for a second season any more suits in any line than those that they were able to sell at full price during the previous season.

What Stock is on Hand.

Another advantage that will readily suggest itself is that by this record—with the selling blanks filled in where sales have been made, and not filled in where the goods are still in stock—the proprietor can at any time determine what stock he has on hand, and whether this is getting too large for that particular time of the year, as compared with the stock he had on hand at the similar period the previous year. He can do this without going into a special stock-taking for the purpose, and this also shows him just what lines are staying in stock longer than they should, he has the date before him of the purchase. The information he gains may make it clear that he must start reducing his prices in order to clear out the stock within the next month, or run the risk of having too much over for a short period during which these lines are saleable.

Tracing Disappearances.

From another point of view this method is helpful to the merchant, and this is a point that is appreciated by a good many merchants, that is keeping track of individual suits. Sometimes suits, like furs and other articles of clothing mysteriously disappear, and maybe it is days or weeks before the loss is discovered. At that time it is almost impossible to trace them. To facilitate this some managers are required to send up the account of the number of suits they have in their department, or in special sections of the department at the close of each day, and the record is kept from the sales books mentioned before of the stock that is left day by day, so that the two must coincide, after the purchases for a particular day have been deducted from the total at the end of the previous day. In this way a loss is discovered a few hours after the goods have been removed. This, however, involves considerable work each day on the part of the manager, and is not approved of by a good many departments for this reason.

Record of Name and Address.

The record of the name and address of the person who bought the clothes is

very helpful in keeping connected with former customers, who may naturally be disposed to favor a purchase at the store through their previous connection with it. Many firms make it a practice to keep a special record of the names and addresses of persons who have purchased clothing for the purpose of sending them circulars, and asking for a renewal of their orders.

One use to which reference has been made before is sending out a card of some kind to the customer asking whether he is satisfied with the suit, as is described in a story on the Robinson up-stair store in Montreal, elsewhere in this issue. This firm makes it a practice to send out these enquiries once or twice a year, and according to the nature of the reply they are able to satisfy a customer probably who is disoriented, and often receive a new order on the strength of the interest they have taken in the customer.

PLEATED DECLINING?

Some Buyers Pick Plain Shirts With French Cuff for Spring.

In a report from Cleveland, "Men's Wear," New York, says: It is the opinion of some of the buyers here that plain shirts with French cuffs will be the thing for Spring, and that the demand for pleats will show a sharp decline. One or two houses, at least, have shown so much faith in this idea that they have placed their orders in accordance with it and will make pleated bosoms the smallest part of their stock.

There is a tendency among some of the buyers to make the shirt business a four-season business, if possible. They say that if shirts become staple in style and materials, good for Winter or Summer, the volume of sales will show a decline in spite of anything that can be done. They would be glad to see pleated bosoms and stiff cuffs in the Fall stocks, stiff bosoms and cuffs for Winter wear, some appropriate design for Spring, with negligees and soft cuffs for Summer wear.

Among consumers the custom of wearing negligees with soft cuffs the year round is growing, and there is danger of its becoming fixed, buyers believe, unless something is done to restore the season idea. When stiff bosoms were abandoned, there was little excuse for making a sharp distinction between Summer and Winter shirts, it is argued, and men have been suiting themselves as to the kind they adopted for the various seasons. The materials are light and it has come to a point where a pleated shirt may be worn through the Winter and on into the Summer or vice versa. Seasons have to a great degree been lost sight of and

consumers simply replace worn out garments and let it go at that. In this way the business is becoming as staple as groceries, and furnishers feel that it should not be so.

THE BOOM IN KHAKI.

Extending to Underwear Nowadays—Shirts of Biscuit-Colored Linen Instead.

The boom in khaki in England has taken some queer turns. The color has been popularized to a surprising extent even with those who have no connection with the service. For the men left at home who are unable to go to the war the boom has had its attractions in the development of the use of khaki in new ways. For instance, many men are wearing khaki underwear, in all shades. Heretofore a certain class has used the color, but it has only been retired military men or men actually in the services. The general public have, however, "cottoned" to khaki, and men's furnishing stores are selling quantities of underwear in varying shades.

For the soldiers themselves, of course, the factories are busy, some of them night and day. The lighter shades of khaki seem to be more varied, where color is optional. This is particularly so in the case of shirts and soft collars. Many of these are now made of biscuit-colored linen instead of flannel, and a tie of a darker khaki shade is worn. There has been some objection on the part of officers to wearing the flannel collar with the flannel shirt, and so the linen shirt was thought of.

PROMOTION FOR A CARD WRITER.

O. E. Edwards, who was recently on the staff of the Robert Simpson Co., Limited, as assistant card writer and as a window dresser has taken the position of card writer and window trimmer for A. E. Snell, dry goods merchant, of Calgary, Alberta.

WAR LEGISLATION BEARING ON CREDITS.

(Continued from page 39.)

feared by dealers. In very many cases it is these men who inaugurate the price shattering sales.

How It Would Affect Business.

In this connection perhaps may be properly instanced legal proceedings now under way in Alberta. A certain merchant in that province now stands committed for trial upon a charge of issuing a false statement with the object of thus securing greater credit. He is shortly to be tried before the supreme court. He recently made an assignment, and it was

following this that information was received which lead the Canadian Credit Men's Trust Association of Calgary to take proceedings.

What will be the result of this case, is as yet uncertain. But leaving this for the time, and supposing that some dealer had got an extension of credit by means of issuing a false statement, it will be readily seen that thus he would have staved off bankruptcy, and would in this way, have prolonged competition for the other local dealers—would have prolonged what almost certainly would be the meanest kind of competition.

Such examples and possible examples as this, indicate very clearly that it is to the dealer's interest to have the question of surplus which a report may show, very clearly understood, and carefully investigated. It is a question if wholesalers or retailers either will be prepared to take the decision of the department of agriculture of the Saskatchewan government as to the reliability of any individual or firm.

Privilege Given the Farmer.

This briefly then is the situation as it stands at present. Exclusive of the machinery lines, it looks from the Act as if a dealer may take what steps he thinks best to secure payment of his account. The farmer, however, can appeal to the government, and the government may then suggest that the retailer cease to press for collection, and may also suggest that the wholesaler also cease to press the retailer for collection. With both suggestions, of course, the government indicates that if there is failure to comply, there is vested in the government power to compel such compliance.

It is an exceedingly interesting state of affairs. It is a state of affairs which will have a tendency to make wholesaler and retailer alike take steps towards putting their business, in future, as far as possible, on a cash basis. But while the cash basis may be the wish of many business men, it is yet somewhat doubtful if such forcing measures toward this end, as those now being practised are in the interest of the whole community.

Seemingly the government does not want to come out and pass a moratorium for the reason that this would certainly hurt the province's credit abroad. Yet they do appear desirous of taking unto themselves powers which will produce some of the results which will be secured by a moratorium. So far it does not seem that any great harm has resulted from this ace-up-the-sleeve policy of the Government. Nevertheless, it is a subject of vital interest to all dealing in this great Western province. It is a subject which retailers, wholesalers, brokers, and manufacturers alike, may well study.

Value of the Dealer's Co-operation

Dry Goods Review
143 University Avenue,
Toronto, Ont.

Gentlemen:—

We are in receipt of your circular:—"ARE YOUR GOODS HANDLED OR SOLD," also the article headed "IGNORING THE RETAIL MERCHANT."

Beg to advise that the experience of the Parsons & Parsons Canadian Co. has been exactly as stated in your statement. We thoroughly agree with the position taken by the National Drug & Chemical Co. that it is necessary to interest the Retail Merchant with your article, providing it is worthy of consideration by the public in general throughout Canada. In fact, we consider that our advertising to the trade has been of far greater value to us than any consumer advertising we have ever done. Believing that when you offer and give the Trade a satisfactory article and stand back of it in every way, you are bound to obtain results.

Wishing your publication greater success for 1915, we are,

THE PARSONS & PARSONS CANADIAN CO.,
H. F. Baldwin, Gen. Mgr.

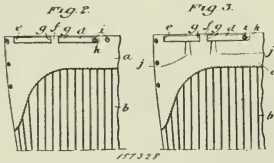
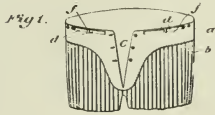
Hamilton, Ontario, Dec. 17th, 1914.

HFB | AM.

Odd Twists and Fancies in Men's Fashions

A ROUGH AND READY OVERCOAT, chiefly for use by motorists, is featured in the States. It is a cheap line, selling to retailers at \$7.50; made in Oxford grey and Melton mixture. The idea is for the wearer to save his more expensive coat by wearing this for knocking about in.

A CANADIAN PATENT.



Among the devices patented at Ottawa by T. A. Browning, Philadelphia, is one with this claim: In a pair of men's or boys' pants or drawers, a waistband, the back portion of which is continuous, a suspender tape having one end permanently secured to the waistband near the front opening therein, and extending from its permanently secured end in a direction away from said front opening, means for adjustably connecting the rear end of the tape to the waistband, said means comprising spaced button and buttonhole connections, a part permanently attached to the waistband between and in spaced relation to said last-mentioned means and also to the permanently secured front end of the tape, and forming a connection between the waistband and the tape through which the latter may slide longitudinally of the waistband, the portion of the tape between its front permanently secured end and said part being sufficiently long to receive a suspender terminal between it and the waistband.

THE VERNON CASTLE DANCE SHIRT is a new line for dancing which will be put on in February. The manufacturers—an American firm—claim to have exclusive rights in the States and Great Britain. Every shirt will be autographed by Mr. and Mrs. Vernon Castle.

CHAUFFEURS AND AVIATORS in the British Army are to have electrically-warmed gloves. These are so fitted with wires that when the hand grips the steering wheel a current flows through the hand and generates heat, warming the hands. Chauffeurs and aviators will need something like that in the cold weather in Europe.

A WELL-KNOWN collar manufacturing firm are now busy experimenting with handkerchiefs, preparatory to bringing out this line of goods.

MACKINAWs HAVE BECOME almost a regular line of stock in the States, and are in tremendous demand. Manufacturers say that it has become a

staple and that it has come to stay, taking the place of the fur coat to a material extent. Many of the orders placed at present are said to be for the troops of the Allies.

THE TURNED-UP TROUSER is said to be on the wane in England. It is a pity if it is true because undoubtedly the cuff makes the trouser hang better over the boot.

A WAVE OF ENTHUSIASM swept over New York at Christmas for lavender. Handkerchiefs, neckties, scarfs—all had a good sale in this color. A popular combination was lavender and white.

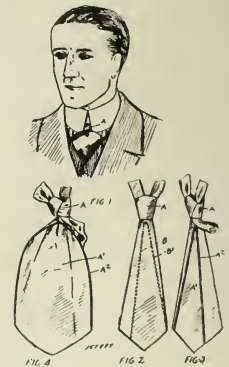
THERE IS A TENDENCY in New York to use more padding and stiffening in clothing. The exception is the one-button sack.

THE SCARCITY IN GLOVES that was feared some time ago has not so far been justified as in England there is still a good supply of skins.

GREENS AND BROWNS are now being picked by a number of hat specialists as the favorites in colors for soft hats for spring. There are also some attractive mixtures of these two shades showing.

A CANADIAN PATENT.

This is a drawing filed at Ottawa, of a neck-tie device patented by W. C. Carman. His claim is: "In a tie, a flexible reinforcing support for the tie end capable of adjustment to hold the end spread, and suitably attached to the tie, as and for the purpose specified." An additional claim is made: "The combination with depending ends having separated edges, of an edge reinforcement for each edge capable of assuming a spread form when such edges are spread apart and to retain the spread form, as and for the purpose specified."



A ONE-PIECE BATHING SUIT has been invented which has shirt trunks and an apron in front, secured to the outside of the suit.

"King George" Suspenders



Retail Price
50c.

Give Free
Movement
of
Body and
Shoulders

*Easily the best
value in Canada*

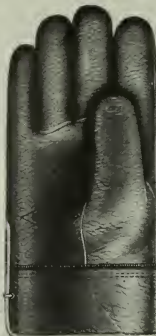
Berlin Suspender Co., Ltd.
BERLIN ONTARIO

MADE IN

CANADA



Gloves, Gauntlets, Mittens For Working Men



If you want gloves that are going to sell and sell quickly at a good profit, buy gloves that are built for more than appearance. CCC gloves, gauntlets and mittens are made perfect and of flawless material.

*They're the kind with
the ready sale.*

Nor do they stop with the first sale as is too often the case. All our hand-wear stands on its own record—gives absolute satisfaction to the wearer, which means come-back business.

Recommend CCC goods to your best customers. Order from your wholesaler.

THE CRAIG-COWAN COMPANY LIMITED
154 PEARL STREET, TORONTO

This cut shows Model "E"



"Richardson's" Coat Forms

give the proper set to the garment displayed. Have the round, narrow shoulder. Make the collar stand up without bulging and the front to hang right, either buttoned or unbuttoned. These forms are adjustable to any desired height, and can be used for any style of men's coat. For overcoats see No. 4A.E. style.

PRICES

No. 5E as cut, English-American style	\$5.00
9 in. round base in black japan	4.50
9 in. round base in oxidized copper	6.00
4A.E. 12 in. base, 1 3/4 in. standard for overcoats, oxidized copper	7.00
6A coat form with oak stand and revolving motor as used by New York tailors, oxidized copper (runs twelve to fourteen hours after winding)	30.00
Vest form, japanned	3.00
Vest form, oxidized copper, round base	4.00

Our O. S. Coat form will also be supplied at the same price in different styles as above.

Racks, Hangers, etc. Write for special list and prices.

A. S. RICHARDSON & CO.

99 Ontario Street

Made in

Toronto

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

UNSHRINKABLE

UNDERCLOTHING

PURE WOOL ONLY

Mrs. 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 Great Britain

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

Distributing \$500 Worth of Toys to Montreal Children



The accompanying photograph shows Mr. Robinson giving evidence of his appreciation of the increased business he had secured. On Christmas Eve he drove through the districts of Montreal where poor children congregate, and distributed toys to the value of \$500. He did this between the hours of 7.30 and midnight, and so great were the rushes, his car and its signs were injured. He did this with the idea that, as he had a good year's business, it was only right that he should show his appreciation in a manner like this. Of course, it was splendid advertising too, for it received mention in the Montreal newspapers.

AS IN CANADA New York is showing signs of rebellion over the telescope crown styles and is going strongly for the fedora shapes.

* * *

A MEDIUM-PRICED 12-inch spread four-in-hand tie is being put on the market by a Boston manufacturer.

* * *

A SOUVENIR HANKERCHIEF has been brought out in Paris that is proving very popular. It is of fine cambrie and on the inch-wide hem are flags of the allies in colors. In the centre is a likeness of King George V., and at the four corners those of the President of France, King of Belgium, Czar of Russia and King of Serbia. At the top, centred, is the inscription: "Souvenir of the European War 1914—The United Allies."

* * *

SEVERAL CAP HOUSES are making a specialty of an "ear-piece,"—a band that fits over the ears in cold weather.

PAIM BEACH TIES are proving popular across the border.

* * *

ONE TIE FIRM that specializes on tubular shapes is featuring one with "a central stripe of garnet and butter taffy blocks woven into a rich, spinach green ground."

* * *

DON'T WASTE a good opportunity to advertise.

* * *

GOOD WINDOW trims are the forerunners of sales.

* * *

SPREAD THE Gospel of good cheer—be optimistic.

* * *

AN EFFECTIVE advertisement must say something worth while about the goods.

* * *

WHEN A customer enters your store do you look at him as if he were a heartily welcome guest or an intruder breaking into your cash drawer?

Asking 5,000 How They Liked Their Suits

Robinson's Clothes Shop of Montreal Ask Customers How They Liked Their Suits or Overcoats and Use the Replies for Securing Further Sales—Gets Old Customers to the Store Again and Removes Any Existing Causes of Complaint.

ROBINSON'S Clothes Shop, corner of Windsor and St. Catherine streets, Montreal, the pioneer in second-storey clothes specialty stores, makes it a rule to send post cards out twice a year to those who have purchased from the store during that period. On this post card, Mr. Robinson asks in plain language whether these clothes proved satisfactory. If any complaint is made, he promises to make amends in order to start the new year with a clean slate. On the other half of the card, opportunity is given to the customer to state, "I am not satisfied with the suit or overcoat I recently purchased from you," or the reverse. Space is also left for the name and address, and for comments.

Sent 5,000 Cards.

The amount of business done can be gauged by the fact that Mr. Robinson sent out five thousand cards. Since the war broke out, his business has been three times bigger than it was during the same period a year ago. The reason for this is fairly obvious. In boom times the wealthy class paid \$35 and up to their tailors. Now they are paying only \$15, and the additional business secured has made up the difference in volume referred to. Mr. Robinson predicted when the war broke out that before long the wealthy would be driving their limousines up to his establishment.

Stacks of Appreciative Notices.

The bulk of letters received are in the highest terms of appreciation, and it can be imagined what use Mr. Robinson will make of these for advertising purposes. He has stacks and stacks of these on the table in his store, and they are about as convincing to the skeptic as anything could be. Many customers in their reply refer to the courtesy of employees. One said, "If you are satisfied with the money, there is no harm done. We may possibly be able to deal again."

Another ran, "Myself and two sons each bought an overcoat from you. We shall see you later about a suit."

Among other excellent testimonials, were these: "Sorry card is not bigger, as I would like to say more. (1) They hold shape. (2) They are well made. (3) Reasonable price. P.S. Take the elevator and save ten every time for me."

"Am satisfied, and consider that I saved two bucks on this overcoat. My friends are jealous."

"It is all right for the price."

Dear Sir,

December 25th, 1914.

Some time ago you purchased from me a suit or overcoat. I would like very much to know whether these clothes proved perfectly satisfactory in every respect. I don't feel satisfied unless I know that you are satisfied.

Will you be kind enough to tell me on the attached post-card whether or not you have a complaint of any kind, or whether you liked my clothes so well that you will call and see me again.

I want you to answer this request at once so that if you have a complaint I can rectify it and be able to start the New Year with a clean slate.

Wishing you a Merry Xmas and a Happy New Year, I am,

Yours for savings,
M. C. ROBINSON

Montreal, December 1914.

ROBINSON UPSTAIRS CLOTHES SHOP

152 Peel St.

GENTLEMEN,

I am not } satisfied with the }
I am } suit } which I recently
purchased from you. } overcoat }

Tell us what you like or don't like about the clothes

.....

.....

Name

Address

Upper portion is portion of double postal card containing the firm's letter, bottom, shows blanks left for customer's reply. Card is regular postal and therefore contains stamp.

"Very satisfied."
"They fit well; worth twice the price.
Hope to call again."

"The style is all there. Outside of the goods being very cheap, they are O.K."

"I never got a suit to fit so well."

"They are equal to anything twice the price in other stores."

"I shall want a suit as soon as I have time to call round," from one who bought an overcoat.

"No complaints whatever."

A doctor wrote, "Cloth and fit very good. Well pleased."

Promising Another Suit.

The feature of these replies is the number of people who promise to call again. Another point is that this is splendid advertising, as it reminds those customers who have bought of the fine value they got, and brings them to the point where they say, "I will buy another suit there."

Mr. Robinson was asked by The Review whether upstairs clothes shops were becoming more popular. He replied that in a wide experience he had found that it was the pioneer store that caught the public fancy, and held it. Others copied, but never seemed to enjoy the same success. He believed that the pioneer store of Toronto would meet with the same success as he had done.

CLOTHING THE UNEMPLOYED.

A novel offer has been made by Gateley's, of Duluth, to clothe the families of men thrown out of employment until they have obtained work and can pay. The Gateley advertisements claim that this offer is evidence of the confidence which the house has in future business conditions and in the working man.

STILL AFTER VELOURS.

In a recent advertisement. Truly Warner, of New York, said:—"Said the store manager at the bottom of his daily report and order sheet for replenishing his stock: 'Please rush No. 1642 new velours, as my stock is very low. If I cannot have them all to-morrow, please make a special effort to give me the dark brown and dark green styles, as they are much in demand.'"

APPLEBE STORE, WINDSOR, CHANGES

A big change will go into effect on Feb. 1 in the Joseph Applebe Co.'s store in Windsor, when the C. A. Smith Co., Limited, will take over the business. Mr. C. A. Smith, who has been manager of the Applebe business since last May, will be president and general manager of the new company.

Ties, Shirts, Clothing--Sales Separate

Toronto "Suburban" Men's Furnisher Struck on Simple Device for Keeping Record of Sales Of Each Daily—One Line of Summer Underwear — Better Class of Shirts — Young But Successful Business.

After an interview with V. L. Evans.

THAT the people will come to a store which lays itself out to make people come is an opinion justified again in the case of Mr. V. L. Evans on Roncesvalles Avenue, Toronto. You may go into his store and secure as good material, as up-to-the-minute style, as wide a range and as good service as at any down-town store. What is more, the store after fifteen months of pretty hard going—for Mr. Evans started at the worst possible time—is on a solid footing. It has provided a living for fifteen months, and the storm which faces a beginner has been weathered, leaving the future bright and based upon fundamentals which give every cause for optimism.

To certain extent all suburban stores must depend largely upon the support of people by evening shopping. There is little doing during the day in a men's wear store which is four miles from the centre of the city, even though it be in a locality where there are lots of people. The men are in the city during the day. Their shopping must therefore be done at night. How to draw this shopping—that is the question.

Certainly Mr. Evans does draw it. I was in his store for twenty minutes one evening and he had five customers who spent between them eight or nine dollars. Not bad for an ordinary evening in a store only established eighteen months!

Mr. Evans has the best method for the circumstances under which he is operating. Daily newspaper advertising would advantage him little. So he uses circulars. He has a list of about five hundred people in the neighborhood and he sends them a well-written personal letter announcing what he has specially on hand, and what he is doing generally to create a good demand for what he is confident is good stuff. The accent in this matter is on the word **personal**. These circulars are not "dodgers." The dodger in a case like this would be a dodger—it would dodge the purpose whereof it was sent. But a personal letter, well-written as Mr. Evans's invariably are, get the results. One of the letters was reproduced recently in The Review.

Inventing Cash Registers.

In answer to a question as to what sort of bookkeeping Mr. Evans used, he told me that he knew little about bookkeeping and therefore only used the

simplest of systems. He used a ledger, a journal and a cash book, and his method was the usual simple one of entering up his books. He balanced every month, and twice a year for stock-taking purposes.

Then he showed me a stunt which is unique, and is his own idea. He had a cash register, but it was a cash register that is different. Some of the stops had been removed and in their place, on the left hand of the machine, were a series of stops reading: (1) Hats. (2) Furnishings, (3) Clothes, and so forth. When Mr. Evans records a sale on his register he pushes the stop down marking the price and also the one which marks the kind of purchase; either a hat or furnishings or clothes as the case might be. Then at the end of the day he knows what percentage of the money he has taken in is due to sale of hats, what to furnishings, what to clothes, and so on.

SUBURBAN STORE METHODS.

- 1—*Sticking at it.*
- 2—*Simplified Bookkeeping.*
- 3—*Generality in Extremes.*
- 4—*Good Range.*
- 5—*Even Better Quality.*
- 6—*Keep Expenses Down.*

This is a mighty good idea and is a system of bookkeeping in itself. Obviously, it is a means whereby the merchant can tell just what line pays him best. It seems that in his case it is neckwear. This goes all the year round. In Summer, straw hats are a leading line, and Summer underwear at the beginning of the Summer is a business-getter.

Methods of Buying Stock.

Apropos of this, Mr. Evans told me that in his opinion the average dealer would be better if he stuck to the one line in Summer underwear. The sales do not justify carrying several manufacturers' lines, as they do in Winter-time.

Fall and Winter is a different proposition. Then the best method is to carry several lines because Winter underwear is a big department, and there are so many big lines advertised that the man-in-the-street takes a "hunch" that he

would like one particular line without knowing the reason why.

Buy From Few Houses

Mr. Evans gave it as a general maxim, which he had proved worth while himself, that a dealer in his position should keep the sources of his supply few. "Don't buy from too many houses," he said. "Stock to as few as you can, consistent with giving the body of the public what they want." Otherwise, he said, the dealer would find himself faced with a lot of surplus stuff in broken lines, of all sorts of manufacture, and with all sorts of idiosyncratic distinguishing marks peculiar to the different manufacturers.

Some Sale Methods.

Discussing the question of sales methods, Mr. Evans had some useful things to say. Take the question of shirts, for instance. His method is to buy shirts of good quality and pay a fairly high price for them, selling them at only the same profit as other dealers do. This is not price-cutting. He does not cut his prices in selling. But he does spend a little more when he is buying, and so manages to give the customer a little better shirt. He has created quite a demand for the lines he handles by this method. He says it pays. I think it does. The average man knows when he is being well treated.

Going into the general question of whether sales were necessary or advantageous in a suburban store, Mr. Evans thought they were—now and then, but not too often. There isn't the necessity for many sales when you have created your own clientele and are selling good steady lines in a good steady manner all the while. Nevertheless, at stock-taking times a sale is wise.

Methods of Stock-taking

While Mr. Evans is doing a certain amount of stock-taking all the time, because Summer goods and Winter goods are so essentially different, he takes stock thoroughly at the end of September, and gets in his new stock. It is not necessary to re-stock in every line. A little sorting will be enough for shirts and underwear to put him on to the Spring, because in these two lines he carries many sorts of offerings. Hats, of course, have to be bought twice a year. And suitings, which are somewhat of a side line, are constantly "shop-

Interior View of the Evans Store



This store has little depth but excellent use is made of every facility for displaying goods. Note show case at right side tastily trimmed with scarfs and the top utilized for canes, ties, gloves, etc. Three trims of shirts and ties are done in the most up-to-date manner. On the extreme left of the picture are ties on an upright stand with "50 cents" in prominent lettering. In the back compartment measuring is done for clothing. The windows are trimmed under special arrangement and attract constant attention.

ping and changing" so far as styles go, and cloths too.

Low Expense—Sticking At It.

Making a success of a business of this kind needs above all two things. One is low expenses. The other is—sticking at it. Mr. Evans told me that he has had one evening off in fifteen months, and that he was considering taking another!

He is there by himself, day and evening, day and evening, with an attractively-dressed set-out store, well dressed windows, good class stuff and plenty of it, at attractive prices, and yet his store is not run at great expense. After fifteen months going, he says the position is "good and very good."

THE MAN ABOUT TOWN.

were raised as to whether the rates sometimes were not exorbitant. Action was taken with a view to obtaining the reduction of premium rates to the retailer.

It was pretty generally agreed that the attitude of the banks toward the trading interests was not as helpful as it should be, and this formed an important subject of debate, some expressing the opinion that in some instances banks appeared to be prejudiced to trade development within this province.

All the delegates, of course, were in favor of the doing away of the business tax, with the exception of a nominal tax, which it was agreed should be retained in order to give certain protection to the retailers of town or city. Every effort, it was felt, however, should be made to reduce this tax to the minimum.

Satisfaction was felt at the method adopted by the provincial executive in seeking advice from the individual merchants, and the feeling of the meeting was that if the merchants generally realized the benefit to be gained by membership in the association there would not be a retailer but would have his name on the membership roll.

It was decided to hold the annual meeting of the Saskatchewan Retail Merchants' Association in Saskatoon on May 11, 12 and 13.

(Continued on page 60.)

Saskatchewan R.M.A. Executive

Important Vital Questions Affecting the Trade Discussed—Annual Convention in Saskatoon Beginning May 11—Want Business Tax Discarded.

By The Review's Special Correspondent.

REGINA, Sask., Jan. 12.—On Wednesday, January 6, the executive of the Saskatchewan Retailers' Association convened here for the discussion of important business affecting the retailers. The session was thrown open to all retailers. Besides the members of the executive, the two organizers for the province, Messrs. Arden and Brayley, were present, in addition to local secretaries and interested merchants, many of whom came several hundred miles to attend.

Matters of varied interest were taken up, but probably the question of su-

preme importance was the discussion of the effect upon the merchant of the co-operative movement in Saskatchewan. Much valuable matter was placed before the meeting and considerable interest aroused.

In the discussing of the topic of cash discount, a real attempt was made to assist in the movement toward the reducing of the high cost of living, the object being to obtain goods at a lower cost, the consumer as well as the retailer reaping the benefit.

Fire insurance formed the subject of an interesting debate, and questions

Men's Wear Does Not Worry Him

F. W. Barry, of Barry & Co., Trenton, Says It is Easy to Sell to Men and That There is Usually A Better Margin of Profit Than on Other Lines—One Hour \$2 Versus Fifteen Minutes, \$30—Men Do Not Seek Price Shavings.

THE guiding spirit of the fortunes of the house of Barry & Co., F. W. of that name, stood on the curb in front of the fine dry goods establishment and waved a hand towards the men's wear store as he exclaimed: "If the rest of the store did not give me any more trouble than that department I would have nothing to worry about."

He meant it. Many others who have men's departments think the same thing—although not so many others in the smaller centres of the province have men's wear sections which will surpass this one of Barry's.

"The other day," continued the head of the firm, "a woman and her husband came into the store. I think it took her about an hour to buy a couple of dollars worth of notions and findings, and it requires a lot of salesmanship to sell that. During the process of satisfying the feminine mind the husband was getting uneasy. Finally he got down to the men's wear department and in less than fifteen minutes had bought a suit of clothes and a lot of furnishings which cost him over thirty dollars—and he went away happy and contented."

This was an illustration of the comparatively easy proposition that the salesman has in satisfying a man—and Mr. Barry makes another point that is also very important, and that is that it is on the men's wear and men's furnishings that there is a better margin of profit than most of the lines which are sold to women, for the reason that women are shoppers when men are not, and they will compare values and seek price shavings much more diligently than will the male species.

As has been remarked before the men's store in connection with the Barry establishment is a very creditable one. It has the advantage of being in a separate building and while there is an entrance connecting the main store for the convenience of those wishing to go from one to the other at the same time the main doorway is on the street and gives the men an opportunity of going in and making their purchases without having to go through the dry goods department.

The fittings are elaborate for a town of the size and the cabinets which range all round the walls are a particular feature, all being fitted with glass fronts. Thus there is an opportunity for keeping the goods to some extent at least under cover and not only are they kept

in better condition but they present a much better appearance as a whole.

The window trimming received special attention and the displays are given credit for influencing a good share of the town's business. Mr. Keller, who does the window dressing has been taking special studies in New York, and is doing very good work. One of his trims embraced the idea of showing a piece of furniture and giving the impression of the interior of a room.

The men's department is conducted to a certain extent on an independent basis and the manager keeps track of his stock by recording sales. In this manner there is an individual showing and the men's store is on a footing of its own.

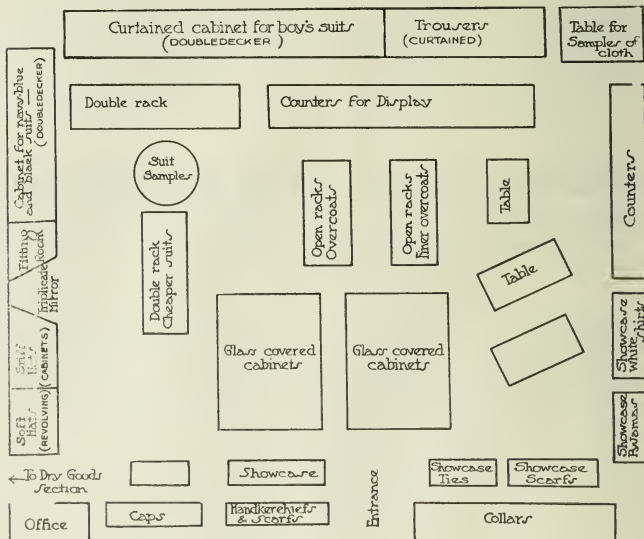
SASKATCHEWAN R.M.A. EXECUTIVE.

(Continued from page 59.)

In the evening the local retailers entertained the visiting delegates to a

banquet at the Commercial Club, when toastmaking was the order of the evening, practically all the members of the executive making appropriate addresses. Satisfaction was expressed at the growth of the association in this province in the short period during which the association has been in existence, there being at the present time over 150 active branches, each with local secretaries, and two organizers are now devoting all their time to the opening up of the work in the newer sections of the province.

The following constitute the executive, all of whom attended the conference in Regina on January 6:—President, S. A. Maybee, Moose Jaw; first vice-president, W. W. Cooper, Swift Current; second vice-president, J. W. McLennan, Kam-sack; treasurer, J. L. S. Hutcheson, Saskatoon, and secretary, F. E. Raymond, Saskatoon.



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, LUNCHEON, DINNER, THEATRE, EVENING WEDDING	Shallow-tail Chesterfield, single breasted, Inverness and Spanish can-can type overcoat.	Black, dressed or undressed, plain or fancy weaves, satin linings. Occasionally worn.	Single breasted, as facing on semi-V or U-shaped, with collar	Same material as waistcoat, or broad or medium braids	High silk, with broad corded silk band	Stiff, with white, plain or pink, two studs showing	Poke	Butterfly, white, black or straight ends, plain or small plaque pattern	Plain white or black kid or white suede	Black, gray or deep blue or silk or other shaded color	Patent leather, buckram cloth or top, or leather pumps	Pearl or moonstone links and studs
INFORMAL STAB, AT HOME, DINNERS	Jacket Same as above.	Black or Oxford gray, single breasted, with satin facings.	Same material as coat or as facing on chest, single or semi-V shape	Same material as jacket, or two, medium or wide braids	Derby or black or gray soft	White, stiff if later, double cuff, laundered	Plain fold or wing	Butterfly, black satin, figured silk or match to waistcoat	Chamails, hest, or tan cape	Of silk, to match tie.	Patent or dull	Gold or 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 RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield a, or d, breasted.	Black or gray, undressed, plain or braided edges.	Single breasted, double or of fancy fabric	Black with white or colored, or dark gray striped worsted	High silk, with broad band	White, single or double cuffs.	Poke or wing hand	Once-over, or four-in-hand, solid colors, or gray or pastel shades	White or gray glace kid or white buck	Dark colored silk	Button, kid tops or varnished lowers, crease tips on toe	Gold or ancient jewelled ornaments, jewelled pin
AFTERNOON PROMENADE, ETC.	Cutaway coat overcoat as above.	Same as above	Single breasted, with collar, but without beveled and material as coat	Same as above	High silk, broad band	White or colored; single and double cuffs, and single	Foke or wing	Once-over, hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent saddle shoes plain tip	Same as above
BUSINESS, AND MORNING WEAR	Single and double breasted, jacket and walking coat, Chesterfield	Flannels, corduroys, chevilles	Single breasted, like jacket, or harmonize same as coat	With black stripes, check, or same as coat.	Derby or Alpine	White or colored, cuffs may match	White, white turnover	Four-in-hand or bow, harmony	Tan, red, chamails, white buck	Cotton, wool, lisle, shades in harmony with buck harmonize,	Black or brown, plain or fancy upper, buck or laced, plain or cross tip	Something very plain
MOTORING, COUNTRY, DRIVING	Norfolk or single or double breasted, Raglan Hanger and s. b. hanger.	Tweeds, homespun, flannels	Single breasted, fancy knitted lamb's wool	Same as suit or knicker, or buck, with strap and buckle, and breeches	Cloth, felt, or fine cap	Flannel or Oxford, single or double cuffs	White or brown, to match shirt	Same as above	Same as above	Wool to harmonize leather, copied leather, Highland gaiters	Black or brown lace, low or plain tip or brogue	Same as above

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

Adding Clothing to Men's Furnishings

This Seems to Be The Later Tendency—Exclusive Men's Furnishings Stores Becoming Fewer—Extra Line Helps to Pay Rent—Objection That Expert on Clothing is Required.

IS the store devoted exclusively to men's furnishings losing its identity as a separately conducted branch of the retail trade by a gradual process of merging with the retail clothing business? asks Men's Wear, New York, and continues thus:

It has been observed that stores dealing in men's furnishing goods exclusively have not increased in number in as lively a rate as have stores in other retail lines. Search for the reason for what seems to indicate retrogression in the number of furnishing goods stores, in the face of the fact that men are giving more attention to the little things of their attire than ever, and consequently are consuming more furnishings than ever, reveals some interesting points. While only meagre statistics are available, covering small areas, these statistics seem to prove this general observation in that they show in some localities a falling off in the number of furnishing goods stores. Lest it be misunderstood, the term "furnishing goods stores," as here used, refers to those stores which deal only in that class of merchandise which may strictly be termed haberdashery or furnishing goods, and does not include those stores which handle clothing or other lines.

Expanded Into Larger Fields.

The number of furnishing goods stores in the metropolitan centres seems to have shown no increase, and in some places there has been an actual falling off in their number. Reviewing the furnishing goods field covering a period of years and a given number of cases, we find that of those who did not liquidate and retire from business, either of their own volition or from other causes, most of the remainder have emerged from the class of specialty furnishing goods stores by way of expansion into larger fields. Some have expanded their operations by opening additional stores where they have a larger purchasing power and a larger output.

Others, and this is said to be one of the chief reasons why many furnishing goods houses have ceased to be exclusively furnishing goods stores, have installed a line of house coats, smoking jackets and bathrobes, a line of raincoats for Spring and Autumn, Palm Beach suits for Summer, or they have added a tailoring or complete ready-to-wear department. All of these lines are sold at prices which average far larger than that of the average furnishing goods article,

thus bringing up the general average of the individual sale, with corresponding advantage to the profits.

The Size of the Average Sale.

Most clothiers and furnishers would be surprised if they would compute their average sale. A clothier and furnisher, being asked what his average sale amounted to, responded that it was around ten dollars. He had never taken the trouble to figure it out, and his answer indicated that he had not given due import in this computation to the depressing influence upon the average of the whole business by the low average in the furnishing goods end. Had this clothier been told that his average sale approximated nearer two dollars than ten dollars he would have been astounded, and yet such was the case.

Now, if the average sale in a clothing and furnishing goods store approximates between two and three dollars, it will be seen that the average sale for a furnishing goods specialty store is decidedly lower. One leading furnisher in a large city characterized the exclusive furnishing goods trade as a "peanut" business, because, he said, "The individual sales are small and represent as much effort to make them as in other lines. Those articles of furnishings which do not require the exercise of so much art in selling are the lines which yield the smallest profit, but even then the profit is not commensurate with the time it takes to sell the article. Where high rents prevail a tremendous volume of these small sales is necessary to meet the overhead expenses before a profit is possible."

Out of the High-Rent District.

"Gradually," he continued, "this is reducing the number of exclusive furnishing goods stores in the high-rent districts by forcing them out to the smaller business streets in outlying sections of the city, where rents are not so great. They either have to do this or add other lines."

He pointed to several of the furnishers who once confined themselves to furnishings only, but who have in recent seasons added clothing or clothing specialties in order to increase their volume of business.

"Another factor in reducing the profit of the business," he said, "is in the necessity of getting skilled salesmen, for which good salaries must be paid. One must pay for skill in any line, and

failure to get skilled furnishing goods men reduces the volume of sales accordingly. To get skilled men requires that they be paid salaries in many cases greater than the business warrants, and as much as the same degree of skill would merit in any other line. If you succeed in getting a skilled person at a salary consistent with the character of the business, you are sure to find that there is either something wrong with the man or he will only be with you until he finds something else to do where his ability will bring better recompense."

These facts have been the motive back of the establishment of chains of furnishing goods stores for purposes of securing greater buying power and larger outlet, and it is a known fact that of these large operators in Chicago, more than half of them operate in the real estate market; thus by taking advantageous leaseholds, subleasing parts of them, they succeed in doing what the smaller operator cannot do, viz., cut down their chief overhead expenses item, that of rent.

Obligated to Add Lines.

Gradually, with the increase of overhead expense necessary to keep pace with the service afforded by the larger operators who deal in other lines, furnishers have been obliged to add lines which raise the average sale.

A prominent wholesale furnishing goods dealer stated on this subject recently that there seemed to be a marked tendency on the part of the retail furnishing goods dealer to install lines of clothing. Illustrative of this tendency he mentioned a high-grade line of men's clothing, which he stated had built up an unusually strong trade by going to well-established exclusive furnishing goods houses and convincing them it was to their advantage to add a line of clothing. "While many of these furnishers who have added clothing stocks have been successful," he continued, "I could name an equal number who have failed to make good. They are making a success of the furnishing goods end of the business—they did not know the clothing end, and the new venture proved a failure. In many cases they were trying to carry too large and varied a stock. In my estimation, the exclusive furnisher who wants to add a certain line of clothing had better confine himself at first to certain specialty lines, such as two-piece suits in staple patterns for

the Summer trade and a line of overcoats for Winter, rather than to try to start out with a complete clothing stock."

Carry Raincoats at Least Extra.

Such high-class stores in New York as Sulka's, McLaughlin's, Kaskel's, Budd's and others, Capper & Capper, Burns & Grassie, Beachey and Lawler, in Chicago, are generally looked upon as exclusive furnishing goods shops, but every one of these establishments carries a line of raincoats, several of them carry regular overcoats, and some complete lines of ready-to-wear clothing. Also you will find golf jackets and golf caps in many of these shops. These things, however, are not new for these stores—they have carried them for years. Passing a certain one of these shops on Fifth avenue, New York, the other day, a stranger would probably have taken it for a clothing store, for in both of its front windows were displayed waterproof woolen coats and caps exclusively.

Gradually Work Into It.

Said a travelling salesman for a prominent clothing house the other day: "I cover the New England states for my firm, and up through that territory I have noticed quite a tendency among exclusive furnishers in late years towards putting in clothing. The holiday season, for instance, gives them an opportunity to sell house coats, dressing gowns, etc., and some of them add mackinaws and overcoats for the Fall and Winter season. Then they put in a line of evening dress suits, dinner jackets, extra trousers, etc., and finally add a regular line of clothing. They go about it gradually, the process of expanding in some cases covering several seasons, but in this way, when they have at last developed into full-fledged clothiers, they are better qualified to run their business, because they have built it up along with their knowledge and experience."

A member of a firm of shirt manufacturers who travels a great deal said: "I haven't noticed any marked tendency on the part of the furnishing goods merchants in the South to add clothing, yet I guess there are lots of them who are doing it, not especially because they want to, but probably because they feel that they are compelled to in order to reduce their overhead expenses and make more money. Rents are high nowadays, and a retailer has got to do a certain amount of business to cover all of his expenses and come out ahead. If he can't do it on one line alone he's got to add something else, that's all. And, no doubt, many of them figure that it's bad policy, after selling a man shirts, neckwear, hosiery, etc., to let him go somewhere else to buy his suits, overcoats and hats, when he could just as well

have bought everything in one store if that were possible."

This Man Thinks It Unwise.

Mr. Fred A. Rossbach, president of the Washington Shirt Company, one of the leading furnishers of Chicago, and operating several stores, when asked his opinion on this trend, admitted that there was apparently some basis for belief that the trade showed evidences of going in this direction. He, however, expressed the opinion that he did not regard it as wise for a furnishing goods store to add clothing, because it often detracted from the attention given furnishings and from the window space which was most desirable in the promotion of a furnishing goods business. He stated that, in his estimation, the average furnishing goods dealer was not a clothing man, and that unless a clothing department had at its head an experienced clothier it was very easy for this business to become a burden rather than a help. "It is easy," he said, "to pile up a stock of clothing, which, because of the less frequent turnover which the furnishing department is accustomed to, would depreciate in value, and is thus likely in many cases to carry the entire business to its doom."

Clothing Men Who Carry Furnishings.

The competition which the furnisher must meet from the clothing stores who carry large comprehensive stocks of furnishings is another factor in the condition which seems to be eliminating the exclusively furnishing goods stores. From the foregoing it would seem that the conditions under which the furnisher is obliged to operate are not conducive to the continuance of this business as a specialized line in many localities. It is not intended to imply that there are no profitably conducted furnishing goods stores. That would be a misstatement, because there are localities where high rents do not figure so prominently in the overhead nor does the problem of help, where a man operates his own store, attends to the buying and the selling himself. Taking the situation as a whole, it would appear that the query at the start of this article might be answered in the affirmative.

175 OVERCOATS TO POOR BOYS.

Following a custom inaugurated when the store was first opened in this city, Saks & Co., Washington, on Christmas day, distributed 125 warm overcoats from among its stock of salable merchandise to that number of the city's poor boys. In addition to the coats, those of the most needy were supplied with other articles of wearing apparel and more than three dozen pairs of shoes, quanti-

ties of stockings, underwear, leggings, caps, and even neckties, were thus disposed of.

AGAINST SUPERLATIVES.

John S. Capper, of Chicago, in a recent advertisement said editorially:

"Superlatives are seldom used in Capper advertisements, for the reason that superlatives are seldom justified by facts. We sell good clothes and other stores sell good clothes. We have no corner on quality, honesty or fairness.

"I believe that the public is overburdened with a verbal diet of 'finest, greatest, grandest, smartest, newest,' and so on to the end of the dictionary.

"Occasionally we say that a certain article is the 'best,' because we are acquainted with all articles with which it may be compared and know that it is the best. Occasionally we note that certain fine things are 'exclusive' with us. We say this only when we are positive that no other Chicago store can buy or sell those articles.

"Superlatives are dangerous to the users, moderation is rewarded with confidence, truth is a 'business proposition.'"

WAR ORDERS IN THE STATES.

Some of the American houses are benefiting by the war in getting orders for wool goods. One firm is quoted as saying they have an order for 90,000 dozen pairs of socks for the armies of Great Britain and France, the value of which is \$175,000. Another firm has an order for 120,000 pairs of cotton half-hose, also from England.

A NECKTIE FREE.

"A gent's necktie free with every purchase of \$5 or over at our great clean-up sale this week."—Two-column announcement of A. G. Spooner, men's furnisher, Vulean, Alta.

SITUATION IS SOUND.

In its report from Toronto on trade conditions, Dun's Bulletin on Jan. 16 said: "The situation on the whole is sound with regard to the business of the country and the feeling is one of hope."

J. E. Boughen, Valley River, Man., general merchant, has been succeeded by E. J. Boughen.

ADJUSTABLE MEN'S BUST FORM, 6 FT. oxidized clothing rack, hundred suit hangers, adjustable clothing stand in use 3 months. Make an offer. C. F. Shields, Hamilton.

Canada's Trade Position on a Better Basis

Ratio of Exports to Imports Rising—Balance Against Canada Diminishing Rapidly—Increasing Export of Farm Produce, Except Cereals—Exportable Surplus of Farm Produce in 1915 Has Much to do With the Future.

OUR Dominion trade returns, according to The Financial Post, show that for the aggregate external business we had a total for the fiscal year ending March 31st, 1914, of \$1,129,744,725 of which \$478,997,928 was in exports and \$650,746,797 in imports. The ratio of exports to imports was 73.00. In 1912 it was 56.38 and in 1913, 56.83. In 1910 it was 76.91. The tendency at present time is for the ratio to steadily advance. This tendency has been looked for and we depend upon its being maintained in order to put Canada on a better basis, commercially and financially speaking.

The trade returns issued by the Dominion Government merely takes us to the end of March, 1914. Since then the monthly returns issued show that the ratio of exports to imports has improved steadily and at the present time the balance is steadily diminishing. If Canada had had normal luck in the matter of field crops during the year the adverse balance would in all likelihood have disappeared, and given normal weather during 1915 there seems little doubt that the trade balance will be considerably in favor of Canada. That is, of course, in so far as domestic exports and imports are concerned. The excess of imports over exports will not be sufficient to meet the expense incurred on Canada's behalf independent of the Empire.

Our 1915 Trade.

Let us consider the per capita trade of Canada. During the fiscal year of 1914 the per capita export of Canada amounted to \$65. For the balance of 1914 up to the end of October the exports aggregated approximately 52.50 per capita. The de-

crease is due almost entirely to the falling off of the exportation of wheat and other cereals. That is explained by the partial failure of our crops in the West. On the other hand farm products in the form of produce of animals have steadily increased. The United States market been opened and farmers in Canada are taking advantage of it. What they have done in this respect so far is but an indication of what is likely to be done in the immediate future.

While our exports per capita receded slightly in the later months of 1914 our imports receded in much greater ratio. For instance, in 1913 our imports aggregated \$90 per head and in 1914, that is the fiscal year of 1914, they fell to \$76 per capita. During the later months of 1914 they dropped to \$65 per capita and the tendency is to further contract in this respect.

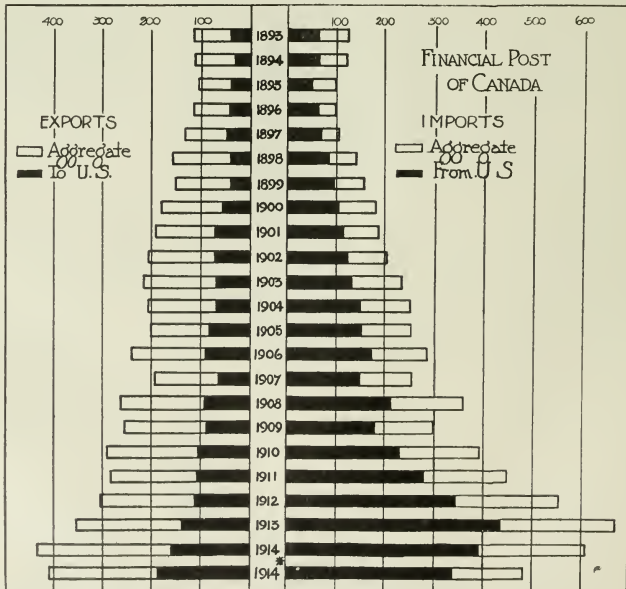
Exports to U.S. Increase.

The diagram accompanying this article showing the exports and imports of Canada shows the growth in the case of each and the proportion of our trade

with the United States. It will be noted that our exports to the United States have steadily increased. And during the later months of 1914 they continued to increase. This is an interesting tendency and one which will convince our creditors of the ability of Canada to produce. Some lack of confidence in this respect has been manifest abroad and it remains for Canada to show, and no doubt she will do so, that for every dollar she has borrowed she can produce wealth to liquidate the debt. With the market opened to us in the United States it will be noted that from 1912 up to the present time the advance in the amount of exported wealth to the United States has increased from \$104,115,823 in 1911 to \$163,372,690 in 1914. If we gauge the entire fiscal year ending March, 1915, by the exports for the first eight months of the fiscal year in 1914 the exports to the United States will be on a still greater scale. This tendency is of very great importance to us in view of the fact that we will have to seek capital in the United States. From the diagram published it will be seen that exports from Canada to

the United States form a steadily increasing ratio of total Canadian exports.

Charges that the railroads suffer from fraudulent claims of eggs damaged in transit were brought against large egg handlers by the New York Central Railroad Company in its inquiry of the butter and egg business in New York State last week. The attorney for the railroads said that claims were sometimes made against the roads for eggs which were in a decayed state weeks before shipment. A list of overcharges, extortion and fraud by many egg dealers were alleged.



*Estimated on basis of returns for the first eight months of current fiscal year. The figures at the top represent millions of dollars.

BUSINESS LOGIC!

ADVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

¶ Should not the process of familiarizing and educating go on?

¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

¶ The persistent advertiser will keep in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his prestige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

Retailers' Credits and How to Deal with Them

Banker Always Demands Security, but the Retailer Trusts to Luck — Close Co-operation Urged and Definite Course Suggested—Credits on a Monthly Basis—Advertising Advantages of Home-Buying.

Paper read at meeting of the R.M.A., Vernon, B.C., by one of the members.

THE subject I propose to speak about this evening is perhaps one of the most interesting and at the same time one of the most difficult questions we have to deal with in the wholesale or retail trade.

I shall deal with the retail side of this question for a short time so that we may have time to discuss the subject together afterwards.

Credit has its uses and no one will deny that without credit we would be in a very awkward position.

Before the war began England, France, Russia, Germany and Austria had a combined national debt of \$2,500,000,000 for which interest was paid annually amounting to \$100,000,000. France is responsible alone for 25 per cent. of this amount her debt amounting to \$160 per head for every man, woman and baby within her boundaries.

The Banker Versus Merchant.

But the credit I am discussing with you tonight is that of credit as applied to the retailer and his customers. One of the points which strike me as peculiar is the vast difference between the credit of the merchant and his banker, and that of the merchant and his customer. The one takes very good care to obtain absolute security for any advances made to his client and the other takes absurd risks and writes off annually or should do, large amounts for bad and doubtful debts. Can anyone tell me why it is that the merchants take such a much greater risk than the banker? And have you ever thought that the merchant is possibly a better risk for credit without security than the customer of the merchant, who is at the best a most uncertain client in nine cases out of ten?

Then why is it the merchants take the risks they do and when it becomes necessary to press for payment or security have to be satisfied with a lien on real estate or crops or some such uncertain security.

What are judgments worth after you have obtained them? I have yet to learn of any satisfaction to be derived from a judgment, except in a few instances.

The merchant of a century ago was more justified in giving credit than we are to-day because a rather different standard of morals or commercial morality existed at that time; moreover, the competition that exists at the pre-

This paper was read by a man who has had years of experience in the retail trade and who has given the question of credits considerable thought. It was thrown open for discussion by the Vernon merchants present, and such was the interest taken that it was midnight before the meeting broke up. Before doing so a committee from amongst the local grocers was formed to go into this matter and see what steps could be taken to remedy the evil of long-term credits.

sent time, the mail order business, or shopping by post and other enemies of the country trader did not trouble our forefathers. There is no doubt that a system of barter, exchanging produce for merchandise was quite as much in evidence in earlier days as it is in this valley to-day, but with this difference, that farmers brought their produce to town and either sold or exchanged it for goods on the spot.

To-day it is the custom to run up a large account and after standing on the books for several months supply merchandise to reduce it; the purchaser gets all the credit at no risk to himself.

Attitude of Customers.

I have no doubt many of the customers we have to deal with to-day are very astonished if not greatly annoyed at our daring to ask for a settlement of our account, but my experience shows me that such customers are in most cases people who do not intend to pay unless they are forced and I am wondering how long they would allow their accounts to remain unpaid if no pressure were brought to bear.

How is the merchant to carry on business under such conditions or show any profit? The merchant has to pay his accounts often by an overdraft at the bank, for which he has to pay a large interest. Does the customer pay any interest? I think not.

I am willing to make allowances for those who give me a good reason why they are unable to pay, and deserving cases call for lenient treatment, but I ask you, Mr. Merchant, is it fair to give long credit to those in receipt of a reg-

ular income or salary paid weekly or monthly?

I know it is convenient for many people to run a monthly credit account and it may be said that this holds the customer to the merchant; but such accounts should be met promptly, within a few days of rendering the account. The giving of indiscriminate credit recoils on the merchant in many ways.

Short credit makes long friends and when a man loans money to his friends he finds that the friendship is not what it used to be; and although the cases are not parallel, loaning money to a friend is not so far removed from loaning merchandise to a customer. In both cases it is difficult to ask for the money that rightfully belongs to you, and the only difference I can see is that in one case by asking for your bill to be paid you lose your customer and when you ask your friend to repay your loan you lose your friend.

ST. THOMAS FIRE LOSSES.

St. Thomas merchants had heavy fire losses shortly before Christmas. W. E. Maxwell's through a defective chimney in the basement lost \$15,000 with serious smoke damage; while D. G. Davidson, who opened up in that city recently with ladies' wear was damaged to the extent of nearly \$10,000.

HINTS TO BUYERS

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

"KANT KRACK" COLLARS.

"A little talk on collars and dress" covers a neat booklet issued by the Parsons & Parsons Canadian Company of Hamilton. Inside are illustrated various brands of their "Kant Krack" coated linen collars. "A clean collar all the time and for nothing" is one of their slogans. "The Kant Krack collar is made of linen but the linen is water-proofed, therefore, it can be washed by the wearer any time, and anywhere in a moment." Several lines are recommended for boys' wear. A "correct dress chart," is a valuable addition to the booklet. "Made in Canada," is featured throughout.



MENS CLOTHING AND FURNISHINGS



JANUARY, 1915

\$665,000,000 in Savings Banks—A Record

DOES any merchant imagine that because purchasing has been curtailed that fundamentally conditions are not sound in Canada? Does anyone imagine that the falling-off in many centres of retail buying signified just that much depletion in the "surplus" of the public? Official returns show that *savings deposits in Canadian chartered banks were greater at the close of 1914 than at any time in Canada's financial history — \$665,000,000 on Dec. 31, 1914, compared with \$626,000,000 on Dec. 31, 1913, and \$625,000,000 on Dec. 31, 1912.*

New Kind of Confidence

CONFIDENCE, caution and production are the Canadian business man's essential equipment to face the year 1915. The future is truly uncertain, but whatever comes, no Canadian can afford to forget these three watchwords.

If Canadians lose confidence in their own ability to pilot their well-equipped ship, it cannot be expected that outsiders will continue to exhibit faith in "the land of opportunity." Occasions will arise during the year, says The Financial Post, when confidence in ourselves and our country will win the confidence of British and foreign interests.

But we want a new kind of confidence—not the hilarious and over-optimistic variety which has been in vogue during late years, and which has created weaknesses in our financial position, that now make it additionally hard for us to carry our share of the Empire's burden in days of strife. Rather as a nation we need a cautious confidence—one that will keep us working steadily forward, content even with keeping our heads above water, but never admitting defeat or retreat. The readjustment which started in 1914 will continue in 1915, and the various businesses in the Dominion will go through a sifting process. On account of inherent weaknesses some may fall by the wayside, but this should cause no alarm. It will mean in many cases the triumph of tenacious business ability over the gambling and exploiting element that has played too large a part in Canadian affairs, and which thrives best in prosperous periods and suffers inevitable elimination in periods of reaction or readjustment.

Editorial Notes

LET optimism predominate.

• • •

ARE YOU DOING any guessing on the war tax?

• • •

OUR OLD FRIEND VON KLUK is making a noise again. Some Allies' bullets must have struck his nest.

• • •

HERE'S TO THE PRINCESS PATS! May they gain many more miles, "For Canada and Old England."

• • •

NOW THAT THINGS are beginning to settle again more in their regular stride leave "The War" out of your store announcements unless there is some special reason for mentioning it.

• • •

THE "REDUCED BARGAINS" offered in some of the January sales suggest almost as much truth in the make-up of the ad. as in the daily hallucinations of messages from "Berlin—By wireless to Sayville, L. I."

• • •

WHEN the war is over it will be found that the men who kept a bold front, who advertised as usual and who maintained their reputation for honesty and quality, will be the men to first feel the beating of the pulse of good times.

• • •

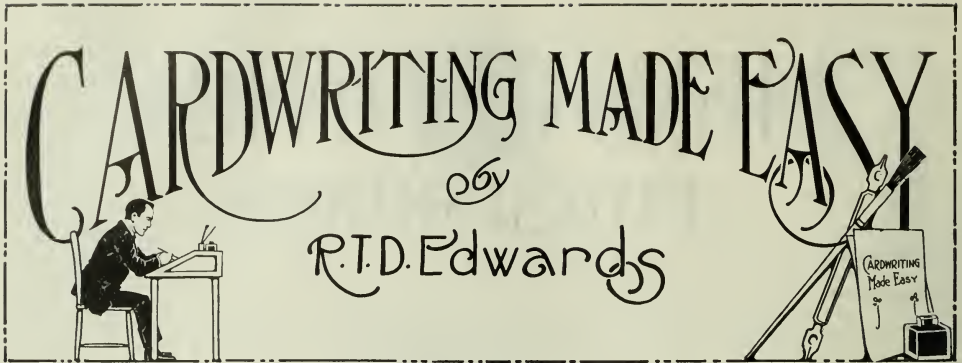
AN ANNOUNCEMENT RECENTLY made in a trade paper is likely to bring back memories of happy days to many men past middle age. This was none other than that copper-toed red-topped boots are coming in again. These were all the rage about forty years ago, and, according to all accounts were "some boots." They could be both seen and heard.

• • •

BECAUSE HE SENT a receipted bill for a pair of shoes by parcel post in a dummy package, and marked the package "C.O.D., \$4.50," alleged to be due on a purchase of footwear, a Milwaukee dealer was fined \$25 for violating the postal laws. The parcel post will do many things in the business world, but it is not yet ripe for the collection of accounts in accordance with the plan adopted by the Milwaukee dealer.

CARDWRITING MADE EASY

by
R.T.D. Edwards



ARTICLE NO. 1.

ON many occasions young men have come to me to find out how long it would take them to master cardwriting. They have invariably been surprised to learn that it could not be picked up in a few weeks. In fact some of them have said to me that they knew it would only be a matter of obtaining the proper tools for them as they had always been handy at drawing. In all such cases, when put to the test, they found that whatever skill they had had was not the only qualification required. To become a successful cardwriter it is necessary not only to study the subject from the rudiments up, but also to practise very carefully and thoroughly.

All Need Instruction.

My experience would lead me to believe that to become a proficient cardwriter it is necessary to receive instructions. Few good cardwriters have "merely picked it up." In all cases or in nearly all, men who have made a success of this branch of retail merchandising, have either taken a course or had the advantage of an apprenticeship under a proficient cardwriter. My advice, therefore, to anyone who is desirous to taking up cardwriting, no matter how much experience they may have had or how skilful at drawing they may be, is to follow this course. I am starting at the very first, giving suggestions and information which may appear as elementary to many readers; but as the articles progress we will take up every possible branch of the cardwriting work. Readers should follow the instructions given thoroughly. I have known some to read articles on cardwriting and then proceed to do the very opposite. To such as this we can hold out no prospect of improvement from following this series of articles.

I would also like to impress the fact that practice is nine-tenths of the battle. Be sure, however, that your efforts are in the right direction. Remember that

one step in the wrong direction is worse than standing still.

As a Side-line at First

I desire to make it clear at the start that those who follow these articles with an idea of becoming proficient at cardwriting should not do so with the idea that in time they would be able to devote themselves exclusively to this work. Cardwriting has become to a great extent a science and, to do nothing but

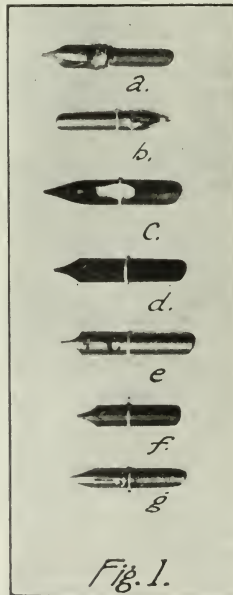
to window trimming, advertising, or the selling end of the retail trade. By so doing you not only increase your experience but also improve your chances of advancement.

Cardwriting has developed to an almost unbelievable extent in the past few years. To-day every live merchant in Canada knows the importance of the price ticket. Even in the smallest towns and villages they are used. Many of the cards used to-day are extremely crude. Frequently they are made with a box-marking brush, a blue crayon, or a rubber stamp. Nevertheless, the fact that they are used shows that the demand is there, and that the clerk who desires to make himself as valuable as possible and to bring himself as close to 100 per cent. efficiency, should acquire some skill in the writing of price and show cards.

The excuse need no longer be put forward that it costs too much to learn. All that the beginner needs is the necessary material. By following these articles he will then be in a position to acquire sufficient skill to prepare creditable cards for the store in which he is employed.

The First Start.

I am starting this course on a different basis than any other series that I have ever seen. It is my experience that the beginner wants to see actual results and, if he is forced to practise exercises too long, he is liable to lose heart and quit altogether. With this in mind I start the student off with outline pen work. Practice with the pen in school days has left everyone more or less proficient with its use and it, therefore comes more natural than the brush, which to the beginner is much harder to control. The surest and easiest way to make a start at actual cardwriting is to letter price tickets. Accordingly, we will direct our attention for this lesson on pen outline Roman figures. This may seem rather



Types of Nibs.

write cards either in a shop or a large store, a man must have many years of experience. My advice to beginners is to look upon cardwriting as a side line

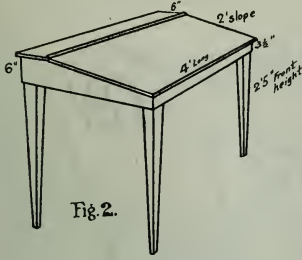


Fig. 2.

Best kind of table to work on.

too rudimentary for many of our readers, but I desire again to emphasize the fact that the man who desires to become thoroughly proficient must start at the very beginning and master each phase no matter how simple. It is my experience that to acquire the fullest degree of skill at making figures, it is necessary for a beginner to practise at least a full month. It will take a good part of his spare time at that. The next step will be to master the alphabets and these will follow in due course.

Tools Needed for This Lesson.

You will require in the first place a large ball-pointed pen nib with ink retainer attached. If this cannot be secured a real blunt stub pen will serve the purpose. No. 3 or 3½ round writing pens are also suitable for this class of work. Fig. 1 shows illustrations of various nibs. If your stationer cannot

secure these for you they can be obtained by writing to the Editor of this paper. Nib A is a No. 3 round writing pen with brass ink retainer attached. The retainer regulates the flow of ink. Nib B is ball-pointed, camel back retainer. Nib C has ink retainer underneath. Nibs D, E, F and G are all stub pointed pens and are good for this work. Any stationer should have these in stock.

Pen holders should always be round and thick. Small handles cramp the fingers. Other tools needed for this work will be a good straight ruler, not less than eighteen inches in length, and a compass that can be used for either pen or pencil. The best ink for the work is a good black carbon (not waterproof). This ink can be secured at any retail stationer's, art supply stores, etc.

Fig. 2 gives a good idea of the best kind of table to work upon. The dimensions given make a table large enough for anyone, no matter what work you may have. Always work on a slanting top table, as a flat top will tire the wrist very quickly. The six-inch margin shown at the back is for placing pots of paint, tools, etc. When sitting the edge of the table should come just below the pit of the stomach. This gives the arm room for a free swing without resting it too heavily upon the table. Always sit erect when working. The importance of maintaining a proper position while working is greater than the beginner will imagine.

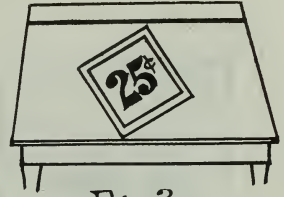


Fig. 3.

Position of card on desk.

Fig. 3 gives an idea of the position the card should occupy on a desk while being written. If it is placed parallel with the edge of the desk, the wrist will become tired quickly as this gives it an unnatural twist.

Before starting practice see that everything is ready. The cardboard should be ruled out. The ink should be contained in a vessel that is free of access and at your right hand; the table should be placed so that the light falls over your left shoulder. All pens should be close at hand.

Study the chart thoroughly before starting. Preceding each figure you will notice a few exercise strokes which are in the make-up of the figure. These should be practised thoroughly and perfected before attempting the finished work. The arrows indicate the direction in which to draw the strokes. Always work from left to right and from the top to the bottom. Be sure to carry

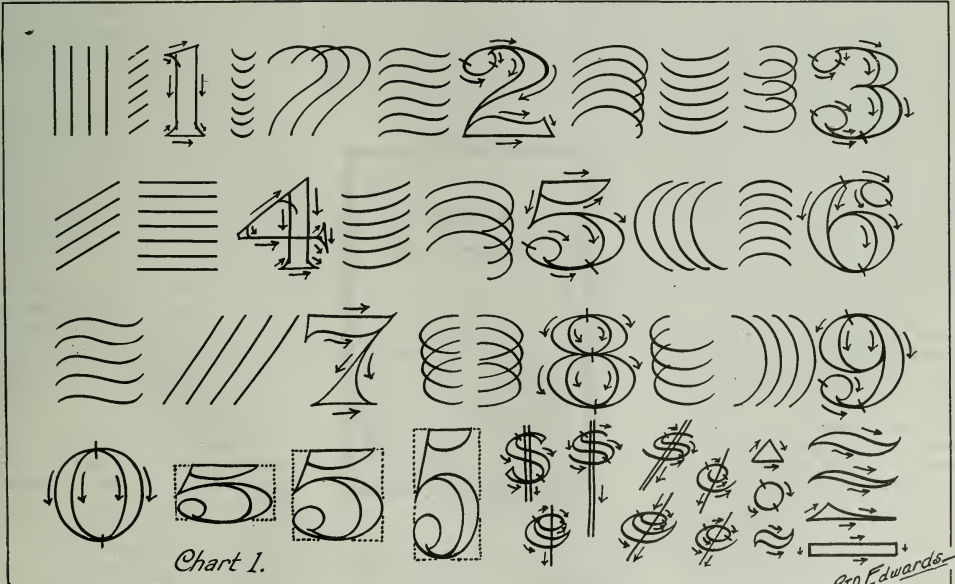


Chart 1.

R. D. Edwards



Fig. 4. P. T. D. Edwards

enough ink on the pen so that the entire stroke can be made without a second dipping.

Fig. 1 is mostly composed of straight lines. Watch that both the upright lines are the same distance apart all the way up. Figs. 2 and 3 are almost entirely composed of curves. These take a great deal of practice in order to get them balanced up evenly. Fig. 4 is about the hardest figure to make for beginners and should be watched carefully. Care should be taken not to get the centre cross-line too low. Note the top of Fig. 5 does not project as far to the right as the lower part. This is another figure which needs great care as it is the most used of all. The six and nine are composed of the same amount of strokes. All being curves, they need a great amount of practice. The 7, like the 4, is quite hard for beginners to balance up. Practise well the two exercises preceding it. Note that the top of the 8, while the same shape, is not so large.

If at any time you have difficulty in balancing a figure up properly, draw a square lightly with a pencil and place the figure inside as shown at the bottom of the chart. The three gives explains well the way out of this difficulty.

The dollar and cent marks should be practised just as thoroughly as any of the figures.

Collection of Cards and Price Tickets.

The collection of cards and price tickets in Fig. 4 give a fair indication of what you should be expected to accomplish if you thoroughly master the lesson. You will note that every figure is in use along with the various styles of dollar and cent marks. The collection of small price tickets is easy for you to make, being simply cut out of plain white cardboard and ruled out with the same pen that is used to make the figures.

the ruler that does not lay flat on the card. This will keep the work from being smudged.

For filling in this pen outline work, any brush will do that you may have. A cheap camel-hair brush will serve the purpose. I do not want you to get the good sable writers until we come to brush work, as the success of the work depends to a great degree on the proper care of the brushes.

The question of cardboard naturally arises as soon as cardwriting is taken up, so this must necessarily be gone into at once. White board is the main color and this must be of a smooth coated finish. 6, 8, and 10-ply are the most popular weights, but many just use the 8-ply for all sizes of tickets. If you have frames in which to put the cards, the thinnest board will serve and be somewhat cheaper. This board can be bought wholesale in Canada from 4½ cents per sheet upwards, but a great deal depends on what quantities you buy and from whom it is procured.

This board is made for printing and lithographing use and comes in a regulation size of 22 x 28 inches. This cuts up economically into the sizes shown in Fig. 5. For ordinary store use the ¼ and ½ sheet sizes are most popular; ½ sizes should be used sparingly. The smaller sizes make neat price cards.

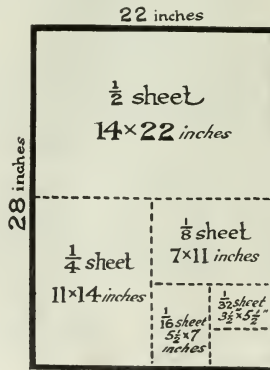


Fig. 5

Many other designs and rulings can be used to make very attractive tickets. In making these rulings use the side of



An excellent view of the new men's wear department of D. E. MacDonald & Bros., Guelph. At left-hand side are revolving hat cabinets, each containing 200 hats. Note suit cabinets with plate glass tops. At back are curtained cabinets for boys' clothes. On right side is latest equipment for collars, hosiery, gloves, etc.

How Modern Equipment Transformed a Store

Men's Wear Section in MacDonald Store Removed From Back and Given Half Frontage to Itself—Immediate Increase in Business—Descriptions of New Facilities for Displaying and Handling Goods.

A SINGLE glance at the accompanying photograph of the new men's wear department of D. E. MacDonald & Bros., of Guelph, will satisfy any merchant that it is one of the most up-to-date establishments in the country; that the facilities for doing business are unusually favorable in regard to store equipment, arrangement and space, and there will be no surprise manifest at the statement that the opening of this handsome and complete section for men's wear resulted immediately in a large and steady increase in business, and just here let it be remarked that, contrary to the theories of some men's wear merchants, the immense improvement in the appearance of this department did not drive off the large farmers' business always enjoyed by this firm. On the contrary much of the warm admiration expressed at the transformation came from this class of customers, —farmers and their wives alike.

From Obscure Location.

The change wrought in this store is on a par with the handsome and most effective island fronts that are described and illustrated elsewhere in this issue.

Previously the men's wear department occupied an inconspicuous section at the back of the dry goods on the main floor, necessitating for the most, a passage through the rest of the store to reach it. But here, it has half the front space to itself with an enticing display front and —separated entirely—save for a connection inside with the rest of the store.

200 Hats in Each Cabinet.

The photograph shows better than any description, the manner of the new equipment. On the extreme left can be seen the glass cabinets, two in number in which the hats are kept. These operate under the latest type a moveable rack that revolves like a clothing rack, allowing the hats to be viewed from three sides. Owing to this fact a much larger stock can be carried than on the ordinary stationary shelves—200 hats being the capacity of each cabinet. The first is for soft hats, the next for stiff.

All the suits in store except the cheaper lines are under cover, mostly glass. The glass cabinets next the hat cases along the wall are for black and blue suits. Along the back is the boys' department, with curtains run on rods.

The same arrangement applies to the odd trousers. These, indeed, are the only part of the clothing that are not hung on racks of some description, for this store recognizes the superiority of the new system over the old one of piling up clothing on tables.

The display facilities for the clothing thus could hardly be improved on, allowing for ease in exhibiting them, a good classification, according to prices and sizes, a great variety open for ready inspection, space for customers, and other important points that help sales.

Gloves, Hosiery, Shirts.

The men's furnishings are kept mainly on the right side, starting off until a modern collar cabinet backing the window, with each style of collar seen through the glass opening. In front are show cases for ties, etc. Along the side wall are glass cabinets for gloves, hosiery and shirts, the two former arranged in compartments according to sizes. These are of such a nature that a large stock can be kept on hand all the time without littering up the store with boxes and other packages that usually

(Continued on page 74.)

DRY GOODS HALF.

The cut on the right gives a good idea of the dry goods half of the beautiful display windows of the MacDonald store. As will be seen by a study of the plan at the foot of the page there are entrances on each side of the island front which is covered with glass at the back as well. The door is immediately behind the centre. The island front is 19 feet 9 inches long, with entrances at either side nearly 6 feet wide. The windows have the latest type of overhead lighting.



Night view of left half of MacDonald store at Guelph.

Island Fronts Double the Window Display

From 130 Feet Frontage the MacDonald Store of Guelph Has Secured Magnificent Facilities for Trims of 270 Feet—A Natural Thorofare Behind Island Fronts.

ISLAND fronts are comparatively new in Canada. There are several "islets." But the island front is in a class by itself in so far as presenting a wide expanse of display from one side of the building to the other and it stands forth, as our old geographies said, as a body of light "entirely surrounded" by darkness. A glance at the illustration of the island front of the store of D. E. MacDonald & Bros., of Guelph, will be sufficient to prove the correctness of this definition.

Does Its Best Work At Night.

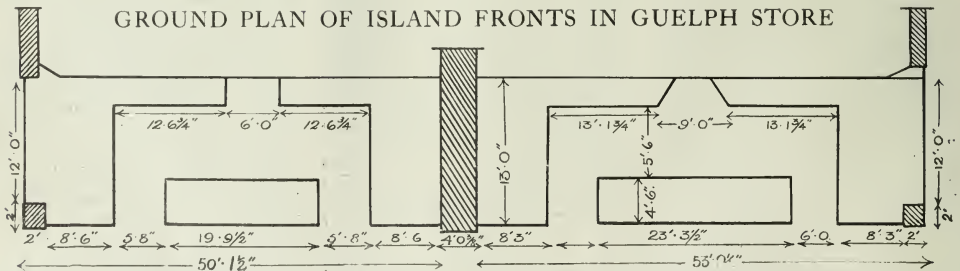
This new island front, completed after a work of a couple of months, is at once the delight and profit of the firm whose enterprise and confidence in the year 1914 and those to follow led them to undertake this work. Those who know the real cost are surprised that it is less than the work would lead one to expect. As it is, the store is enjoying the advantage of being one of the finest advertisements, probably the finest, that it has turned out, an advertisement that is continuous and does its best work by night. In fact, as the head of the firm pointed out to the Review just before Christmas, this store front was carrying on a splendid mer-

chandising work in the hours from six to half-past ten when the activities of the store itself are finished. Those who understand human nature and the delights in sight-seeing that possess the oldest and the youngest will have no difficulty in believing that every evening large crowds gaze through these windows and note what is within, and pass inside to view the displays, which are carried on as large a scale within as without. Indeed, as the plan of the store front shows, the one-half given up to the dry goods section, and the other for the men's wear section, the passageways have become a crowded thoroughfare with people walking in one way and coming out the other, after satisfying themselves with a view of the front of the store itself. The lights are left on until meetings and theatres and moving picture shows and other places are beginning to be deserted, while every section of these windows is absolutely changed at least twice a week by the window trimmer, and thus a profitable showing of goods is obtained. An idea

of the new display facilities of the store may be obtained by the simple statement that out of a frontage of 130 feet—from which ordinarily 20 or 30 feet would be deducted leaving about 100 feet—the present display under the new conditions reaches 270 feet.

Dressed Half in Couple of Hours.

This extension of the window display has not increased the cost for window trimming as might be expected. The regular dresser, Mr. W. Hallgarth, does the work now as heretofore. There is no need to argue that the work has not been greatly extended, but the window-trimmer has responded to it with a hearty enthusiasm as an opportunity for doing his best work. Mr. Evan MacDonald told The Review that the first time the windows were dressed, the window-trimmer started at four o'clock in the afternoon, and by twenty minutes past six, had completed all the space connected with the dry goods front of the store, including the island



This drawing shows the exact size of the island fronts in comparison with rest of windows. Left half is kept for dry goods, and right half for men's wear displays. Total width of store is only 103 feet, but 270 feet of windows is secured. Depth of main windows is 32 feet. Note wide thoroughfare behind island fronts which often is thronged at night.



Night view of right half of MacDonald store at Guelph.

front and the windows on either side. The windows for the men's wear section do not occupy Mr. Hallgarth any longer and probably not as long as for the dry goods section.

The variety that can be obtained by a display system of this character need hardly be referred to. At the time the Review saw these windows the display started at the left-hand side with furs, followed by linens, art needlework, neckwear and handkerchiefs on the right. This gives an opportunity for a large number of departments of the store to be represented at the same time, in what they covet most, a front window display. Under the old system two departments at the most could be given space at the one time, whereas now five or six and even seven have been accommodated by a division in the island front.

Quadrupled And More.

Apart altogether from its display value the new front lends a handsome appearance to the store. The metal is of bronze and this is carried out even to the heavy name-plate on the centre wall. Some idea of the contrast between the Before and After may be grasped when it is learned that previously the firm owned only the dry goods half, and that the entrance to this was in the centre with two comparatively small windows on each side. The other half—now used for the men's wear—previously was occupied by two other places of business. Hence now the store has far more than quadrupled its window space.

Well Ventilated to Prevent Freezing.

The new windows, of course, are equipped with the latest systems of lighting—the lights concealed above in front—and ventilated to prevent the windows freezing up. The interiors are in fact so cool always in winter that the window trimmer is prone to dress up warmly to protect himself against a chill. But this is a mite of tribulation compared to his blessings envied among window-trimmers elsewhere.

Direct Increases in Sales.

The head of the firm, Mr. Evans Macdonald, in discussing the result of the new store front declared that it had un-

doubtedly resulted in a considerable improvement of business, the more marked as conditions generally would not call for this. An increase in sales in several departments had been directly traced to the publicity given by the increased window displays. The new front, conspicuous as it was in the business life of Guelph, not only at the first but for a month or six weeks after it had been installed, up to the time of the interview in fact, had continued to stimulate the trade of the store, and as a means of publicity its results could not be equalled. It has become a well-known rendezvous for a trip down town at night, and it is getting to be a common expression, "Let us see what MacDonalds are showing in their windows to-night."

During cold weather, particularly when there are high winds, people were not accustomed to stop and look at windows, but it had been found that the passageway behind the "island" provided a shelter from the storm, and people took refuge in it, both as a release from the wind and in order to carry on the observation of the contents of the window with comfort to themselves.

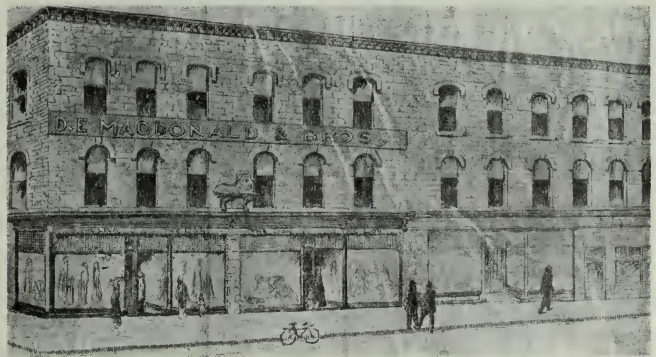
Direct Business of \$40.

Mr. Macdonald gave an illustration showing direct proof of results, the splendid results that have come from the new front. His men's wear store occupies, as

MEN'S WEAR HALF.

The cut on the left shows the half of the new MacDonald store front given up to displays of men's wear which occupies the store immediately behind. This front is arranged exactly like the dry goods half with the entrance behind the Island front. The large additional space thus provided enables the store to have a great variety of trims. Every trim is changed twice a week.

will be noticed, the right-hand half of the building, and according to the policy of the store to develop to the utmost the men's wear end this half of the window display is given up entirely to showing men's wear goods, including clothing and furnishings. One window can be seen very clearly from the railway and car track, and is at the corner where there is a junction of street cars, and where a large proportion of the people using the cars are accustomed to making their connections. It is, of course, also the busy corner of the town itself. One day a short time ago when a certain theatrical troupe was in town, a group of actors were passing, and were drawn to this unique window display. One of them noticed an unusual type of suit with a braid binding the edging of the coat, and went in with his friends to price it. The result was a sale at once, and before the group had left the store purchases amounting to \$40 had been made. This was a direct result of a single display in the window, and undoubtedly it was the unique character of the window itself that had drawn the attention of these men, who ordinarily might be disposed to delay their purchases of men's wear until they reached some recognized style centre such as New York.



The left half of this architect's drawing shows the display frontage available before the right hand store and bank premises were secured and all transformed by two Island fronts.

Brief Summary, Editorial Articles, July-Dec.

	PAGE		PAGE		
How Clown Dog and Two Rabbits Sell Hats.....	July 15	52	Isolating Men's Wear From Dry Goods.....	Oct. 21	51
Special Fixtures in Montreal Men's Store.....	July 15	55	Clothing Methods That Won Success.....	Oct. 21	68
How Big Western Store Displays Its Goods.....	July 15	56	Sold 18 Dozen 'Tippery Ties in One Day.....	Oct. 21	74
Half a Century in Men's Wear Business.....	July 15	67	Lighting Windows to Catch Crowds at Night.....	Oct. 21	80
Clearing up in July on Straw Hat Stocks.....	July 15	62	Selling Furnishings for Christmas Gifts.....	Nov.	47
Satiating Public Appetite for War News.....	Aug. 19	41	Get Boys Interested in Clothing Department.....	Nov.	51
"Ten Per Cent. Discount if You're in This Group".....	Aug. 19	42	How Hat Store Leads Umbrellas.....	Nov.	54
Devices for Drawing in the Shy Male Species.....	Aug. 19	43	Another Upstairs' Clothing Store.....	Nov.	58
"Count Discount" Provides Countless Bargains.....	Aug. 19	44	Recording Measures to Sell Union Suits.....	Nov.	60
Providing Mannish Clothing for the Boys.....	Aug. 19	45	Cigars, a Soda Fountain, and Men's Furnishings.....	Nov.	62
"Not a Store for the Masses, but the Classes".....	Aug. 19	46	Points Behind Success of Men's Wear Trimmers.....	Nov.	66
Every Salesman as an Authority on Style.....	Aug. 19	47	Selling Christmas Gifts By Window Display.....	Nov.	67
To Do a Thing Effectively, Do it Electrically.....	Aug. 19	49	Series of Patriotic Window Displays.....	Nov.	68
Some Stunts in Men's Wear Window Trims.....	Aug. 19	54	Getting Calendar Into Desirable Hands.....	Nov.	76
Be Not Classed With Long-Haired Artists.....	Aug. 19	56	Striking Original Christmas Backgrounds.....	Nov.	78
Large Crowds Drawn by Realistic War Window.....	Aug. 19	70	Lighting Stores Interior to Avoid Sharp Shadows.....	Nov.	80
Fifty-Six Feet Display on Sixteen-Foot Front.....	Sept. 16	49	Selling Methods for Week Before Christmas.....	Dec. 16	37
Second Storey Clothing Store Saves \$16,000.....	Sept. 16	52	Sending Six Photographic Prints of Season's Clothing.....	Dec. 16	50
Why Hold a Bright Light Between Public and Window?.....	Sept. 16	58	A New Idea in a Christmas Window.....	Dec. 16	51
Modern Ideas as Seen in Kingston Store.....	Sept. 16	64	No Stock—Only Models and a Room Upstairs.....	Dec. 16	52
Winnipeg Stunts That Brought Business.....	Oct. 21	47	Annual Stock-Taking in Men's Wear Stores.....	Dec. 16	57
Niagara Store That Drew Buffalo's Envy.....	Oct. 21	48	Selling Evening Wear Difficult These Times.....	Dec. 16	58
			Clerk as a Factor in Sales and Buying Records.....	Dec. 16	69

HOW MODERN EQUIPMENT.

(Continued from page 71.)

find a resting place on the ledges and prevent these—if low enough—from being used for displaying suits, evening wear, smoking jackets, etc., as is done in this store.

Next the shirts and running to the farther end are underwear. The firm has a large trade in this, both in city and county, and for the latter keep fairly heavy weights.

The Old Box for Socks.

At the end of the counter opposite the underwear section is an old box that has been in use ever since the business started. This has different compartments, where are carried lines of heavy knitted socks—the real old-timers. There are the 2-for-25 cents cotton, and 25, 35 and 50-cent woolen socks. "We would feel lost without it," remarked the manager to the Review.

Just back of this is a table containing samples for the brands of made-to-order clothing for which the firm are agents.

The display of goods is one of the strong points, apart, of course, from the modern equipment. It was shortly before Christmas—one week—when this photograph was taken, and two tables are seen piled with goods in Christmas boxes, ties and suspenders—and the price on a card stand above. On the one behind these an overcoat is shown on a brass stand.

The business of this store is being helped to a considerable extent by the island front, which gives 135 feet of frontage.

THE CHAMOIS GLOVE.

First popularized about five years ago, the chamois glove retains its place as a finishing touch for the well-dressed man for morning and sporting wear. The color is a trifle loud, and yellow gloves would not have been popular in the fifties—not even with Lord Primrose—but in a day when a man may wear pretty well anything in color so long as the 'style is all right, yellow gloves are "au fait."

The button glove, and not the dome fastener is the thing this year. The glove also should be hand sewn, and the seam outstanding and visible.

KHAKI HANDKERCHIEFS.

One questions very much whether, if there were no wars, khaki would ever become a fashionable color. Certainly we are becoming khaki-mad again. A very attractive novelty is a thin silk handkerchief in this color, chiefly for men's use. A number of the up-to-the-minute stores are featuring this, and report that it is selling very well. On the other hand the usual "stunts" with flags, crowns and other symbols have not gone so much with this war public as they did in the time of the South African war. Handkerchiefs with an embossed flag in the corner are not popular.

BLACK AND WHITE SCARVES.

There is quite a boom among the better-dressed men of the States in ties with black and white stripes. There are reasons for this. First of all Great Britain is moving in the same direction, largely due to the suitability of such combinations in ties for mourning pur-

poses. A second reason—and probably one that counts more, so far as this continent is concerned—is that for several seasons now we have had a riot of bold colors in neckwear, and the pendulum is due to swing the other way. There will, of course, be many color combinations this year too, but black and white will be a leader.

Then, again, the matter of dyes becomes an important factor. There is doubtless enough on hand for present needs, but that supply is getting smaller and smaller, and it is at present problematical whether or no we shall be able to get importations when present stocks are exhausted. So that for that reason many neckwear makers are giving special attention to substitutes, and they could not have picked anything better than the black and white lines.

Immense quantities are being cut up, and all sorts and conditions of styles are being furnished. Blacks upon white; whites upon black; perpendicular stripes; horizontal stripes; diagonal stripes; thin, thick, single, double, and check effects—all have representation. All are out on the bias.

The boom in black and white and checks will help the demand for plain blacks too. Plain black is about due for a revival.

\$1,000 FROM TRAVELERS.

At the annual meeting of the Dominion Travelers' Association the sum of \$1,000 was set aside for the executive to pay the annual subscription of any member who had gone to the front, or may go to the front on any of the contingents.

Take Advantage of Our Enquiry Department

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

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

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

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

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

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW

143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

NAME _____

ADDRESS _____

Civilian Clothes or Official British Military Dress

*Uniforms and Dress Equipment for Home Guards, Rifle Clubs,
Police and Military or Semi-Military Organizations
Tailored to Measure*



CADET PATROL JACKET

Keep your eyes on local organizations and keep in touch with us, so that when new uniforms are required you will be on the ground floor, ready to quote prices at short notice.

Our military designer, Mr. F. Fisher, spent many years doing contract work for the British War Office, and is a recognized authority on all kinds of military and semi-military tailoring. We are fully equipped to produce uniforms of all kinds, made-to-measure, and tailored to the Crown Tailoring standard.



*The Crown Tailoring Agency in
your town is worth while.*

Have you looked into the made-to-measure idea yet?

The Crown Tailoring outfit can be made most profitable, for it enables you to increase your turnover with less investment and less trouble and worry.

It brings customers to your store who have never worn ready-made clothing in their lives—this means the raising of your standard of patronage without lowering the volume of business or the percentage of profit.

*Look into it now, and be ready
for Spring business.*



OFFICER'S GREAT COAT

The Crown Tailoring Co., Limited
TORONTO, CANADA

MEN'S WEAR REVIEW.

STORE EQUIPMENT NUMBER

Modern principles of store fronts.

Backwardness of merchants in exterior improvements.

Maximum glass surface consistent with ease in catching eye of public.

Drawings showing improved front compared with former incorrect designs.

Advantages of Island fronts.

Deep or shallow windows.

Place of the modern show case in interior display.

Restrictions in electric lighting.

Illustrations of show cases and cabinet equipment.

Plans of store interiors.

Building up business with modern store equipment.

GENERAL ARTICLES

What the more exclusive men's wear stores in Canada are showing.

London and New York letters.

Guelph store in hotel annex.

Signed article on Spring overcoats by one of best buyers in Canada.

Sweater coats for Fall—illustrated.

Ties for Spring.

Spring tendencies in hats.

Building up shirt order business.

Second series of articles on "Card Writing Made Easy."

FEBRUARY, 1915

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

“ONE
GRADE
ONLY

Fact No. 6

Concerning “KANTKRACK”

—AND
THAT
THE BEST”

*Though
the lip is a
than the rest*



*flexible,
third heavier
of the collar*

—which means that it withstands rough usage and greatly increases the life of usefulness of the collar.

Besides this the firm lip helps to hold both sides of the collar rigidly to their place, giving much better service to the wearer than ordinary waterproof or plain linen collars.

“Of the many” **KANTKRACK** features—the long slit back, the reinforced back button-hole, the easy-slide tie space, etc., the flexible lip is the chief, and “if for no other reason,” makes “**KANTKRACK**” worth looking into.

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

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

You can be the popular soldiers' *and* civilians' tailor *of* your town

With the Home Guards and Third Contingent being formed, there's a country-wide demand for soldiers' uniforms, especially officers'. The tendency, therefore, is for the custom tailor to stock Khaki cloths of the

regulation shade and quality, and for him to feature uniforms.

This is good business, but why let the custom tailor get away with the whole thing when you can give the same or better service than he and without investing a dollar in stock, and without taking an iota of chance?



Style-Craft

TAILORED CLOTHES

whether for military, semi-military, clubs, etc., or for ordinary civilian wear, are always made to your customers' exact measurements. We supply our agents with charts, measuring instructions, style books, and a complete set of samples, etc. No need to carry a stock, simply take the measurements and send in with number of sample selected. These are handed to our expert cutter and operators—a perfect suit, well made and a perfect fit is the result; satisfaction and quick delivery are guaranteed.

Write to-day for full particulars of the Style-Craft Agency. You should have it for your town.

E. G. Hachborn & Company

NEW ADDRESS—50-54 YORK STREET
TORONTO CANADA

Hank
says—
No. 3



“My wife says
she’s glad I
wear Carhartt’s,

for there is no sewing on
buttons or fixing rips.”

“And my wife knows, for she has
been keeping my overalls in repair
for twenty years. She’s practically
gone out of the overall-mending busi-
ness since I started wearing

CARHARTT'S OVERALLS

for they are mighty strong—made of
good material that doesn't tear every
time I get up against a nail, and as
for rips they are rip proof and the buttons
are on to stay.”

A satisfied customer, Mr. Retailer, is the
best advertisement you can have, for he's a
man among men, giving a practical demon-
stration of your wares. Carhartt's overalls
are fine and roomy, are reinforced in the spots
that would be weakest, well-sewn seams, have
safety watch pocket and self-adjusting sus-
penders—giving absolute comfort and free-
dom of action.

Get the agency for your town
for Carhartt's overalls and
gloves. A trial shipment of both
will be sent on sixty days' ap-
proval. What you can't sell re-
turn at our expense.

Send a postal to-day.



Hamilton Carhartt, Manufacturer, Limited
Toronto Vancouver

Penmans Hosiery

Made for the Whole Family

You can supply all hosiery demands with the Penmans line, and produce satisfaction that will react in your favor.



Penmans High-Grade Product

backed up with strong newspaper advertising and attractive window display material, gives the foundation for quick sales and profitable turnover.

With this popular line, you can standardize your Hosiery stock, always having uniform sizes and dependable quality.

No selling effort required with Penmans.

Penmans Limited
Hosiery, Underwear, Sweaters
Paris, Ont.



104

All *Penmans* Products are
Made in Canada

Sales Booster

THE SECOND

HERE comes Brown's delivery man for a waterproof collar—why it's some time now since he bought one—it must be months, and yet he is particular about the style he gets, too.

Does it pay to cater to this Trade?

Now, size this up for yourself—Brown's driver is a man, with a man's requirements, and the necessary money to satisfy his needs. He thinks enough of your store, you admit, to come in and buy a waterproof collar once in a while. What is he doing in the meantime when he requires hosiery, a cap, a suit, an overcoat and other articles of men's apparel?

Why, he naturally thinks of your store just the same and when you can satisfy him with his collars you have his confidence enough to get a chance to fill the rest of his needs.

Why not get the trade of more "Brown's drivers?" for there are thousands of his class and their trade is well worth while—it's worth going after.

Any waterproof collar is a waterproof collar, but an Arlington Collar is a satisfier—an ad. for you every working day of the year.

A natty display of **Arlington Collars**—(fresh boxes opened up and arranged in one corner of the window with a natty card as here shown, well displayed, and a few individual stands showing the different styles), will interest wearers of waterproof collars and others. **There's an Arlington Collar to suit every taste and every pocketbook. Each one is entirely satisfactory. Prices range 70c to \$2 dozen.**

Write for Catalog.

Use this cut to illustrate your show cards.



Arlington
Waterproof Collars



*—are friends of
the out door man*

**A STYLE FOR EVERY
TASTE**

This is an easy card to make—use a long white card; line across with black ink and letter with blue pencil; use illustration below. Send to us for display cards.

The Arlington Co. of Canada, Ltd.
54-56 Fraser Avenue, TORONTO

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

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  (Registered) 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.

SALES OFFICES	NEW YORK	- - - -	260-262 Church Street
	CHICAGO	- - - -	223 West Jackson Boulevard
	SAN FRANCISCO	- - - -	Postal Telegraph Building
	TORONTO	- - - -	14 Manchester Building
	WINNIPEG	- - - -	406 Hammond Block
	MONTREAL	- - - -	100 Anderson Street

**“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

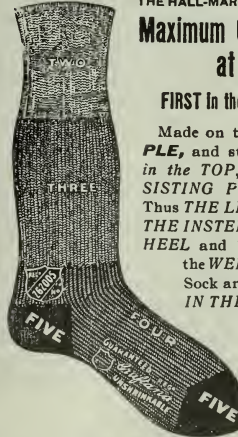
“Craftana”

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

MEN'S WEAR SECTION

Only One Color in Colored Collars

Original Striped Collar of England Being Shown in Toronto Shop — Black and White Silk Shirts—Union Jack in Colors on Tie.

BY A TORONTO CORRESPONDENT.

WE are just between seasons, and there is not a super-abundance of things new in men's wear. At least, they are not to be seen in the stores. It is a little late for Winter and it is too early for Spring. Nevertheless there are some new novelties, chiefly in trifles.

For instance, I see there is some attempt to duplicate New York in the matter of the black ebony cane. There are not many of these in Toronto as yet, and I don't think they will be particularly fashionable here. The cane is about one inch thick, and is made of ebony, or ebony wood. There is no handle of any sort. The top is merely silver mounted, the mount stretching down about two inches and a half. It is a distinctly unusual cane, but not one that is likely to be very much affected in Toronto.

A New Shirt.

In Brass's store, I notice some of the black and white silk day shirts. These have had a fairly good run in New York, though they are not popular now, and Toronto saw them for the first time a couple of weeks ago. The shirt is white silk, and the stripes, which are perpendicular, may be close, or wide apart. According to the width apart is the width of the stripe. Some of them are bars a quarter of an inch thick. The whole effect is too zebra-like for the conservative man, but for the "young blood" this shirt should be a good buy. The cuffs are double.

As to Boots.

The predilection—as we have observed in our recent articles dealing with the shoe department,—is in favor of cloth tops for men, and the particular color which is going to have a big run is sand. In connection with this, the Royal Shoe Store is displaying some mighty attractive models along this line. One I saw which rather took my fancy was a dull glace kid lower shoe, and this sand-colored top. The eyelet was of black, and there was the necessary backing of leather on the back of the upper. This sand color is more or less new for this continent, but three or four years ago Bond Street featured it, and with the fashion-plate man over there, it had considerable vogue.

Patriotism in Ties.

Patriotism is being appealed to along various lines these days. I saw in the Men's Wear Annex to the T. Eaton store the other day a blue silk tie, wide end, with the Union Jack displayed in colors in the place where the tie-pin would naturally come. It looked very attractive,

though for some men it is doubtless a trifle bright. The price, I believe, is one dollar. I understand that the tie is having a good sale.

More About Striped Collars.

The question of striped collars is not dead in Toronto, though our Montreal correspondent says it is there. I see that Ely is featuring stripes, in various shaped collars. The noteworthy thing though is, that they are only in one color. That is, in darker blue on a pale blue background. This was the original striped collar which was revived in England some three years ago, first—if my memory serves me—by Lord Haldane. The trouble has been that New York suddenly developed a penchant for striped collars and rushed into the field with all sorts of shades that an Englishman—whose fad the striped collar was—would never look at. Hence we may see pale greens, and mauves, and pinks. London never stood for these. Her sole striped collar—among well-dressed men—was the blue. America, imitating London, fell foul as often, and got out collars that are nothing like those so much in vogue in London.

These collars, by-the-by, were originally high-priced, and this was because they are made to measure for each customer. Stanley & Bosworth have made them for some time. Ely is doing the same. I see the latter store is showing all sorts of shapes in both single and double fold. One that particularly attracted me was a butterfly in this darker stripe on light blue background. It certainly is a smart collar.

Striped collars are not out of fashion, provided they are this color, and are well made. The cheap lines that some manufacturers put on the market looked as cheap as they were.

Conservative Styles in Hats.

The new hats are here, and one notices—possibly with no small degree of thankfulness—that we have gone back to more conservative hats. This applies alike to fedoras and derbies. The latter are more or less the styles we used to know before those weird semi-Welsh hats were seen in our stores and streets last season. There has been quite a revival in the popularity of the Christy hat.

The best soft hat, and one which is finding large vogue, is the plain green fedora. It is of simplest style, same colored band, fairly high crown and fairly narrow brim. It is a leader with well-dressed men. The contrast hats are dying quickly—and personally we don't mind how soon we see the last of them.

(Continued on page 41.)

Mercerized Shirts, Heavy Black Stripes

A New York Line That Will Be Tried Out in Canada for Spring—Bat Wing Bows With Pointed Ends—Narrower Cutaway Collar—Half Price Sales Running Into February.

BY A MONTREAL CORRESPONDENT.

SOMETHING has happened that never happened before, probably—the high-class haberdashers have been holding half-price sales. This was confined mainly to neckwear, fancy vests, hats, mufflers, and suits. They started out with 50% off everything in January, and carried the half-price sales right into February preparatory to a second stocktaking, and the arrival of new goods.

It is impossible then to write of what is being shown in Montreal, but as orders have been placed for new goods, it will interest readers to know what the large haberdashers here will be showing by the first of March.

The Cutaway Collar.

First of all, a new collar is expected on the market. Manufacturers are keeping the shape secret until March 1, but I have it on good authority that the shape will be almost identical with last one—a moderate cutaway—with this difference: It will be narrower for Summer. The old style of closed collar is being cleaned out at greatly reduced prices. A buyer, recently returned from New York, states that the poke wing collars are coming back, as well as the old Ascot ties. The latter, as always, are worn in neat shades of grey, and black and white.

Startling Black Stripes in Shirts.

If Canada follows New York, we are going to see something startling in shirts and ties. Buyers have returned with mercerized cotton shirts, with bold black stripes, fully a quarter of an inch thick, and ties to match. Merchants here who have them, are keeping them in the background until they see how they go. They guarantee them fast colors, and offer a new shirt for any that fails.

Selling Off Colored Mushrooms.

Colored mushroom pleat shirts, usually retailing at \$5, are being cleaned out by merchants at \$3, or anything they can get. They have never been a success, excepting in a cheap shirt, and, of course, the white mushroom, which is worn now extensively for evening dress.

White gloves with black backs are expected to return back for Spring; also hand-sewn chamois gloves.

Bow Ties For Spring.

Besides the ties referred to above we shall probably see lots of bat wing bows, with pointed ends worn. Knitted ties will be good, but will not enjoy the vogue they are having this Winter.

Colored crepe de chine pocket handkerchiefs are being shown, in browns, greys, and assorted shades. As these are imported from England, some difficulty may be experienced in securing supplies.

Khaki handkerchiefs in silk and linen are selling well to the soldiers. So hard to get are these handkerchiefs; several houses have bought the silk, and had the handkerchiefs made on their own premises.

The straight military cane, with small gold head, and no handle, is coming in.

ONLY ONE COLOR IN COLLARS.

(Continued from page 40.)

The Foulard Tie.

I see that some of the more exclusive stores are featuring the foulard ties. White spots on blue seems to be the leader, though the background may be of black, if preferred. The spots are different sizes. This sort of spotted tie makes up very well as a bow tie, and has been very popular for several seasons in England. It should be a bat end tie, and a very nice style which I saw had the spots about an eighth of an inch in diameter. There were not many of them either.

The long ties in foulard are not so much seen in Canada, but they are very natty. For these a closer spot is better, or else—which is the other extreme—big spots very far apart.

Lavender Spats.

Spats, having been taken up with some reluctance, I should think—for a spat a Canadian don't seem to me to tally—are now quite generally worn. The latest color to enjoy popularity is a grey or lavender. The fawn and dark and light browns have been mostly in vogue, but the smart men are wearing the light grey.

The Man About Town.

THE RAMBLING DOLLAR.

The "trade-at-home" dollar, which was put in circulation in Iowa, November 21, by Archie B. Spurgin, president of the Retail Merchants' Association, was recently returned to him. The dollar was spent fifty-three times and Spurgin estimates that it earned more than \$10, besides teaching the moral that it is best to trade at home. The dollar was placed in circulation to give people an idea of how much good a dollar will do if spent at home.

A dollar bill was pasted inside a bank book and instructions were written on the fly leaf for the possessor of the bill to make an entry each time the money was spent, telling with whom it was spent and for what. Spurgin spent it first and after that it went to fifty-two different persons. It bought all sorts of things, was used in paying accounts, was applied on salaries, helped to make change and did every other thing a dollar has been known to do.

A NEW BAND.

Some of the Panamas that are being featured for the Summer have a black and white check band, wrapping round in layers. It looks very effective, though it would not do for the conservative dresser.

KHAKI FELT HATS.

There is some talk of reviving the Khaki brown felt hat in England. King George has started something along this line by wearing a Khaki felt trilby hat, with a broad band of black. This ought to start the ball rolling. They follow King George quite a lot in England in the matter of dress.

Our London Letter

By "THE LOUNGER"

The Popular Rainproof Overcoat—Soft Collars Have Greater Vogue Than Ever—Some Notes On Winter Overcoats—The Ulster Still in Favor—Khaki Colored Furnishings on Temporary Wane—Business Notes.

LONDON, Feb. 1.—With us it is not so much overcoat weather, as raincoat weather. For some time now the rain has come down with more or less consistency. The streets are full of men and women raincoated, and paramatta-ed and cravenetted and mackintosh-ed. The rain-proof overcoat finds this season as it has done the last two or three, a wide public. It is made of fabric which needs no rubber to make it impervious to wet, and yet it is fabric not waterproofing. The cravenette, light green or fawn color, is as popular as of yore. The raglan shoulder, built a good deal more roomily than hitherto, is the 1915 model.

I was surprised, when I was in Canada a few months ago, to see that there were comparatively few of these coats worn out there. Apparently you still stick to the out-and-out waterproof. This is distinctly declining in England. The superiority of the rainproof overcoats over the mackintosh is obvious; it is at once a coat—and a dressy one at that—and a shield from the rain.

A Natty Sports Collar.

It has been a puzzle to the average man who plays tennis or goes in for boating and the like, just how to be comfortable about the neck, and yet look more or less presentable. Heretofore, the average man has preferred comfort to good looks, and has unloosed his stud, leaving the collar in an untidy state.

I saw a shirt the other day, however, that will fill the bill. It has a collar attached, but there is a slope on either side which makes a nice wide opening right at the front of the neck. This is a natural opening; not one forced by just leaving the stud undone. It looked mighty nice. I understand there is a patent applied for.

On Soft Collars Generally.

I am told here that soft collars are to be very strong this Spring, and indeed, judging by what one sees right now, it seems probable. White pique is to be a leader. This makes a very nice-looking collar, inasmuch as it is not too limp. There is such a thing as getting the soft collar too soft, and then it looks sloppy. This, however, is a firmer material and makes up well. For better wear, Japan silk is a leader. Strictly, these should be worn with shirts of the same material, though they are worn quite often with the cotton and taffeta shirts. Most of

the soft collars made here now have the pin holes at either side in the front, for slipping the bar pin through. Up to three or four years ago, the two sides of the collar were fastened by a pin, but the pin was jabbed in anywhere, and a man rarely bit the same place twice. This caused a sort of miniature pineushion on the front of the collar. The pin holes are recognized as an *au fait*, however, and, as I said, have been widely adopted. In Canada I see that the bar pin is becoming the recognized way to fasten the soft collar. A couple of years ago, it was fastened by a little tape, terminating in two pearl buttons.

Quite a number of soft collars are worn here by younger men for business wear. These are white, of course. The colored soft collar has little vogue in England. The polo, or long shape, is the favorite here, superseding the ordinary double shape.

The Double-Breasted Ulster.

It was prophesied a good deal at the beginning of the winter that the ulster or very heavy frieze overcoat would not be as much worn as in other years. The contrary has happened. Ulsters have been more popular than ever. Dark green, in a heavy frieze cloth, is a leader. And dark blue pilot has had a good run too. The heavy and loose style of coat appeals to more and more people as years go by. Comparatively few Londoners will wear a tight-fitting overcoat, unless for absolutely formal wear. The tighter models have not arrived—to stay. There is some return to the strap over the sleeve again this year, rather than the rolled back cuff. There are also a number of men wearing the ticket pocket on the right arm. The belt continues as universal as ever. I see several without it, but the main body of men like it. There is one peculiarity about it this season, however, that is worth noting. Most belts are looser, and have no middle-waist buttons as heretofore.

Apropos of the subject of overcoats generally, it is remarkable how many men are wearing their last year's coats. In no department has the economy forced on us by the War been more outstanding than in the matter of clothes. This applies to suits and overcoats alike.

The Black Frock Overcoat.

Yes! this is still worn. There has been some attempt at a revival of the

old frock overcoat, which—for some reason or other—we always associate with the actor who is down at heel or the stockbroker who has seen better days. Sir Edward Carson, the Ulster leader, was wearing one the other day on his way to the House, and so was Mr. Harcourt, the Colonial Minister. This overcoat is only for the man who can afford two or three overcoats. It should have the velvet collar; that goes without saying.

The New Straws.

I was in Dunns the other day, and was shown some advance models of straw hats. These differ little from last year's, the highish crown and the narrowish brim being prominent. I saw one or two extreme models—obviously American—which had a too-high crown and a too-narrow brim. But I don't think the average man will care for them.

In the Trade.

Conditions are not any too prosperous among tailors and outfitters generally. Business is very slack; slacker even than we had made up our minds it would be. By-the-by, many people had bought big stocks of khaki goods in different lines; silk handkerchiefs, sweater coats, hose and so forth. I understand that demand for the color has very much fallen off, and if it doesn't come back, dealers are going to be caught with big stocks on their hands. The average person doesn't seem to consider that the absence of all the soldier boys can make a very big difference indeed. To begin with, they are, most of them, young men, and therefore the very class that furnishes the tailor and furnisher and outfitter with bread and butter. But good luck to them!

THE FUR MARKET.

According to John Hallam, dealer in raw furs, Toronto, the catch so far has not equalled that of a year ago. This is chiefly accounted for by the fact that the war has made market conditions so uncertain that, to many, trapping has not appeared as profitable.

George Bartlett, of London, has purchased the men's clothing and furnishing business formerly conducted by R. M. Borrowman, at Ingersoll.

New York Letter By "LOOK-OUT"

Some New Styles in Suits for Spring—A Natty Golfing Coat—As to Shirts—The Soft or the Stiff Cuffs?—A Few Words on Collars—The Most Unkindest Cut.

NEW YORK, Feb. 11.—It becomes time to talk about Spring styles in good earnest, for here we are half-way through February, and Spring will soon be upon us. As to cut, suits for Spring and Summer will run along the line of greater variety. One-button, two-button and three-button sacks will all have their own wearers. Two and three-button sacks will doubtless out-distance the one-button, which is by way of being an innovation, and will, therefore, take a bit of getting used to.

I saw a very natty model the other day, and it looks to me to be the sort of thing that would become very popular. It was a two-button, two-piece sack suit, in dark grey. It had the patch pockets. The thing was peculiarly graceful. The lapel, rolling well over down the front, broke into a line which at once broke away again quite decisively into the skirt of the coat, if such a tight-fitting coat may be said to have a skirt. The sleeves were innocent of cuffs, though the trousers had them. The coat was cut fairly short, and appeared to fit very snugly. It had the outside breast pocket.

A Very Unusual Coat.

A very unusual coat, indeed, is a golf jacket which, I am told, will be featured by one house as a Summer coat. It is along the lines of the English sports jacket, a sort of semi-Norfolk that America has never yet successfully imitated. But this comes mighty near it. The cloth is a black and white check—though not too obtrusive—and the style is long and loose and roomy, as befits a coat designed for sports, golf in particular. There is a belt around the waist—a la Norfolk—and the vent stretches from the bottom of the skirt to the belt. The play about the shoulders and back is given by two pressed pleats, which allow of opening. There are four pockets, patch, of course. The lapel, pressed, stretches low, and there are three buttons.

This coat should be worn with palm beach colored linen pants, or flannels. We play golf in America in flannels; in England they play it in heavy tweeds.

Stiff or Soft Cuffs?

There seems to be a conflict of opinions as to the waxing or waning of the soft cuffs on the ordinary lounge shirt. Someone has got up and pronounced its death-knell, and we are waiting to know whether or not we should bury it. Personally, I don't think the soft-cuffed shirt will ever lose the hold it has on

most men. It is such a comfortable thing to wear. Orders have come in fairly well for Spring lines, though the boys on the road have not been transported with joy over the number of men they have got orders from.

The stiff-cuffed shirt, while not displacing by any means the soft cuff, is steadily gaining in favor. This is apparent from orders from retailers.

Silk Front and Cuffs.

A line which is taking astonishingly well is the silk front and cuffs, with the cotton body. This is particularly fashionable in a pronounced stripe. I am somewhat surprised that a half-and-half arrangement would become popular, and we have yet to gauge the general consuming public's opinion. But the orders are coming in all right.

For the better dresser, crepe de chine is a leader, and it surely looks mighty nice. In subdued colors and quiet patterns, it is a very attractive garment, and I am not surprised that it has the vogue it has with the men who can afford six, seven and ten-dollar shirts.

Some Collar Talk.

In a country that has about as large a variety of collars as any ordinary three or four other countries would have between them, it is somewhat difficult to pick out what one might call the most popular of all. The cut-away shape has, however, had a great vogue, and the new lines are chiefly modifications of this style. The ordinary double collar, cut well away, is little changed from those men have been wearing. There is a tendency, I think, to cut out the freak collars, which were a cross between this cut-away shape and the butterfly shape. Some men still wear them, but not the better dressers.

UNIT TRIMS.

Mr. Hannan, of the Hannan Store, Montreal, has returned from a buying trip to New York. He reports that never did he see windows dressed so lightly. In the high-class stores there is no heavy dressing. A whole section of a window will be devoted to one shirt and one tie on a stand. It looks very exclusive, but he does not think it would work out in Montreal. "Canadians prefer more to see the stuff before buying. But it seems that in New York a lightly dressed window is a mark of exclusiveness."

The long deep polo shape is as popular as ever, and is going to have a big run with the pattern in self-figure, unless I am much mistaken. This collar is exceptionally worth while from the point of view of keeping the tie in shape. It sits well. For evening wear, incidentally, the butterfly with the curved corner has the big following, although there has been some movement of late to return to the collar our forefathers knew—the "straight-up" collar—as it was known England—which is only a straight single fold. This again is not general. Probably the more venturesome will try it.

Surely Not!

We have taken to ourselves the brown spat, in all sorts of shades. We have even bitten at the lavender spat. But now I see one or two good Americans in the white linen or pique spat. This is too much! It isn't so long ago since our funny papers insisted on making half their fun out of the Englishman and his characteristic spats. Now, alas, they are as common in Fifth Avenue as in Bond Street. Probably a good deal more common!

But the white spat! This is the most unkindest cut of all.



Max Beauvais has taken over the Fashion Craft store at 416 St. Catherine St., W., Montreal, formerly operated by Dube, and has made some alterations to the interior.



WILL NOT PAY FOR LABELS.

A New York despatch says:—A definite stand on the label question so far as retailers are concerned, has been taken by the members of the Cloak, Suit and Skirt Manufacturers' Protective Association. The association houses hereafter, will not stand the expense of paying for labels on garments.



KNIGHT OF ST. JOHN.

In the Quebec Legislative Chamber Hon. Geo. E. Amyot was invested as a Knight of the Order of St. John of Jerusalem, Sir Horace Archambeault, administrator, officiating. After the ceremony, a reception was held in the Lieutenant-Governor's Chambers. Hon. Geo. E. Amyot is the head of the well-known Quebec wholesale dry goods house of that name, as well as of the Dominion Corset Co.

Resurrection of the Balmacaan

For Spring Wear Varieties of Balmacaan Will Be Worn—For the Smart Man This Style Never Died—Military Influence Partially Revived It — Some Individualistic Coats—Loose Styles Which Make for Grace.

WRITTEN FOR THE REVIEW BY JAMES CRAIG, OF FAIRWEATHER AND CO., TORONTO.

In my opinion the well-dressed man next Spring will wear nothing but loose-fitting overcoats. The tight-fitting coat will not be fashionable. The smart man for next Spring, at any rate, will be overcoated in such a way that he will be free. The tight coat has been and probably will be popular again, but for the present the loose-fitting garment holds sway, that is among well-dressed men.

Take the Balmacaan, for instance. Some months ago word went forth throughout the land to toll the bell for the poor old Balmacaan. It had died a nasty death—been snuffed out, in fact. So it has, in so far as the cheaper and more extreme styles are concerned. But in the better cloths and the more exclusive designs there has been a sudden rejuvenation. For instance, following London, I have bought more Balmacaans for Spring wear in 1915 than I did for 1914.

The revival came just at the beginning of the war. Possibly it had something to do with the sudden boom which there was in the military officer's cape. The freedom, the large look—if I may so describe it—appealed to the popular sentiment of the moment. Moreover, the best London tailors declared that they would figure on it as a leader for their best clientele in the next Spring, and we followed their example. Kenneth Durward is featuring Balmacaans in different styles. The Bond Street man knows that Durward is right.

I think, however, that the Balmacaan will only be worn by the very exclusive dresser. The man who is content with a cheaper overcoat has been told that the Balmacaan is dead, and it is not likely that there will be any attempt at resurrection—so far as the cheaper lines are concerned.

SOME COLOR NOTES.

For Spring, following leading London tailors, we are featuring chiefly green mixtures. These are very quiet and subdued, running as undertones to greys and fawns. The Lovat or pale green is a special shade which we think will go well. Shadow stripes are here, too. Plaids will again have a good run. Plaids are peculiarly suited to the Balmacaan which is primarily a walking or sports overcoat. Colors of coats are generally greys. These, in herring-bones, and more particularly in diagonal stripes, are very smart and much worn by the man who would be a *la mode*. We feature these in all sorts of weaves, the diagonal or basket weave being a leader.

A very smart color is a reddish brown, with a check pattern, outlines in a quiet red. This color cannot be worn to advantage by every man. But with men to whom it is suited, from the viewpoint of harmonizing shade, it will be popular. Incidentally, we follow out the custom adopted by many of the best tailors, and sell only one coat of each pattern. This creates a demand among men who insist upon being distinctive and singular in the matter of dress. With greys, of course, it is different. We run them in several sizes. For the man who wants to wear a silk hat with a Balmacaan the steel and Oxford grey will be a leader. This is quiet, and tones well for formal wear with the silk hat, where a brown or green shade would be incongruous. There is an increasing tendency in London for men to wear the loose-fitting and free-and-easy Balmacaan with the silk hat for visiting or formal wear.

THE KIMONA COAT—AND OTHERS.

A very smart overcoat built upon somewhat new lines is the "Kimona" coat. This has the Kimona effect, as to shoulders and sleeves. The sleeves are very deeply set. The shoulders have the effect of narrowness, which is called for nowadays, but there is a looseness about the back and about the sleeves themselves which is reminiscent of the Balmacaan. The collar is not high up against the coat, but stretched down into the two revers, common to the Chesterfield.

Another and certainly a distinct coat is the Toga cape. This is a coat for the man who can afford to have two or three, and is specially designed for the clubman who wants something warm and comfortable and negligee withal. It has a skirt of five yards. There is no seam down the side or the back, just in the sleeves, which are loose and roomy. The collar buttons round the throat. The whole idea is to give roominess and freedom and grace. It is virtually a gabardine, long and flowing. For the man who wants to jump into his car and doesn't want a formal coat, it is just the thing. He can fling it around him, without necessarily buttoning it, and yet it looks smart and hangs in graceful folds. This is essentially a club coat. It is just the right weight for Spring or Fall wear. Of course, as I said, the man who only has one or two coats will not choose this. But for the man who can afford three or four, and wants something entirely different, we think it will be just the thing. This, again, is a London coat, and many of the men over there are already wearing it, since the weather is much warmer, and at this time the Ulster is just beginning to get too hot a coat.

Continued on page 45.

Faith in Pearl Grey Soft Hat

Few Diamond or Telescopes Will Be Shown—Hand Made Bows Promise to Be Popular — A New \$5.00 Straw—Bullet Shaped Derbies.

“WE have decided to feature pearl grey in soft hats during the coming season,” said Mr. Roman, head of Whittle & Roman’s, St. James St., Montreal, on his return from New York. “Pearl grey hats have not had a regular innings for some years, and from what we have found out across the border, the public is starting to ask for this class of goods. Besides pearl grey, we shall also show Arabia and sky-light greys, various shades of green, browns, blues.

Nearly All Fedoras.

“The range in soft hats for next season will be very large. They will mostly all be soft crowns, and made so as to be worn telescope or diamond shape, as well as Fedora crease. The styles they are showing in New York high grade stores are all Fedora creased, very few showing telescope. Cheaper grades of hats, selling for \$3 and lower, are shown in all the fancy novelty shapes.

“As regards colors, two-tone effects and ‘miss-match’ predominate. Two-tone is a way of indicating two shades of any color, with the hat a little darker than the band. Miss-match is practically the same thing—probably between a contrast and the two-tone effect. It is difficult to distinguish between them. Contrasts are being shown a little, with light binding and bands and dark hats.

No Back Bows.

“Bows are being shown mostly on the side, with a few three-quarters, but practically no back bows. The bows are of various styles, and generally are exceedingly pretty. Hand-made bows seem to be very much in favor. Among those being shown, a neat, but not too fancy one (illustrated herewith) is a new hat in flat rim and hrim, diamond creased. Some hats are being made with a raw edge, and a ribbon binding not turned in, which gives the rim a very neat appearance.

A New \$5 Straw.

“As regards straw hats for the coming season, we are featuring the sennel straws, of dimensions $3\frac{3}{4}$ x $2\frac{1}{4}$. This shape will be our staple for the summer. Besides large quantities of novelty shapes in rough straws as well as in Panamas, we will show something entirely new in straw hats—a line carrying the name of “Madagascar,” derived from straw secured in this part of the world. It is a hat entirely new for Canada, and came out in the States last year. It is hard to say what satisfaction



New hand-tied bow shown by Whittle & Roman.

it is going to give in this country, but the styles are in a class by themselves, and as they are expensive, retailing around \$5, they will naturally appeal to the well-dressed man.

Bullet-Shaped Stiff Hat.

“The dimensions of the new style of Spring stiff hat are $5\frac{1}{4}$ x $1\frac{1}{8}$ for the average built man, and for a smaller man $5\frac{1}{2}$ x $1\frac{1}{8}$. It has a very natty appearance, entirely different to anything shown in the past. Formerly we had the flat, low shaped crown; they are all high, and are well described by the term “bullet-shaped.” This will be the only thing in stiff hats excepting the regular staple line.”

RESURRECTION OF THE BALMA- CAAN.

(Continued from page 41.)

The “Dress Balmacaan.”

This coat is another new model, which, while intended primarily as a wrap for the man who goes to the theatre or other dress functions, is adapted for day wear too. It is light weight, and is in grey or fawn. The fawn shade is particularly smart. For dress wear black Vienna is the thing. The great advantage of this coat is that it can be slipped on over the suit, and is so loose that it can effect no creasing—which is a big point with the man who is wearing a dress suit. The difference between this and the ordinary Balmacaan is that this does not button tightly around the neck, but has the two lapels instead, which

break at the first or second button, according to the figure of the wearer. There is an amplitude in the skirt and sleeves, which is along the free lines of the Balmacaan. The sleeves have cuffs, too, about four inches in width.

The great thing we shall see in next Spring’s overcoats is free-and-easy-ness. When you come to think of it, for one season that the tight-fitting coat is popular there are three or four that the free and loose coat is in favor. Personally, I have always inclined to the loose coat. It is a mistake to suppose that because a coat is loose and comfortable it is necessarily not smart. It can be just as smart. And if grace is a first essential, then the loose coat has it over the tight one, inasmuch as long flowing lines can be obtained instead of sharp curves.

A BIG HAUL OF FURS.

Furs valued at \$1,000, and in so great a bulk that it was necessary to have a conveyance in which to take them away were stolen from the store of the North-West Fur Company, at Rupert street, Winnipeg. It is said that no insurance was carried to cover the loss.

BIG FIRE IN MONTREAL.

Fire did damage to the extent of \$200,000 to the A. Lamy Departmental Store, and to the premises of O. Benoit, dry goods merchant, on Notre Dame street west: Montreal.

Specializing in Boys' Clothing

F. J. Jackman, Montreal, Did Considerable Missionary Work Before He Struck Gold—Circularizing Children—Watching the Birth Notices—Some of the Methods That Have Brought Success.

A BOYS' clothes specialist, F. J. Jackman, 727 St. Catherine Street W., Montreal, somehow had got it into his head that the average retailer was not interested in his business, and when a representative of *The Review* called upon him, he refused point blank to give details, and only consented to talk when he discovered that the representative of *The Review* was not only curious, but interested in his views on specializing in children's clothing.

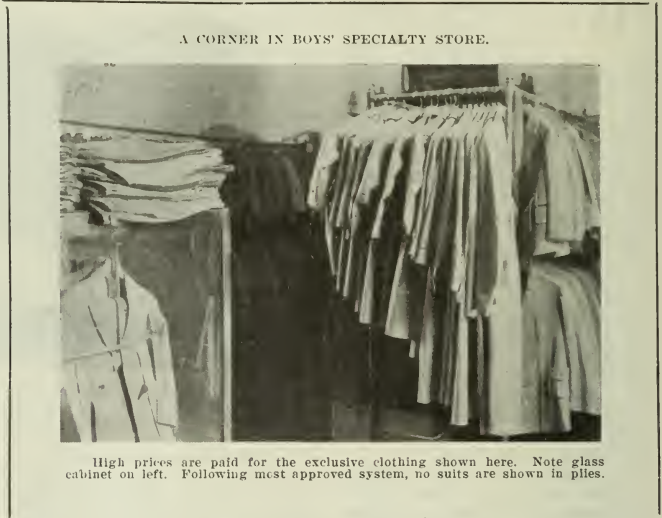
In parenthesis allow me first to introduce Mr. Jackman. He is a Newfoundland, who came to the Dominion of Canada five years ago, and after six months' residence in Montreal made a discovery. Inventors and those who seek riches out of the unbeaten path are rashly placed in a certain class until they discover gold; and this was true of F. J. Jackman. Retailers who learned of his unique business while in the metropolis made a point of traveling out as far as Guy Street to see the man who had dared to cater solely to boys' trade. They came not so much to see the store as to see if the proprietor had anything about his face that denoted approaching disaster. Failing to find this, they left with the impression that a man who started out on such a foolish business must be trying to cast his money upon the waters, and have it sink.

Tried a Cheaper Line.

Gold has been struck, the notion of folly in such an idea has passed, and many have tried to operate a similar business. One man even opened with a cheaper line of boys' clothing in the same block. One wonders whether he thought the location had anything to do with this pioneer's success. He was sadly wrong if he did, for never was a store opened in such unpromising surroundings. Five years ago the block at the corner of Guy and St. Catherine Streets was conspicuous for the number of vacant stores it contained, and many are the vicissitudes since, including the disappearance of the second specialist in boys' clothing.

City of 500,000 Could Support Him.

No location would ever have built a business like Jackman's. From the outset it required pluck, perseverance, ingenuity and hard work. The discovery he made when he came to Montreal was that there was an immense city, with a population exceeding half a million, and sufficient well-to-do people to support a business dealing exclusively in expensive



High prices are paid for the exclusive clothing shown here. Note glass cabinet on left. Following most approved system, no suits are shown in plies.

boys' and girls' clothes. He started out with the argument that the man who could employ a tailor, educated to the fact, providing he had sufficient money, would also engage a tailor for his boy. That was the seed from which has developed a prosperous business.

1,000 Names From Blue Book.

Let no one imagine that it was only necessary to open a store and advertise the fact in the local newspapers. That was necessary, true, but more important, it was necessary to get out and do missionary work personally. Without this essential, there would to-day be no boys' clothes specialist in Montreal. What did this missionary work consist of? First, it was agreed that the only people who could afford to have special clothes for their children were the wealthy, and one of the first things Mr. Jackman did was to choose a thousand names from the Society Blue Book, and these people he set out to circularize for all he was worth. Never a week passed but a circular or blotter reached the elite of Montreal from the new boys' clothier.

But that alone did not produce the results. Some men would have succumbed to faint heart the first month in business, for the outlook at the start was black indeed. There were days when no more than five dollars passed over the counter, whereas the day's takings now

often amount to hundreds of times this early sum.

Mr. Jackman did not stop at circularizing the rich. He went out after them. Passing along a street, if he saw a number of respectable children at play, he inquired where their homes were, later found out their parents' financial standing, and if this was satisfactory, another prospect was added to his list. It was homes with children he was after—children of the wealthy. He sought them through the colleges, at society functions, and even took his prospects from the birth notices in the daily newspapers, with the knowledge that babies are not long in becoming boys and girls.

Watching the Birth Columns.

Mrs. Jackman has a hobby. She takes no active part in the business, but her pastime is to keep in touch with her husband's baby prospects. Every child born in Montreal, whose parents are rich enough to insert a birth notice in the newspaper, receives a birthday card, and is remembered every year in this manner. It is a delicate way of circularizing the children. The parents notice it too. It often happens that Mr. Jackman is stopped in the street by a fond father, who smilingly says: "My boy still hears from you." These children who were born simultaneously with the birth of this unique business, are now among its best customers.

WILL THIS SUIT BE POPULAR IN CANADA
THIS SUMMER?



Fashion experts over the border predict a great popularity for the light-weight suits again this summer. The photograph shown here is of a Palm Beach suit, a semi-Norfolk, in cotton resembling Holland. Notice the moderate waist, from which the skirt of the coat falls away not too pronouncedly. The pleats in the back give full play to the shoulders and figure generally. The four pockets, each buttoned in Norfolk style, finish off a smart suit for walking or golfing or lounging in summer weather. The straw hat, it will be noticed, is more natural in its crown and brim relationship than we have had for some time. White shoes are to be "the thing" this summer.

Selling Only Men's Wear Novelties

Wheaton & Co. Move From King Street Stand in Toronto, and in Small Premises Will Carry Only the Latest Novelties—Small Stocks on Hand—
Shirt Order Business.

SOME months ago The Review contained an article which was in the nature of a farewell to Mr. Wheaton, of Wheaton & Co., who has been in the men's furnishing business in Toronto for the past fifty-two years.

At that time Mr. Wheaton had decided to sell out the stock in his store on King Street—which for many years has held a prominent place in Toronto amongst men's furnishers and tailors as the centre of the high-class trade—and to retire from business. However, Mr. Wheaton has since decided to continue for some time longer, and, indeed, has ventured out on to what, in many respects, is a new line with him. He will specialize in the making of shirts to order, and deal in novelties in men's furnishings. At present the business will be confined to orders taken from the store itself, but it is understood he will branch out later, taking orders over the province.

The new premises are unlike the others, much smaller and in an entirely new location, being situated on Bay Street, one block south of Queen Street, in one of the stores which are being provided for on the ground floor of the new St. Charles Hotel. Compared with the large premises that he had occupied for so many years, this store will appear to Mr. Wheaton much like a miniature store, but these premises are considered quite large enough for the new kind of business which will be carried out in all men's furnishing lines.

A Few Novelty Lines.

In addition to the shirt order business, the store will cater to the desire for novelties in men's furnishing. In other words, it will not carry a complete stock of ties, collars, shirts, underwear, and so forth, but it will devote itself almost entirely to a few novelty lines in ties, collars, shirts, and so forth. An effort will be made to keep in touch with New York and other markets, and the latest new stock will be got in and displayed.

Mr. Wheaton feels that there is room for a store of this character. One advantage, of course, from his standpoint will be that the stock carried will be comparatively small, and, of course, the rent will be in proportion to the size of the store itself.

Very little stock will pile up in the store except in a few cases where the judgment as to the taste of Canadian customers is at fault and some extreme

novelty line may be allowed to lie upon his hands. The stock will turn over quickly and in exclusive lines like this, of course, the profit will be proportionate.

The experiment that is being tried will be an interesting one, as the store in this sense will stand alone in Toronto.

The width of the store on the inside does not exceed 12 feet, and the window space is much smaller, as part of the outer wall cuts its off. One of the windows is only 3 feet wide and the other 2½ feet, so that there will be no chance for an extensive display. However, this is just what a store of this character does not want. It will limit itself to emphasizing a single line, say, a tie or a single brand of collars or shirts, as the case may be. Both inside walls will be fitted up with cabinets for display of the goods carried in stock. The shirt factory will be in another building.

The prices which are being tried for shirts range from \$2.50 to \$10 each. The lower type includes cambrics and prints. For \$3.50 a zephyr would be made, and for \$5.50 silk and wool taffeta. Plain cuffs would be put on these for 50c less per shirt. In Toronto and district there is quite a large business in these order shirts, and several firms amongst the exclusive men's wear furnishers have sent extensive orders particularly during the Spring season.

In a business of this kind orders naturally gradually extend right through the country, and Wheaton & Co. get business now from as far West as Vancouver and Victoria, B.C.

The general method employed in the shirt ordering business similar to that in other lines. A number of measurements, of course, are taken of the person for whom an order is being made, and great care is taken to make sure of special measurements where the special features of the customer would seem to make this advisable. Once the name is secured and the address and the order given the store will keep in touch with this customer year after year.

Those who use made-to-order shirts, it has been found, get the idea they cannot be fitted by the ready-made ones, and so they come back year after year. Where they move away from a place the connection very frequently does not end, because the mail orders are very easily given, and the firm will at any time easily samples to any old customer. In fact, a number of firms who go into this busi-

ness both here and in the States adopt the custom of sending out their samples regularly about February to a large number of their customers in order to get business from them for the Spring.

Good Demand for Double Cuffs.

One of those in charge stated to The Review that while most of the new Spring stuff had not yet arrived, little difficulty has been experienced from the point of view of dyestuffs. Stripes were the most popular, blacks and blues particularly, while there was little demand for pinks, although a run on them had been prophesied some months ago.

In spite of the feeling in many quarters that soft double French cuffs would be rather weaker this year and that the stiff cuffs would start to come back again to its own, they said that their experience so far had been that the soft cuffs were as strong as ever, and it was only the more elderly men for the most part who were ordering the stiff cuffs.

Soft collars, it was predicted, would have a much larger run than last year, and were being generally ordered. These were not, however, made of the same material, reproducing the colors of the shirt, but were rather of a plain order, mostly white, either linen or pique, with possibly some plain pattern. One of the most popular so far for Spring has been the one that was brought out in stiff linen last year, with long 3-inch pointed ends made to be used with a pin. In addition, however, another collar was coming out, which was taking well in England and in New York, and probably would in Canada—the soft cut-away, much like the cut-away which has been brought out in the laundered collars. With this one there would be no pin used.

VANCOUVER FIRE

Twenty thousand dollars damage was done recently in a fire in Periard's dry goods store on Hastings street E., Vancouver.

The gents' furnishing store of H. P. Gregg, at Empress, Alberta, was damaged by fire.

The Colonial Knitting Company, of Guelph, Ont., have had to move their store room to the factory on Paisley St., and a new factory will be erected in the near future.

AN UNUSUAL INTERIOR OF GUELPH MEN'S STORE



This is an interior view of a small but lively men's wear store in Guelph, run by "Art and Rollie," so called from their Christian names. The store is in the building occupied by the New Wellington Hotel, and is connected with it by the door at the rear. The two young partners aim to cater to a good class trade and keep a good quality of stock on hand, besides making excellent use of a partitioned window. One feature of the store that strikes the observer is the railing along the end and sides above the store proper, in colonial style, white enamel and mahogany. This is not only ornamental, but serves the purpose of filling in what would otherwise need some other form of decoration or equipment between the two "floors." The section at the end—a mezzanine floor—is used for offices and the narrow space around is convenient for storing stocks. On the right are select lines of ready-made clothing protected by plush curtains. Show cases line the left side and are always kept trimmed attractively. On the extreme left, at the rear, not showing in the picture, is a glass hat cabinet. The centre table is used for swatches of cloth for ordered tailoring.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS.
EVENING WEAR

Occasion.	Coat and overcoat.	Material	Waistcoat	Trowsers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Shoes	Boots	Jewelry
BALL, PROMOTION, DINNER, FORMAL, EVENING, WEDDING	Swallow-tail Chesterfield, breasted, liverness, anorak cape, or cape overcoat.	Black, dressed or undressed, plain or fancy, satin facings. Blue occasionally worn.	Single breasted, white or black, with shawl collar.	Same material as coat, one or two medium braids	High silk, with broad corded silk band	Stiff, with single cuffs, white, plain or plique, two studs showing	Poke	Butterfly, with round or straight ends, plain or small plique pattern	Plain white or white suede	Black, gray or deep blue silk or other color	Patent leather cloth or top, or leather pumps	Pearl or moonstone studs, gold links and studs
INFORMAL, SLAG, HOME, DINNERS	Knicker overcoat as above.	Black or Oxford grey, single or satin facings.	Same material as coat, single breasted, shape	Same material one broad or two medium braids	Derby or grey soft	White, stiff if inter, fine tucks, down semi, and laundered	Plain, fold or wing	Butterfly, black, satin, or color, to waistcoat	Chamols best, or tan cape	Or silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

Occasion.	Coat and overcoat.	Material	Waistcoat	Trowsers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Shoes	Boots	Jewelry
AFTERNOON, CALLS, RECEPTIONS, VISITING, DAY WEDDINGS	Frock or Chesterfield overcoat, breasted.	Black or grey lamb's, undressed, plain or fancy, plain or fancy edges.	Same material as coat, double, or of fancy fabric	Black worsted, with white stripes, or dark grey worsted	High silk, with broad felt band	White, single cuffs.	Poke or plain band	Once-over, hand or four-in-hand or scarf, black, white, grey or shades	White or grey gisec suede, white buck	Dark colored silk	Butch, kid patents or varnished plain, cross tips on toe	Gold or pearl uncut faceted ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same as above.	Same as above	Single breasted, but without collar if braided and 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 bow, same shades as above	Same as above	Dark colored silk	Buttoned leather, plain tip	Same as above
BUSINESS, AND MORNING WEAR	Single and double jacket, walking coat. Chesterfield	Flannels, worsted, checked, Cheviots	Single breasted, like jacket, or harmonize	With black materials, trousers, check, otherwise same as coat.	Derby or Alpine	White, or single and double cuff, match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamols, white buck	Cotton, wool in harmony harmonize,	Black or brown leather, button or lac, or cross tip	Something very plain
MOTORING, COUNTRY, DRIVING	Norfolk, or single or double Chesterfield, Raglan, Flap and a.b. duster.	Tweeds, cloth, homespun, flannels	Single breast or fancy lamb's wool	Same as flannel; knicker, or straps and buckle, knicker breeches	Cloth, felt, cap	Flannel or Oxford studs, cuffs	White or turndown shirt	Same as above	Same as above	Wool to leather looped Highland gaiters	Black or brown leather, low or high top, or full brogued	Same as above

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

New Style Clothing Stores

Advantages and Disadvantages of Revolving as Compared With Pull-Out or Sliding Wardrobes—Both Hold Almost Equal Number of Suits — Customer vs. Clerk in Choosing—Cost About Equal.

IT IS admitted by all clothiers that the old style method of piling suits on a table to be pulled and hauled over by customers is obsolete. The damage caused by necessitating continual pressing is an entire waste as is the time lost in rearranging stock after even a medium day's business.

The merchant refitting his old clothing department or planning a new one, if at all progressive adopts either one of two styles of fixtures, the revolving wardrobe or the slide wardrobe and The Review is glad to be able to show the advantages and disadvantages of each without expressing any opinion as to which should be used, as the nature of the trade and the size and shape of each particular store must determine this point.

In the first place from point of design or beauty, both are equal as the appearance of two stores fitted in the same wood are almost identical as regards the general style.

The space occupied measuring from the wall is also equal for usual equipments, as four feet is the depth of the Revolving Wardrobe and also the average depth of the Slide Wardrobe.

The slide wardrobe has an advantage in that it can be made shallower for a narrower store if required, down to 2 ft. 6 in. in depth.

In length, however, the Revolving Wardrobe has a slight advantage as in seven feet of wall space two hundred sack suits can be put on the rods of a double deck revolving wardrobe or say 29 suits to the foot while in three slide wardrobes 4 feet deep occupying 8 feet of wall space only 210 sack suits can be placed or 27 suits to the foot.

In point of service the argument in favor of the revolving wardrobe is that the customer can see every suit and largely wait on himself while the admirers of the Slide Wardrobe claim that this is a disadvantage, whether suits are arranged in sizes or color, as the clerk cannot influence the sale as well as when he can show only the sizes or colors he wants to sell.

The same arguments apply to the quantity of suits, the Revolving Wardrobe giving access to 200 suits at one time, but also only permitting one clerk to wait on one customer without annoyance while the slide wardrobe only gives a range of

35 or 70 suits, but permits of 3 clerks working at once on 210 suits.

From a storage point of view the advantages are about equal, both being dust-proof and if modern hangers are used such as the wishbone type, the garments are kept equally well in both.

When used in the centre of a store the revolving wardrobe has the advantage except for the space it occupies, as the low style slide wardrobe is not equal in appearance or service from the opinion of users.

In price there is little difference when carrying capacity is considered and both can be combined to advantage with dressing rooms and triplicate mirrors.

The advantages and disadvantages are so equal that many new stores have solved the problem as to which to install by using both, one style on each side.

The illustrations give an idea of the combinations and uses of these very modern fixtures.



Damage which is estimated at \$1,000, was done to Max Rose's men's clothing store in Saskatoon recently.



An interior, showing use of revolving wardrobes—Courtesy of Jones Bros. & Co., Limited

How Modern Store Fronts are Built

Theory of Maximum Glass Surface Carried Out—Keeping Windows Isolated and Ventilated to Prevent Freezing—Prismatic Glass in Transom for Lighting Interior—Depths of Windows and Heights of Bulkheads.

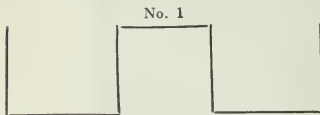
A NUMBER of illustrations and drawings of modern store fronts have been shown in late issues of *The Review* and several more in this issue. All illustrate the new principle that is being recognized by merchants: that a store front should provide the maximum amount of display surface for goods inside the window, consistent with providing a natural and easy view for the passer-by. The "maximum of display"—because the windows of the store are the mute sales-clerks that draw the public into the only place where they can advantage the store—inside—where living sales clerks can take them in hand. The public pay for the new store fronts in increased purchases. It should be viewed as an investment: the element that pulls people into the store.

Connecting Up With Publicity.

But it must, also, connect up with other forms of the store's publicity. A store advertises—through various agencies—and convinces readers enough, so that they go to the store. Often a glance at dark, uninviting, out-of-date windows, poorly trimmed, sends them hack without entering. Particularly is this the case when appearance in goods is one of the essentials, such as neckwear, men's furnishings, etc. But a bright, inviting front—what a co-operating agency with advertising!

Combating Right-Angle Idea.

The new store fronts combat what may be termed the 90-degree or right-angle theory of display. Here are roughly the two extremes:



In the first, the old style, the customer coming along the street, in either direction, does not see the sides of either window until he is close to them, and he has to turn at right angles in order to see the front ones.

In the second, the slanting windows in the lobby are visible almost from the time the passer-by reaches the outer end of the store, nor do the front windows obscure a view of the side ones as one approaches either way.

Another type of front that is being

WHAT A FRONT COSTS.

The *Review* asked one large Canadian store front manufacturer for a general estimate of cost for a wholly new front. He said:

"Take a 20-foot front. We would supply the plate glass, ceilings, backgrounds, flooring, tiling in entrance, transom fitted with prismatic glass; in fact, everything but electric fixtures, for \$800, or \$40 a foot—from fire wall to fire wall. This is a good average. If we can use the old plate glass it will be that much less."

"And the time of construction?"

"Two weeks will do it all."

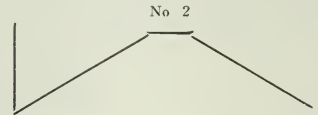
Another firm was asked for an estimate and replied:

"We would supply everything for a completely new window, including plate glass, floors, backgrounds, ceiling, transom glass, mahogany in vestibule, etc., for \$1,250—a very fine job."

replaced, particularly in men's wear stores wherever possible, is the door at the side; it is being set in the centre with two windows of narrow width, but considerable depth at the entrance-way: again a maximum of display space.

The "Island front," again, carries out the theory of maximum display; utilizing what once was occupied, partly as an entrance, partly by the outer edges of the old-time 90-degree windows.

Several drawings are given to illustrate the two principles as they work out in display facilities, and these should be studied carefully.



There is another reason for the "hreaking" of the long and deep, straight lines of the old-time window: much space was wasted at the rear that could not be utilized. Now this is cut off for use in the inside of the store.

There are certain kinds of goods that must be viewed close up—dress accessories, ties, shoes—in general, the smaller articles of wear. These should have shallow windows, where possible, so that no goods will be set away too far to be viewed to advantage. But garments re-

quire a different, full-length, good-distance view: a deeper window suits these best; a better perspective is provided.

Height of the "Bulkhead."

The height of the window from the ground is also taken into account in these days of more scientific store front planning. For furniture or motor cars, the view should be from low down; say, 6 inches above the ground, for they are articles that stand on the ground and a full view from the natural position is required. In the case of dry goods, men's wear, etc., about 18 inches up is the regular height; for jewelry, that is small, and suited to a view more on the level of the eye; 30 inches is the average height of the floor of the window.

Cold Air Ducts.

One of the important problems of window display for most stores is the freezing of the windows in cold weather. Modern store fronts handle this old-time difficulty quite successfully.

Windows freeze—according to the explanation of physics—under this law: the warmer the air, the more moisture it can contain. In the ordinary window, the warmer air from the inside, on striking against window cooled by the outside air, drops in temperature. The lowering of the temperature lessens the amount of moisture it can retain; condensation follows, and the moisture is collected on the windows in the form of sweat or frost.

The problem, then, simply is, how to keep the air inside the window as cold as the outside air. It follows, first, that the window must be isolated from the store itself; and secondly, that cold air must be brought in from the outside in order to keep the temperature within and without the glass surface the same. This is done by little vent holes under the glass, so that the air rushing in moves over the surface of the glass inside. A slide controls these holes when it is desired to close them up to keep out the dust during the warmer months of the year. Various ingenious devices have been perfected by different firms to cover this cold air principle.

In close connection with this is the use of metal at the base of the glass to carry off any water that may collect in washing the windows, and thus prevent rotting of the wood.

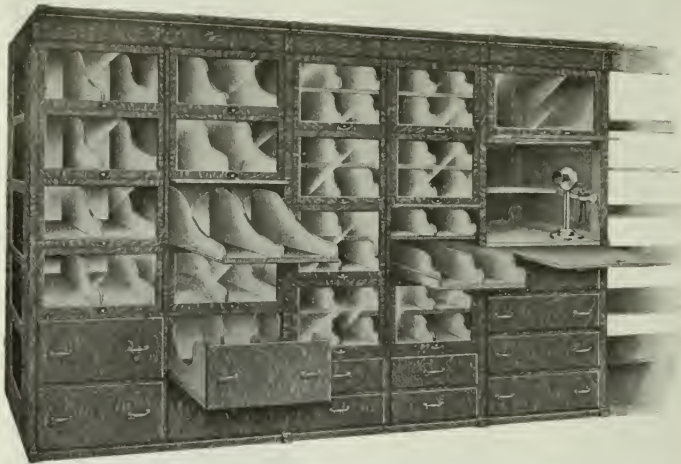
(Continued on page 56.)

A TRANSFORMATION IN FRONTS



These two views of this men's wear store in Sarnia are one of the best of proofs of the advantages of the modern store front over the older style. Here at a comparatively small sum the old-style windows and entrance have been transformed so as to give over double the glass surface; much more effective slanting windows that can be seen far more easily; a showcase in the centre between the two new doors, a deeper entrance, a transom formed of prismatic glass.

J



Store Fixtures are an investment.

Directors of the largest Banks, who are hard-headed business men, pour money into expensive fixtures. The reason is to attract customers to their institutions.

Price is not everything in Store Fixtures.

Quality both in construction and design, as well as usefulness, are more important.

There is no argument about our goods.

They are the acknowledged standard by which all others are measured. Why take any chances?

We will plan your new store or rearrange your old store without any obligation on your part. Write us to-day

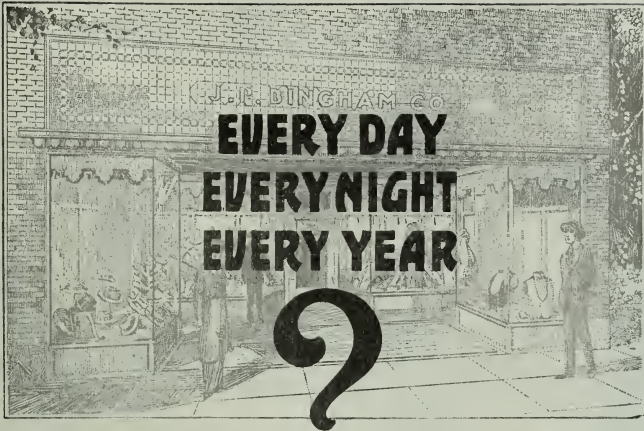
Jones Bros. & Co., Limited

Dry Goods Store Builders

Eastern Branch
71-75 Bleury St.
Montreal

Head Office
29-31 Adelaide St. West
Toronto, Ont.

Western Branch
179 Notre Dame East
Winnipeg



You Men Behind Store Fronts--- Think of This

Your Store Fronts—your show windows—have always been your biggest assets—they have always been a necessity to the success of every retail institution but it has been during the past ten years that they have really come into their own—that you could count on their help with certainty.

For more than eight years we have endeavored to show retailers why KAWNEER construction fills their requirements and today our standing in this field is shown by fully 40,000 actual, real, money-making Store Fronts. There are more KAWNEER FRONTS installed than any other type of this kind.

WHY?

Because KAWNEER construction is permanent, requires no upkeep expense, (doesn't have to be painted), provides for show window ventilation and drainage, allows the greatest glass expanse, affords protection to the expensive plates of glass, dust-proof in summer (has a device which enables you to open and close the ventholes) and because it enables you to carry out modern designs and styles of Fronts particularly adapted to your own business.

Can you conceive of a more sturdy and permanent Store Front than a KAWNEER made of solid, heavy gauged copper or brass? And, too, if you prefer, we can build yours of aluminum or bronze and the great variety of finishes allows you to carry out almost any color scheme.

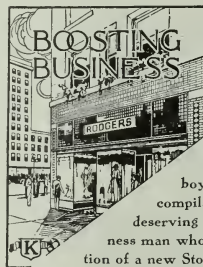
A PERFECTED CONSTRUCTION

Our scientific and common-sense experiments have developed KAWNEER to what we be-

lieve to be the absolute limit in modern Store Front construction. We have worked with such a vast number of real, keen Merchants and builders in the construction of modern Fronts that we believe their experience (ours, too) has guided us in the sensible way. You do not hear of a new KAWNEER principle with the entrance of each new year—oh, no! The KAWNEER principle of today is exactly the same as it was back in 1906. Just a simple-practical, horse-sense idea—properly applied.

BOOK ON STORE FRONTS

Surely our experience and the experience of retailers who have put in 40,000 new KAWNEER STORE FRONTS is



worth one minute of your time and a stamp. Just drop a card or a note for "Boosting Business No. 21," it will not obligate you one bit and will give you some good Store Front ideas. This is not a window trimming book nor a picture book for the errand boy, but a serious, boiled-down compilation of Store Front Ideas, deserving consideration of every business man who at all considers the installation of a new Store Front.

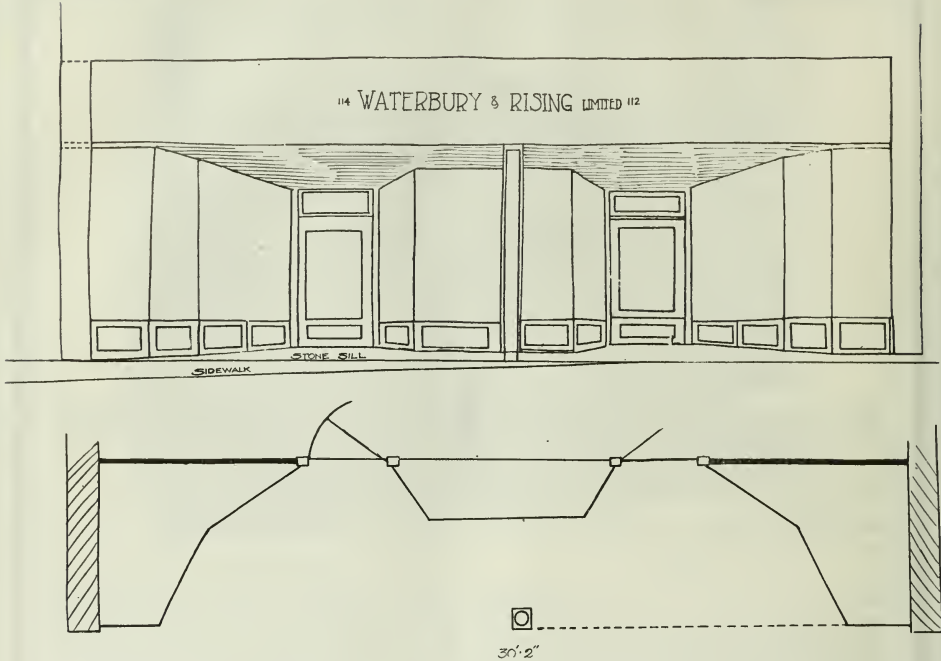
All we want from you is your request for "Boosting Business No. 21" and the book will go to you by the next mail.

Kawneer
 Manufacturing Company
 Limited
 Francis J. Dymn, President

Dept. Q, GUELPH, ONTARIO



MAKING TWO STORES INTO ONE



This design for a St. John, N.B., store illustrates how the problem of combining two stores in one is solved so far as the window display is concerned. The old front had double entrances, with the fire wall coming to the edge of the walk. This was removed, a new supporting pillar replaced it, and the two middle windows were made into one, two feet deep, leaving ample space for passage between pillar and window. The two outer windows were changed from the rectangular shape to secure improved display facilities. Courtesy of Kawneer Manufacturing Co.

HOW MODERN STORE FRONTS ARE BUILT.

(Continued from page 52.)

Awning Below the Transom.

Another point that is being recognized generally in planning store fronts is the better location of the awning. This meets a two-fold problem, one of which is related closely to the shutting off of the windows from the rest of the store. A large number of some of the biggest stores in the country depend, to-day, for much of their lighting on the display windows: the result is that the background is low, and an open space left between the top and the ceiling. In some stores where the difficulty over a higher temperature inside the window is felt, glass is used to fill in the space at the back so as still to allow of light reaching the main part of the store.

Prismatic Glass for Lighting.

But the most modern method is the use of prismatic glass for the transom,

above the show windows; that is, the show windows are cut short, not reaching the ceiling, and prismatic glass stretched across the front, as indicated in several illustrations herewith.

Now as to the awning. If it was placed above the transom, at the junction of first and second storeys, it would blot out the light from the prismatic

glass when it was let down: hence it is affixed below this glass, and just at the top of the display windows. Sometimes it is protected from the weather, and hidden from view by a "shelter."

Lower Windows Good in Theory.

Just another point here, noting how exactly the modern idea is being worked out: why cut down the height of the display window?

Because modern window trimming declares that, except under unusual circumstances, a display should not be above the level of the eye of a passer-by on the street: most of what runs to the top, as in old-time windows, is lost, so far as any effect on the spectator is concerned. Why, then, run the display windows up to the top, if light can be supplied to the store with lower windows?

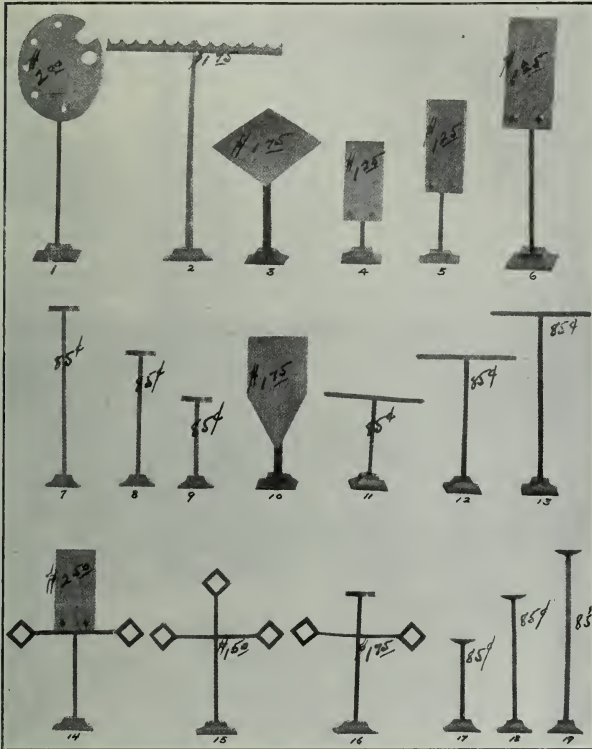
ADVERTISING.

Advertising in a trade paper is simply stating openly who you are and what your business is. It is pointing out to the readers that you have something of service for them, a commodity of usefulness to profit both you and them. The only men who do not advertise are those who have nothing to offer. They are dead, even if they do not know it.

You cannot judge a system by the number of forms that are in use.

Taylor-Made Wood Display Fixtures

MADE IN CANADA



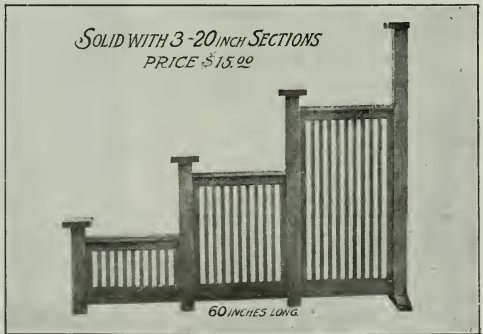
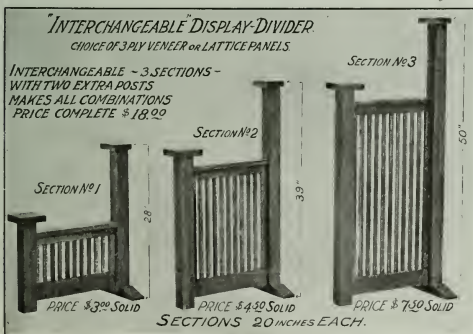
No. 30

TAPERED PEDESTALS

12", \$1.25	18", \$1.50
24", \$1.75	30", \$2.00

All fixtures finished in the new Fumed Oak. Ready for at-once shipments.

Special finishes made to order



The Taylor Manufacturing Co.

HAMILTON, CANADA

Combatting Mail Orders by Store Fronts

Proprietors of Huntingdon Store Compelled to Make Changes to Hold the Local and Farmers' Trade and Ward Off Effect of Mail Order Catalogues.

THE impression has gradually been made both on the mind and purse of R. S. Pringle, of Pringle, Stark & Co., general merchants, Huntingdon, Que., that sooner or later he would be compelled to make a bold move to maintain his hold upon the business of the community. There was no avoiding the facts, which were plain — that many of his customers were sending their money to the mail-order houses. It seemed as though a new era had been reached when those in the country had awakened to the fact that one must be stylish even on the farm. And the farmer and his daughter were going out of town to buy.

Now, the Pringle-Stark store had belonged to another era. It had undergone an evolutionary process from the small house period, gradually expanding, and this was a crisis in its history — not brought about by the entry of a more progressive house, but by the more

catalogues. More importance was attached to the display, however, since the house was carrying goods equal to those in Toronto or anywhere else. People, and especially country people who had known the store all their lives, would not believe the goods were carried until they saw a revolution in the interior of the store, and witnessed with their own eyes up-to-date displays.

Five Large New Windows.

It was decided to erect a new store on the site of the old one, modern in every respect, with large modern dis-

play windows. The store by the way has a frontage of 50 feet and is two storeys high. The new front carried five large windows, two small ones in the doorway, one large one at the side of the store and two small ones. There were two entrances in front and one at the side. The large windows were all in copper, measuring eight by twelve feet. Above, there was three feet of prism glass, the object of this being to light the store interior. These prisms cut down the cost of artificial light considerably.

(Continued on page 60.)

"A GREAT ADVANTAGE."

We found our new store front in every way a great advantage. Our business increased considerably following its installation. We find that the great majority of merchants do not keep their stock up-to-date. The majority of people would rather buy at home if they can find new up-to-date goods. The only way any small town merchant can attempt to hold his trade is to be up-to-date in his methods.—Pringle, Stark & Co.

insidious, keen, and ruinous competition of the big city stores.

As Many Phones as in a City.

A glance at the telephone book will show that this competition was likely to show itself sooner in Huntingdon than in the average town. There are five columns of names there, and yet the population is only 1,200. St. Hyacinthe, in the same province, has a population of 19,000, and only has the same number of phones. Nearly all the business houses are rated first-class. In other words, Huntingdon is a wealthy town, and its girls are dressed right up to the latest fashion's ideas. They are the type of girls who will send to the city for their dry goods if they cannot get them at home.

It was incumbent on Pringle, Stark & Co., if they were to retain their hold on local trade, to carry and display lines such as could be seen in the mail-order



MILLINERY STORE WITH UPSTAIRS ENTRANCE.

This shows how the problem of providing an entrance to the store and a stairway at the side was handled so as to avoid a conflict by having the two together. The result is an attractive entrance and a better view of the window, while the stairway entrance is practically unseen. This window has a mahogany background, rising three feet from the ground, with the balance open. The floor is of quarter cut oak. Name of designers on request.

Every show case you use will pay for itself in extra sales in a short time

Don't wait until you are forced to change or enlarge your store to accommodate your business — make preparations now.

Remove some of those old dust-trap counters and put in show cases.

Counters are harbors for stagnant lines, while cases help remove them — they're business makers and pay for their cost in a short while.

Write to-day for catalog and full particulars of this case.



This is our No. 250

with plate glass top and shelves. 32-oz. front, made in any finish desired.

PRICE \$7.25 a foot

H. L. WOOD & COMPANY
Cor. Noble & Strickland Sts. TORONTO

Attracting Attention

Plays a very important part in making a sale. Anything doing this effectively will, therefore, mean **dollars and cents** to your store. Experience has taught the successful merchant that the most effective way of getting this publicity is through the medium of good displays.

Richardson Wax Models, so beautiful and so true to life, have been a big factor in the success of striking displays that have been executed by the foremost display managers of Canada.

Get your goods before the attention of the public by showing them off to the best possible advantage on Richardson forms.

Write for our Special Proposition and Booklet.

MADE IN CANADA

A. S. RICHARDSON & CO.

Old and Tested

TORONTO

Showroom—99 ONTARIO ST.
Factory — 101 " "



47E—\$30.00

With short wax heads \$27.00



Baler that Pays for Itself

Waste Paper in Loose Form is Worthless; in Bales \$5 to \$6 a Ton—Often Pays for Itself in Six Months.

MEN'S wear stores as well as dry goods stores find a waste paper baler a profitable investment. It is probably unique in articles of store equipment in that it shows a direct return and immediately. All you require to do is to have your caretaker or night watchman compress the waste paper, pieces of cloth, etc., into the baler. Wait until you get a few bales, and then call in the waste paper merchant. He will pay you 25 or 30 cents per cwt., or \$5 to \$6 a ton.

And all this is found money.

Those who have tried to realize on the loose sweepings,—if anyone has had the hardihood—soon found out that even the refuse as a gift was considered no compliment. So far from paying the merchant for the loose files that crowded the floors of his basement, men who would even deign to be consulted upon the matter demanded pay for taking it away.

And why not? In its loose, bulky form it was cumbersome and slow to handle, slow to cart off, and in that form practically unsalable.

But after the baler compresses it into a small, neat parcel, that will not occupy one-tenth the usual space, it rises in the commercial world; it attains a market value. So that the use of a baler is several-fold: it prevents your basement from being clogged with waste; it reduces danger of fire from this source to a minimum and it pays for itself often within the year. A hundred per cent. profit is what few contrivances produce.

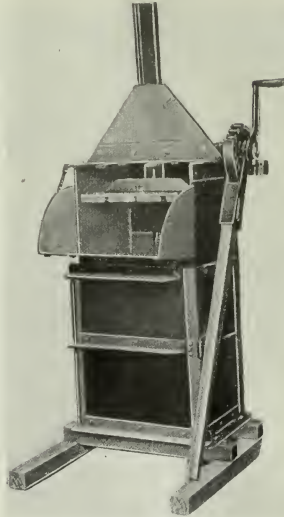
The firm of Catto & Son, of Toronto, estimated that within a year they were going to average 18 or 20 tons, which at \$5, would bring in \$100. And the baler cost, complete, only \$50. Paid for itself twice over in one year!

The experience of a Hamilton store was even more remarkable. The 150-lb. bales amounted to 3 or 4 tons a month or \$200 a year. "Before using" that baler—to apply a patent medicine formula—the store received not a cent for the waste, but had to pay for its removal. After using—\$200 a year, on an initial expenditure of \$50.



AGAINST COUPONS.

Further opposition has been added to that already voiced, this time by the Retail Dry Goods Association, comprising the principal department and retail stores in New York, which goes on record



One Type of Waste Paper Baler.

as being firmly opposed to the "social profit-sharing coupons." This decision has been reached, it is pointed out, after a thorough discussion and inquiry among the members of the organization and others. The association states that a discussion of the matter has disclosed a general opposition to their use by manufacturers and a disposition to either refuse to handle or discourage the sale of goods using them.



COMBATting MAIL ORDERS BY STORE FRONTS.

(Continued from page 58.)

The effect was at once felt; a new stimulus to business has been created; the movement towards the mail order houses began to be reversed. The experiment is too young yet for exact details to be available, but the proprietors are well pleased with the early results, and The Review hopes to be able in a few months to present some figures that will clinch, once for all, the wisdom of the course that has been adopted.

This illustrates one man's way of competing with the mail order houses. There may be others, but it is apparent

that if there is any regard for appearance in the country town at all, it is going to be increasingly difficult for the old-fashioned store to remain. Every year finds more and more catalogues in the hands of the farmers. In Quebec Province they appear mainly in the French language, and even if they do not, the French-Canadian farmer's wife does not require to understand English to see that the gown illustrated in the catalogue at so many dollars and cents, is superior to anything she has seen displayed in her home town—if such is the case.

The common reply of the small town merchant when asked why he does not instal a new display window is: "I don't see how my business would benefit. My sales are practically all made to farmers, and they don't care anything for style or appearance. My trade is established, and I don't believe the swellest front ever built would draw any more trade."

The man who talks like that does not realize the modern development in his customers. To say that farmers do not care for style or appearance is incorrect. It is only necessary to look along the main street of a good-sized market town and count the number of farmers' automobiles, in order to refute that statement. These very automobiles, a mark of style in themselves, will carry the farmers' wives and daughters to the next town, where they can see a display of the latest novelties.

If there is no town within easy reach where the best class of goods are displayed one cannot blame the farmer or townspeople for turning to his mail-order catalogue.

The statement that a business is established may be true. The farmer's wife and daughter will continue to trade at the country store, but there are certain articles of wearing apparel the daughter is yearning for, and if she cannot see them in the store window, there is a chance that she will resort to the catalogue.

The farmer is going to do most of the buying this year. If by scientific farming, by using gas engines and cream separators, he has become prosperous, his women folk will have more to spend on good clothes. The facts outlined above give some idea of where she will go for them. Whether she gives her order to the small town merchant or sends it to the mail-order house depends much on store equipment.



There was a sudden showing of stripes in men's wear stores in Canada in February, large and small. This included not only ties, but shirts, the latter in black and white.

What's wrong with my paint?

Every card-writing beginner wastes hours trying to find out for himself why his pen does not work properly. Why worry, when by becoming a student of the Edwards Short-Cut System of Card-writing you can write your troubles to Canada's leading card-writing instructor, the author.



This course, the most complete and practical on the market to-day, costs very little compared with the service you get and the results it produces — the terms are easy and the price includes a complete outfit.

THE SHAW CORRESPONDENCE SCHOOL

Yonge and Gerrard Sts., TORONTO, ONTARIO

WRITE FOR TWO-COLOR PROSPECTUS

Dale Wax Models

A New Form to Conform with Each New Style Change



It has ever been our policy to tread upon the heels of Dame Fashion: closely embodying her dictates into beautiful wax models for your elegant display of your latest creations. This is one reason why Dale Wax Models should be used to bring out the beauty and style-effects of those Easter gowns which you will soon be showing your customers.

The form here illustrated (our number D52) can prove a big factor in increased Spring business for you. Why not send us an order?

Think of Fixtures
Think of Dale!

Dale Wax Figure Co., Limited

Manufacturers of High-Class Figures and Fixtures.

106 Front St. E.
TORONTO

Formerly Dale & Pearsall

War on Waste

Waste paper valuable asset—start now turning it into money by Baling it in a CLIMAX STEEL FIRE-PROOF BALER.

Made in 5 sizes, a baler for every business. Write for book of testimonials.



Patent applied for

The CLIMAX Steel Baler

is a practical machine which does the work quickly. Don't be fooled into buying a wooden affair which takes up a man's time pounding the paper down with a tamper. Get a machine which does the work, saves time, reduces your fire risk and keeps your premises clean. Get a CLIMAX STEEL BALER. It will last for ages. "Made in Canada." No duty to pay.

Tear and mail to-day

Climax Good Roads Machinery Company, Limited

Hamilton

Ontario

Gentlemen:—

Without obligating us in any way to buy, please send full particulars and prices of Climax Steel Balers.

NAME

ADDRESS

Show Cases as an Investment

Should Be Viewed Not as an Expense But Profit Maker—Neckwear Department Paid for Equipment in Four Months—All Glass or Wood Frames—Regulations Governing Electric Lighting.

THE question of the advisability of spending money on store fixtures and show cases is too often only looked at in one way, that is from the expense side, instead of from the investment standpoint.

As a matter of fact modern up-to-date fixtures and show cases should be looked at from the point of view of an investment only.

There are two ways of buying show cases and fixtures, one to buy as cheaply as possible in which cases the expenditure, no matter how small, is always and only an expense; to invest a specified amount in modern high-class fixtures exactly as you would purchase any other plant, or tools and see to it that a return is derived from the investment.

The old idea of a packing case covered with turkey red as a counter, rough boards nailed against the wall as shelving is exploded and now only indicates out of date business methods. The modern idea of store fixtures is the maximum of display and storage in a design that harmonizes with the class of goods sold or the building they are in, combined with the best possible workmanship to lessen depreciation.

This idea of an investment has been put into dollars and cents by some of the modern retailers and we give actual results of a ladies neckwear department in a medium-sized Canadian department store.

Previous to the installation of show cases in this department, the stock was kept in boxes and displayed on overhanging fixtures and counter stands. After the installation of show cases in this department the increases in sales were as follows:

1st week, over average,	26%
2nd " " "	22%
3rd " " "	24½%
4th " " "	26%
5th to 8th week, over average	28%
9 to 10th week, over average,	32½%
11th (Christmas) over aver.	105%
12th to 52nd week, over aver.	42%

The show cases for the entire department were actually paid for in increased profits in four weeks, but figuring at the rate of charging only 10% of the value to each year they showed a profit of about 800% on each year's investment.

The show case of to-day is a piece of furniture, not a few mouldings around some window glass, and while it is cus-



Type of all-glass sanitary (raised) showcase. Name of maker on application.

tomary to write the value off at the rate of 10% a year, the modern show case is worth almost as much as far as service goes after five years as when first purchased.

Modern show cases are made in two general designs with the base either of wood or marble, on the floor or raised on metal legs to permit of sweeping or washing beneath.

Either style is good, the preference depending on the kind of floor in the building or the covering of the same, the sanitary cases on legs having the preference on hard wood or linoleum covered floors.

Either style is also made in the all glass style without wood frame or with wood frame and are made with special equipments to carry different lines of goods.

All styles are also illuminated which is very desirable especially where a department is poorly lighted. The style of illuminating device varies with the ease as the all-glass case has to be illuminated from the back of the case or by special metal attachments at the front, while a wood frame case can be illuminated by a simple reflector attached to the front rail.

The method of wiring also varies according to different local regulations, some insisting on metal covered conduits while others only require the wiring to be concealed in the wood work as is done by all high-class manufacturers. We are illustrating the different types of cases and a few equipments and lighting devices and will be glad to refer our readers to the manufacturers.

BRANTFORD REPEATS ON DOLLAR DAY.

The Brantford merchants held their annual dollar day on January 28, and so far as the dry goods merchants were concerned the business done was more than on any previous dollar day. The dollar unit was accentuated in all the stores, and goods were sold at \$1 or multiples of \$1 almost exclusively. This means that instead of reducing cotton from 12½ to 10 cents, it was reduced to ten yards for a dollar instead of eight yards for a dollar, thus greatly increasing the volume of business. In one dry goods store, one of the clerks did practically nothing else but measure toweling all day. One of the stores made a turnover of \$4,000.

In appreciation of the co-operation given by the Expositor, which has fathered the dollar day in Brantford since its inception, the merchants, headed by J. M. Young, waited on W. B. Preston, assistant manager of the Expositor, and presented him with a fine gold wrist watch, suitably engraved.

One hundred and two merchants participated in dollar day in Brantford this year.

COPYING THE SPAT.

Something novel is the afternoon walking boot with the top made of cloth, in fawn or white or grey, with the buttons right at the side. This is to imitate the spat. The buttons on buttoned boots ordinarily are to the outside, but down the front of the boot.



Outwears the ordinary suit

If you want a line of boys' clothing that you can safely guarantee the parents of your town to give the utmost wear and satisfaction, show them a suit of Lion Brand Clothes. Their double knees, elbows and seat will ensure double wear and unbounded satisfaction for the parents, while their snappy, boyish cut will delight the youth.

Send for samples.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at:—Clinton, Goderich, Exeter, Zurich

Boys' Blouses—\$2 a Dozen

INTRODUCTORY PRICE



BEAT THEM IF YOU CAN—Made of gingham, chambrays, line percales. Black sateen, white with satin stripe, etc. Guaranteed full model, with yoke, military collar, pocket, flat felled seams, and tapeless, \$2.00 per doz. Same blouse made with open cuff, two button, \$2.15 per doz. **SAMPLES SENT PREPAID. WRITE!**

THE PEER MANUFACTURING COMPANY
Makers of "PREMO" Boys' Blouses, Shirts and Pajamas
483-485 BROADWAY Dept. R NEW YORK CITY

Let the Boys Play

—let them romp and tear all they like, so long as they wear

POOLE'S PARAGON PANTS

The cost of clothing them will never break the parents.

These pants are made in both knicker and bloomer styles in tweeds, worsteds and serges—made strong and at a price that represents real value. Are you fitting the boys of your town with Poole's Paragon Pants?

Write for Samples To-day.

Everything in men's and boys' pants.



Geo. C. Poole & Co.

Successors to
The Andrew Darling Co., Ltd.
Darling Building Toronto

BEETLE Worn by the Best People—Sold by the Best Dealers.

UNSHRINKABLE UNDERCLOTHING

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

PURE WOOL ONLY

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

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete \$1.00 POSTPAID

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

THIRTEEN CHAPTERS

Here is a sample:

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

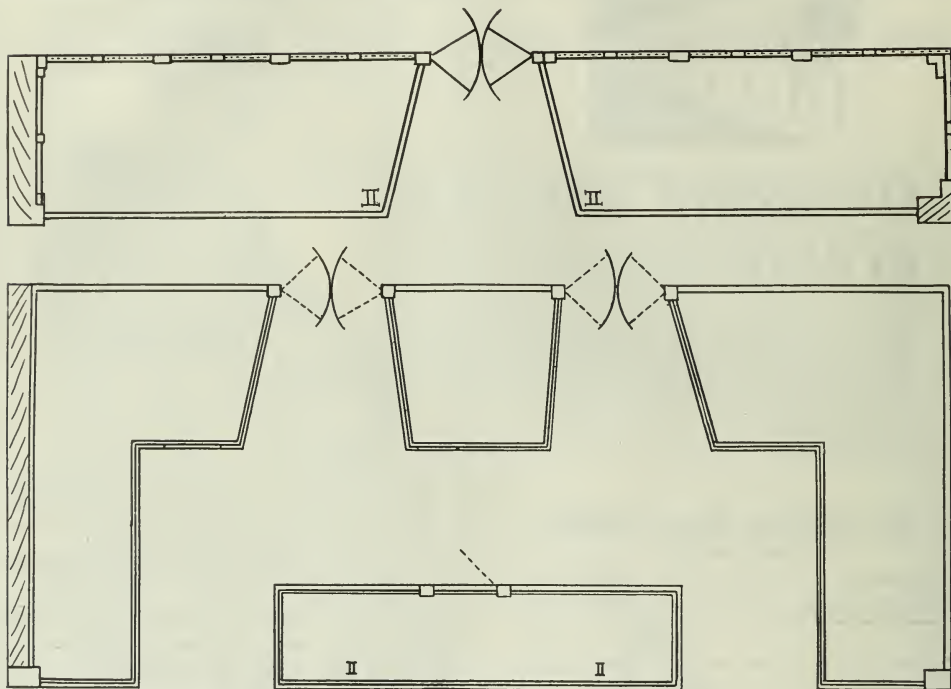
ABSOLUTELY NEW

JUST PUBLISHED

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

Technical Book Dept., MacLean Publishing Co. TORONTO

HOW DISPLAY SURFACE WAS NEARLY TRIPLED



Here is a capital instance of a change in layout that resulted in nearly three times the amount of window display frontage, with an immensely improved front besides. In the upper plan the window frontage measures only 48 feet; in the lower one,—the same width from fire wall to fire wall—the frontage is 123 feet! The depth, street line to front door, is 20 feet. The gains in display facilities are self-evident. Instead of two long, straight windows, there are practically five secured and in addition, an Island front, open on four sides. Note the roomy entrance, a regular thoroughfare, making the passage of the public an easy matter. The possibilities of a large variety of constantly changing displays in the lower front are almost infinite. There is, of course, less depth to the store, but the window display pays for this ten times over.—Courtesy of Taylor Mfg. Co.

GREY FEDORAS WINNERS?

Pearl and Slates Picked by One Buyer— Stiff Hats by Fall.

The buyer for a large men's wear store in Ontario, in discussing his Spring plans with *The Review*, stated his belief that grey shades, particularly slate and pearl, were the winners in soft hats for Spring. The Fedora would be the leader, whereas for the telescope he had not placed any orders at all.

He did not believe that strongly-contrasted bands would have much call, but that they would run mostly to the darker colors.

Greens and blues would also be in again and have a good general sale, as they had now become staple lines.

He prophesied that next Fall would see the beginning of a wave of popular

favor for the stiff hats, as by that time people would have become pretty well tired of soft hats, and be ready to go back to this old staple line which has been dislodged from its position of favor for the last year.



GERMANY STILL SENDS OUT GLOVES.

Figures issued by the Department of Commerce and Finance of the United States contain some interesting information as to imports into that country during the month of November, the latest date available at present. The value of leather gloves imported from France during November last was \$496,877, as compared with \$368,885 imported during November 1913. The importa-

tions from Germany fell slightly, but very little, being \$387,940, compared with \$419,755 for one year previously. Imports from the United Kingdom were \$51,598, compared with \$86,170 for November 1913. The total imports of gloves for November were \$1,025,326 worth compared with \$938,759 for November 1913.



A MONTREAL BUSINESS CHANGE.

H. A. Vineberg, formerly of the firm of M. Vineberg & Co., furriers, Montreal, has associated himself with Silver Bros. & Co. "Furs," Limited, the style of the firm now being Vineberg, Silver & Co. The new firm will occupy the premises of Silver Bros. & Co., in the Somner Bldg., Mayor St., Montreal.

Tariff Means Advances in Clothing

Fall Quotations Certain to go up at Once and Likely Some Late Orders for Spring — Knit Goods Men Must Advance—Hats Also—Some Ties Under French Treaty.

THE announcement of the increase in the tariff rate did not come as a pleasant surprise to men's wear dealers, and in the few hours left between the announcement and the hour of going to press on this issue little definite information could be secured from manufacturers or wholesalers. They were scanning the blue books, figuring out shipments to come; estimating how the increase could be distributed.

First of all, it may be stated with certainty, the tariff will have little effect on Spring lines in clothing. The deliveries of cloths are, naturally, nearly complete, and a large portion of the stuff already made up. Prices, therefore, are pretty well fixed after a long and doubtful struggle with war conditions.

For Fall, however, matters are different. Some of the larger manufacturers are accustomed at this time of year to have their Fall supplies pretty well in hand, but this year, owing to the rushed condition of the British mills, there have been serious delays, and the coming goods will all bear the extra tax. This, with the increase due to the demand to fill army orders, will make an advance for Fall still more decided. Up to the present war conditions were operative in increasing the cost to the manufacturer, but in many cases these "absorbed" the difference, owing to general trade conditions and the large stocks on hand. The extra duty, they declare, cannot be absorbed by them.

One of the large Canadian manufacturers stated to *The Review* that prices for Fall goods would undoubtedly be advanced to the retailer; Spring stuff would see no change.

"Fine and cheap lines alike will, of course, be affected, but the advance will be felt most in the cheaper grades. One result in the retail trade will be that it is likely to be more difficult to push the cheaper lines at advanced prices, and this may boost the dearer lines."

One manufacturer inclined to the view that prices would have to be advanced at once, in spite of stocks on hand. This would refer mainly to Fall orders.

The wholesaler estimated that the price to the public for Fall would have to average \$1 more on each suit.

The knit goods men will think that they are bearing more than their share. Not only have they been faced by a scarcity, almost a famine, in wools and yarns, owing to the British embargo continuing for a long time, but prices have



New style men's wear front. Name of maker on request.

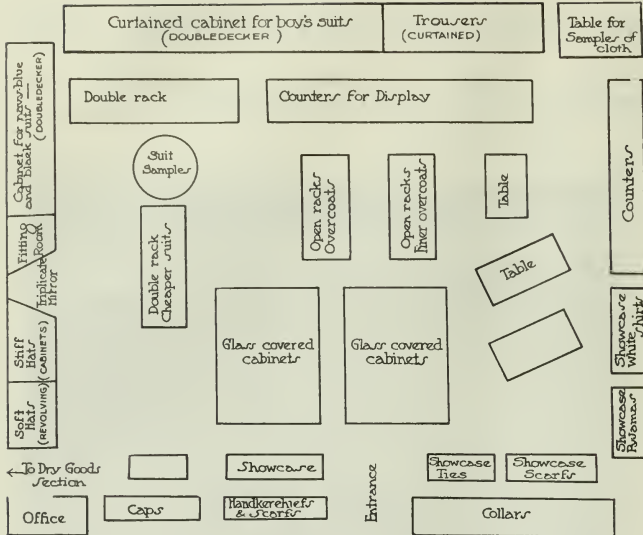
advanced seriously. This was bad enough when wool was on the free list, but now it has been taken off and a 5 or 7½ per cent. duty is tacked on! The Customs returns show that under the old free list tariff wool to the value of \$1,800,000 was imported in a single year.

The inevitable result will be that the stiffening of prices in sweater coats, underwear and hosiery will take a more pronounced form for Fall, and may even be operative in Spring and Summer sorting orders.

The importer of silks for ties can take little comfort from the fact that under the French treaty and the "most-favored-nations" clause, silks can come in

under the present tariff both from France and Switzerland. But as there is not nearly the volume of manufacturing in either country, this will not be as beneficial as it otherwise would.

Advances in hats for Fall are looked to follow as a matter of course. Little has arrived yet for the importers, and prices are bound to advance. Those who are fortunate enough among the retailers to have ordered for Fall will be safe; the others will not. There is also a considerable portion of Spring stock that has still to come: the importer must bear the extra—what late sorting orders of the retailer do not relieve him of in the next few months.



This drawing shows the layout of the men's wear department of D. E. MacDonald & Bros., Guelph, a view of which appeared in a late issue of The Review.

THE FIRST CUSTOMER.

If there is one customer that comes in to your store that requires more careful attention than any other it is the first-timer. At all times there should be courtesy and prompt attention, but there are little things which the old customer who is well acquainted with the store and the staff will overlook which will make a strong and unfavorable impression upon the man or woman who comes into the store for the first time. They are susceptible to the slightest influence.

Perhaps the stranger may look like an out-of-date farmer, who may be seeking credit until the harvest, perhaps he is a new representative from a wholesale house or manufacturer, perhaps he is a passerby who wants to use the phone or spends a few cents and does not come near the store again—but if he comes to your store for the first time give him the best of your service.

There are few who have not been swung to patronize a store by the service given on the first visit. With a new comer who has no knowledge of the town or city it is ever thus. The man who enters a store for the first time, sees a couple of clerks look at him and then turn their backs and go on packing goods or start an argument as to whose turn it is to go "front" then finds himself waiting uncomfortably for some minutes while the clerk gets ready to come forward to wait on him, is likely to walk out of the store and never come

in again. If on the other hand he is received as though he is welcome to the store and as though his business was appreciated he is pretty certain to come back again.

Occasionally it will be found that the smile of welcome is wasted on desert air—that is an element of chance in salesmanship—but if a store is to enlarge its circle of trade one of the most important influences will be the first impression of the prospective customer.

A CHEERFUL OUTLOOK.

On the whole, having regard to the vast dislocation of finance and commerce occasioned by the war, the Dominion has withstood the shock exceedingly well.

• • •

Production in various lines has been greatly quickened and stimulated by orders on a very large scale for clothing, munitions and other equipment and material placed in Canada not only by the Canadian Government but by Britain and her allies as well.

• • •

While one hesitates to attempt a forecast in conditions so variable and subject to sudden and violent change, it would appear that accumulation of funds with accompanying easier interest rates, and increasing confidence on the part of investors will result in a gradual resumption of the sale abroad and at home of securities for needed expenditures on the

THE NEW TARIFF.

Silks, Embroideries, Ribbons and Velvets from France—under special treaty—will have no increased duty.

Similar articles from Switzerland in same position.

All goods from Britain have an extra tax of five per cent.

All goods from foreign countries, taxable heretofore, will bear an additional tax of seven and a half per cent.

Raw materials, in dry goods lines, hitherto on free list, subject to 5 or 7½ per cent. tax.

part of our Provinces, municipalities, railways and industries. Such expenditures, even on a greatly reduced scale, together with war outlays in Canada, should go a long way towards the restoration of such of our trade and industry as have suffered from the effects of the war. Above all will our commercial improvement, and for that matter commercial improvement throughout the world, follow upon the continuing success of the allies. With such continuance, legitimate business throughout the world must improve during the remaining period of the war.—Extracts from Budget Speech by Hon. W. T. White.



Black and Blue. Tie showing different weave in knit than in apron. Narrow black stripe on blue ground in former, with delicate cross stripes in red, green and yellow between. Shown by Niagara Neckwear Co.



MENS CLOTHING AND FURNISHINGS



Interior and Store Fronts

PROBABLY the idea of store equipment has progressed more rapidly in relation to the interior than the exterior. Fixtures that are convenient for holding goods, that save time in handling, that display merchandise to advantage, are beginning to receive their due recognition from the merchant. But the exterior, the store front, the section farther removed from the merchant himself but infinitely nearer the public, is more or less neglected. Stores that pride themselves on a thoroughly up-to-date interior in fixtures, stock and business forms, show an utter lack of a progressive spirit outside. Even their newspaper advertising may be based on modern methods, but may fail in much of its effectiveness through the store front not being linked up with it.

Shrewd merchants who cheerfully bear up under an increasingly heavy load of rentals in down-town areas figure out that eighty per cent. of the extra value of their sites should be charged against window display. Make your window trimmer responsible for results from expensive locations, but see that your windows are laid out at angles that will insure the maximum of attention; that they are the right height; properly lighted and ventilated, not too shallow nor too deep for the goods they carry.

The illustrations that accompany articles in this issue will serve to make these points more clear. What are the most desirable types of store fronts? The Review believes this question is one of the most important in its bearing on the selling end of business, and proposes to provide, issue after issue, many reproductions of store fronts that follow the most approved lines in order the more forcibly to bring the subject home to the merchants all over Canada, alike in large as in the smaller stores.

Business Re-organizing

ACCORDING to a financial paper some of Canada's industrial institutions have felt the pulse of easier money. From the centres of wealth in the United States enquiries are being made with a view to the investment of money. The bears of some years on the south side of the line now see for the next few years a period of prosperity. They base their hopes upon the abundance of easy money. This they believe will stimulate industry. That easier money is finding its way into Canada. Already it has sought somewhat vigorously our high-class

securities, and now it is looking for employment in other lines where the returns are higher. The evidence of this movement is not yet very pronounced, but it is to be found.

All the reports of the financial organizations are of a very optimistic character. Bank presidents and directors are especially so. There is more activity in the stock markets, and security houses are more optimistic generally. Many industries are beginning to take back their men. A pedlar of tea, from house to house, who has a good reputation, says he did a good business in January because many of his customers were getting back to work. Unquestionably the business of the country is being reorganized, and for that purpose "our house has been set in order."

Stocks in wholesale houses are lower, and those in retail stores also. At some of the largest jobbing centres stocks are said to be only 50 per cent. of normal. This condition cannot remain as it is. Meanwhile the people are continuing to avoid incurring liability, and have very appreciably lowered that which accumulated during the years of abnormal expansion.

We can look forward, therefore, to a steady improvement, which will become quicker as a new crop season approaches. For the moment uncertainty as to tariff is acting as a deterrent to business, and is the cause of some speculative buying of commodities.

A GARMENT WHICH HAS BEEN steadily gaining in public favor for some time now is the one-piece pajama. It is an entirely closed suit, very much after the style of the combination. It is shorter in the leg than the ordinary pajama suit.

THE SHIRT WITH THE STIFF CUFF is experiencing a new lease of life. It is not that the soft cuffed shirt is dead; not by any means, but there is a distinct tendency towards the stiff cuff for ordinary business wear.

A NEW YORK FIRM HAVE gotten out a very attractive novelty which is a mighty useful device for the traveling man. It is a coat-hanger which when contracted is only three inches long and an inch wide. It fits into a leather case, and can be slipped into the vest pocket. The arms of the hanger are on the telescoping principle, and they fold up into the centre piece.

New Style Features *in* Sweater Coats



AMONG the new lines in sweater coats for next season is a knitted tweed effect. This coat comes very close to cloth in appearance, and an advantage is claimed for it that it is just as wearable, quite as warm, and less expensive. Garments are made in this for ladies, men, girls and children's. An illustration is given in this issue of the knitted tweed suit for a young lad. This line is carried out even into long coats for misses and ladies, coming far below the regular length of sweater coats, and conforming in cut to that of an ordinary long coat.

The tweed effect is emphasized by a dot usually of some fairly bright color, very often on a grey and black ground. The imitation is very close, and the garment has a good appearance, and it will be interesting to note the hold that they take on the public. Among the combinations are grey and black with a red dot, two shades of brown with a green dot, two shades of blue with a black dot, and a combination of maroon and black and another one of khaki and myrtle.

Following Clothing Lines.

When this manufacturer was asked for his reason of bringing out this tweed effect in a knitted line he replies that his idea was that knitted goods were becoming staple lines of garments, and that the closer the manufacturer approached to actual cloth the nearer he probably would be in getting a universal use for his goods. This brings up, of course, the question as to whether knitted goods, and particularly sweater coats, are regarded as an entirely separate line of wearing apparel, or whether they can be brought into general use, as staple articles of clothing. Those who hold the former opinion claim that the sweater coat must have original ideas in its make-up, cut, combination of colors, and in other ways in order that it may hold the peculiar place it is oc-

cupying apart from the ordinary cloth garment. There are other manufacturers who take the entirely opposite view that the cloth and knit garment should be made to conform and as the cloth has had the lead for so many years they claim it naturally follows that the knitted goods must follow after the styles of cloth garments.

The same manufacturer has carried out this idea in another direction. He noted the popularity of the chinchilla cloth, both for men and women, not only in overcoatings, but in other lines. It occurred to him that a knit garment like

chinchilla would be a good selling idea and turned out a very attractive one with stripes in a sports coat with half belt across the back. It is being developed along a number of lines for the coming Fall.

One big concern is paying a good deal of attention to check effects rather than to plain coats, or to plain body and varying cuffs and pockets. For the most part these are in staple colors though there are some exceptionally neat models in blues and tangoes. These check coats have a shawl collar and are pretty well the usual style, as far as cut goes, but the check pattern, in both a fairly large and a small design, is distinctly new. In the case of one sample coat seen, the background was of pale blue with the check in darker tone of the same color. Another model put out by the same firm was in an alternating square check of green and brown. It was mighty effective.

The big percentage of sweater coats this season are following the older styles. The reason is that several, in fact, most of the manufacturers have been so busy with the Government orders that they have had no time to give to the invention of new ones. For instance, the shawl collar is to be pretty general again, both for women and men.

One of the novelties for men is a sweater coat which has the shawl collar effect; the back is of nap and the stitch is half cardigan. A natty cap is made to accompany.

Shawl Collar Best.

Taking the question of collars, the close-fitting collar is not so popular as the shawl. It has virtually vanished. Very few close-fitting models are made nowadays.

The old question of heather mixtures still comes up. Heather mixtures for sweater coats have not yet become popular in this country.

(Continued on page 72.)



Sweater coat with check pattern, green ground with fawn check and trimming. Shown by R. M. Ballantyne, Ltd.

Selling Men's and Boys' Sweater Coats

Full Range in Men's Wear Department of G. W. Robinson's, Hamilton—Full Range From \$1 to \$5, With Two Main Divisions of Stock—Clearing Out by Reduction Sales.

THE men's wear department of G. W. Robinson's, Hamilton, believes that in carrying sweater coats they should cater to all kinds of tastes—and purses. They do not aim for an exclusive men's wear trade; they want one in which women dealing in their store will be able to play a large part. They believe thoroughly in the saying that women buy 75 per cent. of men's wear. They have a separate department, it is true, but one that is of easy access to the rest of the store; separate, that is, in being at one side—not partitioned off in any way. This store has succeeded in building up a large business in sweater coats, and The Review inquired of the manager, Mr. Riddell, the reason for this. His reply was as follows:

"We keep two main divisions of sweater coats in regard to quality and prices. One of these is a line that runs up to \$2, including coats starting at about \$1. The other consists of coats running from \$3, \$3.50, \$3.75, \$4, \$4.50 and \$5. A number of exclusive men's wear stores carry the higher-priced lines up to, say, \$7.50, but we do not think there is a big enough call for them to warrant us keeping the highest-priced range, and are quite contented with lines up to \$5.

"As a rule, these coats are displayed prominently on the counters in the section given up to sweater coats. We arrange all those around \$2 and under together, and possibly have a mark 'Up to \$2,' attached to them. The others of the better class goods we keep by themselves, and have a card attached, say, 'High-class sweater coats,' or 'Ranging from \$3 to \$5,' or something of the kind. We find we have quite a large sale for the \$3 goods.

Handling Customers.

"Now, as to our customers. When one comes in—very often a woman who is coming to buy for her husband or her son—she says, 'I would like a sweater coat, costing about \$2.' Naturally we show her our \$1.98 line, which is a \$2 line, and if the goods are suitable she takes one. For women, however, coming in to buy a sweater coat and making no mention of price, we naturally show the lines running from \$3 to \$5, and unless she finds the price prohibitive or much more than she expected to pay, we generally persuade her to take one of these. If she is looking, say, at a \$3 line, by keeping the higher-priced ones with it



KNIT GOODS TO REPRESENT TWEED.

This Oliver Twist suit is one of a number of lines being brought out by the Monarch Knitting Co., with a tweed effect, this particular sample being of black and white with a red dot.

she is very often persuaded to take a coat that is worth \$4 or even \$4.50. Thus we find by experience that our customers of sweater coats are generally divided into the two classes, governed a good deal by the difference in our prices. If no mention is made of price, we generally decide about how much a woman is likely to give, and very seldom ask her. The main idea is to get them looking at the coats before the decision to buy or the interest in the subject fades away as is very often the case where the purchase may be a mere whim. When a customer is decided on a sweater coat definitely, then it is an easy matter to ask her about what price she would like to pay. When we mention women buying for men, we must include a large business in boys' sweater coats. We keep a stock of these running from 50c upwards, and usually are able to satisfy the mothers when they come in.

"I am opposed altogether to the theory that a store should keep only one or two ranges of sweater coats, and those

the highest-priced ones. This is not the policy for any other line of goods; why should it be for sweater coats?

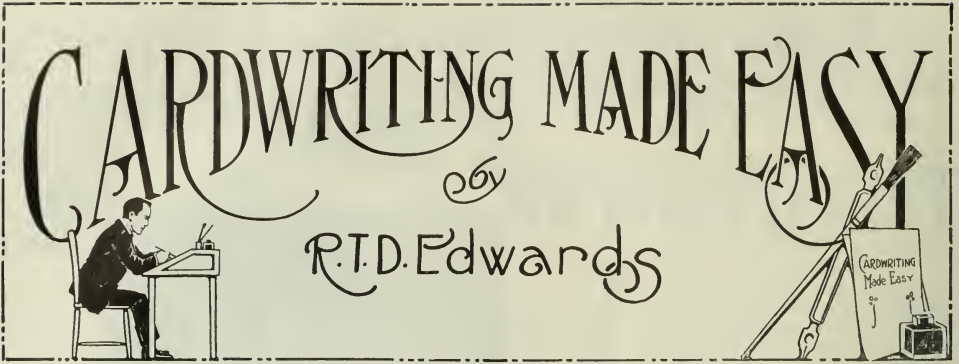
Variety for All Kinds of People.

"Why should we conclude everyone should pay \$5 or \$7.50 for a sweater coat? You can get good wearing value for the cheaper prices I have mentioned, and the goods will prove quite satisfactory to the customer. If we kept only the higher ranges a large proportion of our customers, who wanted a cheap-priced coat, would not be willing to pay the higher price, and the sale would go elsewhere. This, of course, would injure our general business as well as the business of this one department.

Push From First of October.

"We start pushing sweater coats as soon as the weather gets cool, probably about the 1st of October. We then give quite a space to them, and display them on our counters, and have window trims

(Continued on page 72.)



LESSON NO. 2.

BEFORE delving into this lesson I would urge all of you who have definitely decided to follow this card-writing series to ask yourselves this question: "Have I mastered the lesson set forth in this paper a month ago?"

Can you honestly say: "Yes," or is the answer "No." You know better than anyone else whether you have become master of all the lines, curves and figures. You also know that if you have not you are the only one who is going to lose thereby. If there is any doubt in your mind show your work to your employer or some other competent person, and let him say whether it comes up to the standard shown in chart No. 1. If he says that you haven't, then you have surely neglected that all important part of the work on which so much depends—PRACTICE. Omit the practice from all kind of study and the theory is soon to be forgotten. You must practice all the time even when

you are able to make the lessons correctly. If you don't you go back—you cannot stand still.

Actual Show Cards Already.

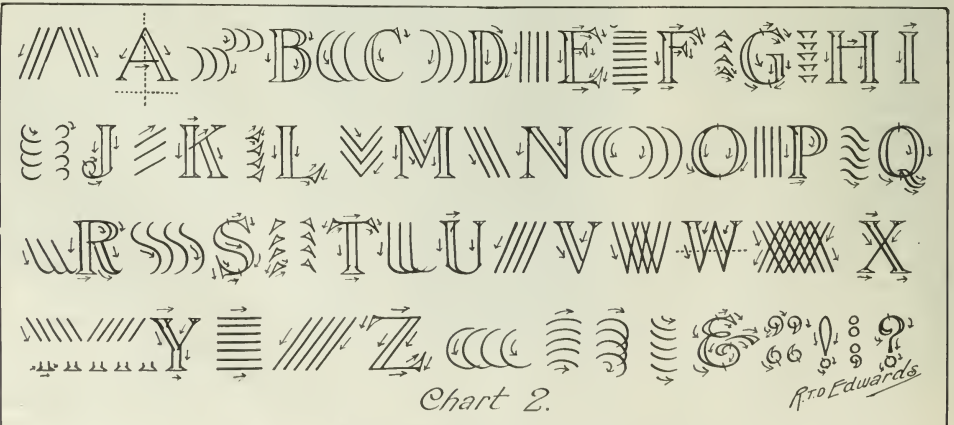
This month I am giving in chart form the upper case Roman alphabet. This form of lettering goes hand-in-hand with the figures of last month, and combining the two this month we can make show cards suitable and acceptable for any store.

The student should start practice work by laying out a half sheet card with guide lines one and one-half inches apart across the card. Then begin with the oblique line exercises preceding the "A" as shown in the chart, using a pencil to block out the work before the pen is applied. The exercises should be pursued until you have succeeded in getting the lines parallel—and remember a ruler must not be used. Having accomplished the straight lines, next make the letter "A." This letter requires and needs a great deal of practice so as to

have both sides properly balanced—the dotted lines illustrate one method to assist the student in this.

The two sets of curved lines in the letter "B" require frequent practice. Note that the lower one extends more to the right than does the upper. Care, too, should be exercised in getting the "C" graceful. The upper spur should come directly above the lower point. The curved lines of the "D" should be farthest apart at the centre. The upright lines necessitate a great deal of practice as many beginners have difficulty in keeping them from slanting either to the right or to the left. It makes the "B" more attractive to have the centre stroke slightly nearer the top than the bottom. Parallel horizontal lines such as precede the "R" constitute the best kind of a practising exercise.

The making of spurs should occupy considerable of the student's time as they add the "life" to this class of let-



The making of each letter in this chart is fully explained in the text.

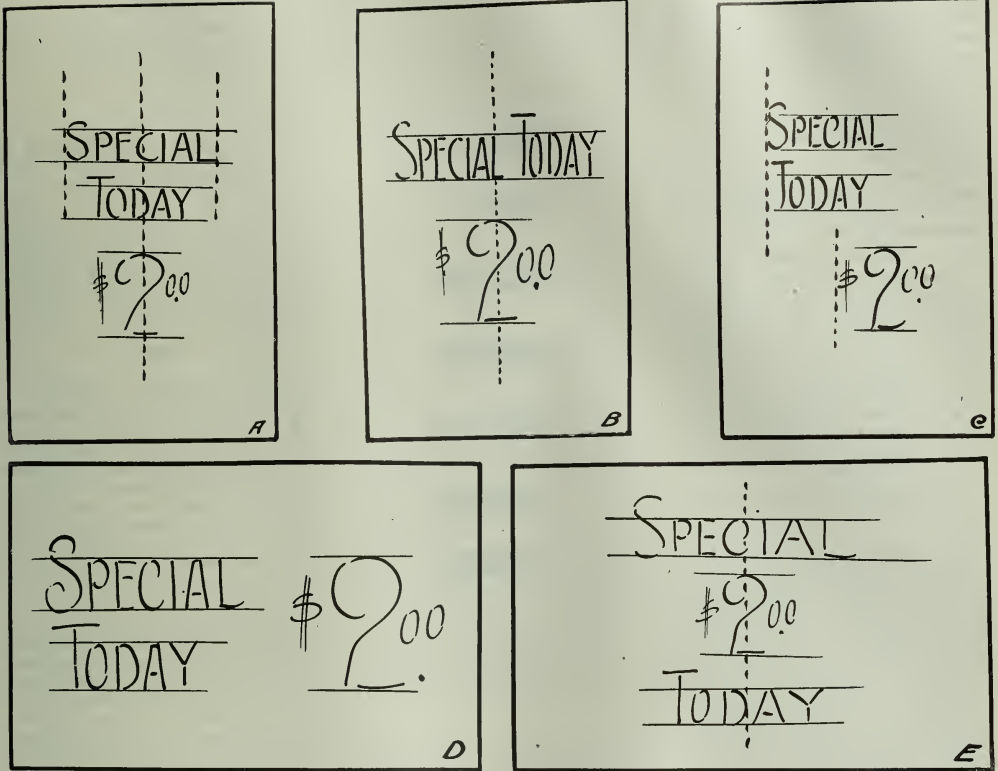


Figure 1.—A, B, C, D, E.

ter. Make careful note of the exercises preceding the "G" and "H." The cross bar of the "H" should be slightly above the centre of the letter for the sake of good appearance. The straight lines of the "I," the same as all other similar ones, must be kept equal distances apart for the full length of the letter. The tail of the "J" requires much attention—the two preceding exercises will help the mastering of this. "K" is made up of straight lines but nevertheless requires long practice before it can be used on the show card. The upper right hand slanting line should join the upright a little above the centre. The lower arm of the "L" should extend to the right about two-thirds the height of the upright to balance it evenly.

The Intricate Letters "M" and "O."

"M" is a letter upon which many amateurs fall down so study it carefully. The centre point should be exactly in the centre of the upright lines. The two outside lines of the "N" should be drawn first and the sloping lines inserted afterwards.

"O" is one of the most difficult letters in the alphabet to make. Both sides must be of uniform curves. Four strokes are all that are required to make it.

The curved lines of the "P" should

join the upright as near the centre as possible. The tail of the "Q" should be as graceful as the other part of the letter. The tail of the "R" when pointed as shown here should project a little more to the right than the upper curve. "S" like the "O" is very intricate and requires patience and practice to master. The curved lines should be practised many times. Perfecting the upper spurs of the "T" is where many have trouble. They must both be at the same slant only opposite. The upright lines of the "U" should terminate about one-eighth of an inch above the lower guide line so as to have room to join them both up with the curve lines. The "V" and "W" are of a somewhat similar nature, only the latter requires the angles of the slanting lines to be even as the dotted line indicates. The intersection of both lines of the "X" should be slightly nearer the top than the bottom. The angle of the "Y" should be at equal distance between the guide lines. The sloping lines of the "Z" also require a great deal of attention. The "&" and all punctuation



Fig. 2.

This shows how the "T" Square is used for ruling the card.

marks require just as much attention and practice as does any letter on the chart. The arrows indicate the direction in which to draw the strokes. The student should begin from the upper left hand corner and work towards the lower right corner always. The small cross lines indicate the beginning and end of the curved lines.

The same pen nibs as illustrated last month should be used for this work. The more blunt the nib is the better, providing the ink will flow off it freely.

Hints on Spacing.

One of the most important points for the beginner is the mastering of proper spacing on the show card. The letters may be formed almost perfect but if the card is poorly spaced the good lettering goes for naught. I have heard experienced card-writers say, and I know it to be a fact, that a card poorly lettered and well spaced is far superior as a merchandise card, than the one well lettered and poorly spaced.

When a card is well spaced and properly balanced up, it can be read at a glance.

One serious error that the beginner often makes is the working in of too many curved lines. Once and a while they are all right but the majority of show cards should be lettered straight across, parallel with the top and bottom of the card. I have seen many cards of the amateur type, on which every word was written in a curve. Prospective customers waste much time if they stop to read it, but in the majority of cases the card is left unread.

Read-As-You-Run Cards.

The one great point to aim at when executing a show card is to make it the "Read-as-you-run" variety, and all depends on the layout.

Special To-day, \$2.00.

Fig. No. 1 shows five different layouts for an ordinary card. Cards like these are of the ordinary sale variety, but you see how many different layouts all with the same wording can be made and all are probably equally effective.

The "T" Square Helpful.

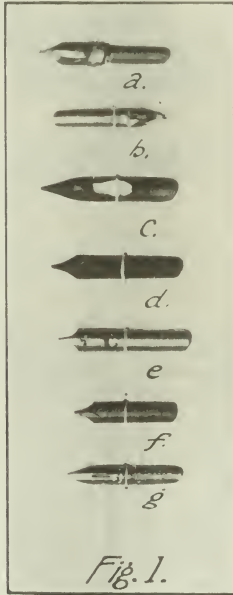
Many card-writers use a "T" square with which to rule out the cards. This is a very sure and quick way of getting guide lines at right angles with the ends of the card. Fig. No. 2 demonstrates its use.

One can also get the same result if care is taken with an ordinary ruler by measuring with the eye; with continued practice you can rule a card just as accurately as if it had been measured.

The Fig. 3 card gives a fair indication of what kind of work should be expected from the person who follows this lesson thoroughly. This card gives the combi-

nation of the first and second lesson put into actual practice.

In the Fig. 4 card we have a combination of lettering and neat layout. The



Types of Nibs.

cards are exceedingly simple but you must admit that they could with propriety be used along with the very best display of merchandise.

SELLING MEN'S AND BOYS' SWEATER COATS.

(Continued from page 69.)

of them, and also advertise them regularly. This year, while some people complained about a lack of sale in these as well as a great many other lines, we have had a good season, and you can see the small amount of stock that is left over in our hands up to the present time, and we expect to sell practically the whole amount within the next two weeks."

Mr. Biddell pointed as he spoke to one of the sales counters, where a small quantity of sweater coats were ranged in neat piles, and a sales card above them reading as follows:

"Sale of men's sweater coats, regularly \$4.50 and \$5, for \$3.49."

A short distance away there was a card over some boys' sweaters: "Boys' sweater coats, \$1." A little to the side was another pile of sweaters with the card above them: "Sales of boys' sweat-

ers, 49c." All three groups were getting good patronage during the semi-annual sale of January, and there was every indication that the stock of sweater coats would be entirely cleaned out.

NEW STYLE FEATURES IN SWEATER COATS.

(Continued from page 68.)

Only a few scattered people care very much for them, and the added expense is generally regarded as not being worth the bother. In gloves, however, leathers are very strong. A very nice light-weight glove was seen in heather mixture, Scotch knit.

How Montreal Views It

THE Review's Montreal correspondent wrote as follows:

In the budget summary as it concerns the dry goods trade there is a general all-round increase of 7½ per cent. on the general, and 5 per cent. on the British preferential tariff. By reason of the trade conventions with France, the increased duties do not apply to silk fabrics, velvets, ribbons and embroideries.

While the above facts are apparently simple, prominent men in the dry goods trade were not in a position to speak intelligently on the effect of these changes when seen by a representative of The Review. It seemed as though it would take them considerable time to realize what effect the increase in tariff really would have on business.

Advanced at Once.

Wholesale houses were not inclined to look with disfavor on the budget. They do not stand to lose much as the extra duty will be charged on goods ordered for Fall. One would imagine that those retailers who had already placed their Fall orders would be in a better position than those who had not. There may be some houses who have been doing business on this basis—that those retailers who bought early would save considerably if a duty were imposed—but many wholesalers seem to have sold subject to tariff changes. As one told The Review: "Since the war broke out, all goods have been sold subject to change of tariff, consequently on goods shipped after to-day five per cent. will be added on British goods, and seven and a half per cent. on foreign goods."

Hit Hard on Gloves.

Some importers seem to have been caught badly. One house informed The Review that gloves had not been sold subject to tariff changes. At the time of the interview he was not sure whether gloves from France were on the exempt-

(Continued on page 73.)

Big French List Remains the Same

Under French Treaty Silks, Velvets, Ribbons, Embroideries, Handkerchiefs, Corsets, Feathers, Flowers, Gloves, Boots, Toys, etc., Remain as Before—Switzerland Included—
Preferential Now Sometimes Higher.

ONE clause in the new tariff that has attracted considerable interest and about which little information was furnished by the press comments was the relation of the French Treaty to the advances in duties. Hon. Mr. White announced that the Government could not alter the schedules contained in the French treaty and hence no increases applied to this. Velvets, silks and embroideries were mentioned as the articles exempted by the French treaty.

As a matter of fact the list is a much more extensive and important one as will be seen by the list given below. With the shutting down of so much manufacturing in France the maintenance of the present duty is not applicable to imports to Canada to anything like the extent it was before, but the opening up of industries in France may be expected to be extended gradually after the Great Drive begins in earnest. Some of the items on the French treaty list are velvets, ribbons, silk fabrics, embroideries, handkerchiefs, corsets, buttons, laces, gloves, boots and shoes, many fabrics, fur skins, trunks and valises, many millinery supplies, etc.

The chief point to notice about the French treaty in its relation to the new tariff, is that under it, in 1907 certain goods from that country were accorded an "intermediate" tariff, which, as its name implies usually lay midway between the British preference and the general tariff, which was applicable to the United States, for instance.

Preferential 25, intermediate 27½, general 35.

In future the intermediate to France will remain the same, falling below the preferential which go up 5 per cent., while the general advances 7½ per cent.

In the list given below the figures first appearing apply to goods from France (and "favored nations") the second is the British preference (to Great Britain and the colonies); while the third applies to all others.

Eleven Favored Nations.

A reference has been made to "favored nations." This simply is an extension of the French treaty. The customs regulations state that by virtue of treaties with Great Britain the following are "the most favored nations" entitled to receive the benefits of any treaties made by Canada with other nations: **Argentina, Austria-Hungary, Bolivia, Columbia, Denmark, Japan, Norway,**

FAVORED NATIONS' LIST.

Argentina.
Bolivia.
Columbia.
Denmark.
France.
Japan.
Norway.
Russia.
Spain.
Sweden.
Switzerland.
Venezuela.

Russia, Spain, Sweden, Switzerland and Venezuela. It is interesting to note that Austria-Hungary was on this list. It is of course illegal to trade with that country since the war.

There is a special treaty with Japan signed in 1913, by which it enjoys the lowest rates "applicable to similar articles of any other foreign origin." This treaty remains in force until July 16, 1923.

The Three Rates Compared.

Below is given a list of dry goods materials that retain the present duty under the French treaty, with the corresponding preferential rate and the general one, in this order:

Clocks, watches, time recorders, clock and watch keys, clock cases and clock movements, 27½ per cent.; pref., 25; general, 37½.

Fabrics, manufactures, wearing apparel and ready made clothing, composed wholly or in part of wool, worsted, the hair of the goat or other like animal, n.o.p.; cloths, dock skins, cassimeres, tweeds, coatings, overcoatings, and fell cloth, n.o.p., 35 per cent.; pref. 35; general, 42½.

Braids, fringes, cords, elastic, tassels, handkerchiefs of all kinds, shams and curtains, when made up, trimmed or untrimmed; corsets of all kinds; linen or cotton clothing, n.o.p., 32½ per cent.; pref. 30; general, 42½.

Velvets other than of pure silk, velveteens and plush fabrics, 27½ per cent.; pref. 22½; general, 37½.

Velvets of pure silk and silk fabrics, 20 per cent.; pref., 22½; general, 37½.

Manufactures of silk or of which silk is the component part of chief value, n.o.p., 32½ per cent.; pref., 35; general 45.

Fur skins, wholly or partly dressed, n.o.p., 15 per cent.; pref., 15; general, 22½.

Dongola, cordovan, calf, sheep, lamb, kid or goat, kangaroo, alligator, and all leather, dressed, waxed, glazed or further finished than tanned, n.o.p., 15 per cent.; pref., 17½; general, 22½.

Boots, shoes, slippers and insoles of any material, n.o.p., 27½ per cent.; pref., 27½; general, 37½.

Trunks, valises, hat boxes, carpet bags, tool bags and baskets of all kinds, n.o.p., 27½ per cent.; pref. 25; general, 37½.

Gloves and mitts of all kinds, 30 per cent.; pref., 27½; general, 42½.

Braces or suspenders, and finished parts thereof, 30 per cent.; pref., 27½; general, 42½.

HOW MONTREAL VIEWS IT.

(Continued from page 72.)

ed list, but he was afraid they were not. He seemed of the opinion that the advance was "outrageous;" that importers had been hit severely, while home manufacturers had been protected. His chief objection was to a change in tariff without notice. As his gloves had not been sold subject to change, profits were eaten up three times over. As it was, they were making very little profit on gloves. The price of gloves, he explained, was fixed to retail at a certain price. This simply meant that an advance would be made of 7½ per cent., but not all round. The burden would be placed on those lines which could bear it. It was no use putting the full 7½ per cent. on better lines, or they would not sell at all.

Wholesale houses seem to find more cause to grumble in the taxes on bills of lading, letters, and cheques. For every bill of lading sent out by a wholesale house there will be a charge of 5c.—2c. tax on the bill of lading, i.e. additional postage, and the usual 2c. postage. As wholesale houses send out hundreds per week, the increased cost will be considerable.

The insertion of a ribbed gusset is a new idea being tried out in a closed crotch combination garment. The purpose of this is to allow it to give without stretching and becoming loose at the crotch. In the same garment the flap is made of cloth running the same way as the main portion, instead of the opposite as in many garments, in order to prevent stretching the wrong way.

Sources of the Extra Revenue

The Tariff Changes in Brief and Some Estimates of What the War Taxes Will Bring—Banks, Loan Companies, Cables and Telegraphs, Passenger on Railways and Steamships, Letters and Post Cards
Among the Sources.

- From the Banks**—A tax to be paid quarterly, equal to $\frac{1}{4}$ of 1% upon average amount of the notes in circulation during the three months preceding.—Estimated revenue—\$1,950,000.
- From the Loan and Trust Companies**—A tax of 1% upon the gross amount of interest from loans and investments in Canada, and the same tax on the gross amount of income other than interest on business transacted in Canada received by the company on and after Jan. 1, 1915.—Estimated revenue—\$1,000,000.
- From the Insurance Companies**—A 1% tax on the net premiums received by the company on and after Jan. 1, 1915,—other than life and marine companies and fraternal benefit societies.—Estimated revenue—\$301,000.
- From Cable and Telegraph Companies**—A 1 cent tax on each message from each office in Canada for which a charge of 15 cents or more was imposed, the company having the right to collect the one cent from the party who sends the message.—Estimated revenue—\$100,000.
- From Purchasers of Transportation Tickets**—A tax of 5 cents on every railway passenger ticket over \$1 and not more than \$5, to any place in or outside of Canada; on every steamboat passenger ticket between Canadian ports or from a Canadian port to a port in Newfoundland, the West Indian Colonies or the United States; on tickets over both railway or steamboat lines to the above places. If the ticket amounts to more than \$5 the additional tax will be five cents for each additional \$5 or fraction thereto—Estimated revenue—\$3,000,000.
- From Sleeping and Parlor Car Accommodation**—10 cents for each berth bought, and 5 cents for each parlor car seat.
- From Passenger Steamship Companies**—A tax of \$1 for each passenger carried between Canadian points or from Canadian points to points in Newfoundland, West Indian Colonies and to the United States if the amount chargeable for the passage exceeds \$10; the sum of \$3 if the amount exceeds \$30; and \$5 if the amount exceeds \$60—the company may collect this from the passenger.—Estimated revenue—\$750,000.
- From Drawers of Cheques and Bills of Exchange**—A tax of 2 cents on each cheque payable at or by a bank, and the same on each bill of exchange through a bank or delivered to a bank for collection; also a cheque or other bill of exchange made out of Canada shall before presentment for payment have affixed a stamp to the value of 2 cents, and the value of the stamp shall be chargeable to the person entitled to the proceeds of the cheque or bill.—Estimated revenue—\$800,000.
- From Bank Receipts**—A tax of 2 cents on a receipt for money paid to a customer by the bank and chargeable against a deposit to his credit.
- From Express Companies**—A tax of 2 cents on money orders or travelers' cheques, a stamp to be affixed before one is issued and chargeable to the purchaser.
- From Money Orders and Postal Notes**—A tax of 2 cents and 1 cent respectively to be affixed by the Post Office to be paid for by the purchaser. On these stamps will be printed the words "war tax."
- From Letters and Post Cards**—A tax of 1 cent on each letter and post card sent by post. The stamp will have the words "war tax" printed on it.—Estimated revenue—\$6,934,000.
- From Bills of Lading**—A tax of 2 cents in the form of a stamp on each bill of lading or other evidence of receipt for goods to be exported or carried coastwise or to be transported by railway. The person by whom the goods are received affixes the stamp.
- From Proprietary or Patent Medicine and Perfumery**—Tax of 1 cent when the retail price for each bottle or package is 10 cents or less and for each additional 10 cents or fraction thereof, 1 cent.
- From Non-sparkling Wines**—Tax of 5 cents on each bottle of one quart or less, and 5 cents for each additional quart or fraction of a quart.
- From Champagne and Sparkling Wines**—Tax of 25 cents on each bottle of one pint or less and 25 cents additional for each extra pint or fraction thereof. (The new duties on wines and champagne took effect on Feb. 12.)
- From Duties on all Imported Goods** (with some exceptions)—The entire tariff schedules have been advanced as follows: British Preferential 5%; Intermediate $7\frac{1}{2}\%$; and General $7\frac{1}{2}\%$. The exceptions include tea, fish from Newfoundland; cocoa and chocolate products, salt for the fisheries, Indian corn, except for distillation purposes; wheat, wheat flour, sweetened biscuits, sugar, tobacco, wines from South Africa; animals for the improvement of stock; squid, oysters, fish and fish eggs for propagating purposes; books, printed; newspapers and magazines; news printing paper; matrix paper; nicotine sulphate; ores of metals; bells for churches; gold and silver coin and gold and silver in ingots, blocks, bar, drops, etc.; typesetting and typesetting machines; newspaper printing presses; mowers, binders, harvesters and reapers; traction ditching machines; surgical and dental instruments; material for ships; binder twine; articles for the manufacturing of binder twine; fish hooks, lines, twines and nets for the fisheries; artificial limbs, artificial teeth, not mounted; articles specified in tariff for schools, hospitals and charitable objects; settlers' effects.



BLACK PRINCE

THE WORKINGMAN'S SHIRT OF QUALITY

The Black Prince is offered as a standard garment—guaranteed to be better value for the money than any other line on the market.

The Black Prince is made to sell steadily on the quality of the shirt.

The Black Prince is made of a fleece-back black serge of guaranteed quality—absolutely fast color. This serge is manufactured especially for the "Black Prince," and we buy in such quantities that the cloth is confined exclusively to us.

The Black Prince is cut on big lines, making a full-fashioned, comfortable shirt for the workingman. The shirt is double stitched throughout.

The shirt sells at a fair profit, and is genuine value. There is a steady and increasing demand for Black Prince. Are you handling this line? If not, write to your wholesaler.

The Canadian Converters Co. Limited.
Montreal

Go after the uniform requirements of your local organizations

HOME GUARDS, RIFLE CLUBS, POLICE, MILITARY OR SEMI-MILITARY UNIFORMS AND CIVILIAN CLOTHES TAILORED-TO-MEASURE

A great many merchants are reaping the benefit of extra profits by exercising vigilance in their business, in what would seem small matters. Keep your eyes on the club trade of your town.

No matter what kind of a club or organization it is, there are always more or less uniforms and dress requirements which are a source of good profit and the nucleus of a growing regular business.

Our Mr. F. Fisher is a military designer of broad experience, having many years' experience in contract work for the British War Office. He is recognized as an authority on all kinds of military and semi-military tailoring. We are fully equipped to handle every order in the shortest possible time without lowering the high Crown Tailoring standard.

THE CROWN TAILORING AGENCY IS A VALUABLE ASSET TO ANY MERCHANT.

Write to-day and find out if we have a satisfactory agency in your town. It means a satisfactory clothing business without worry and trouble, with less investment and no dead stock.

Write to-day for full particulars.



BRITISH WARM COAT



OFFICER'S DRESS UNIFORM



The Crown Tailoring Co., Limited
TORONTO, CANADA

MEN'S WEAR REVIEW



Vol. V No. 3
April 1915

Maclean Publishing Co.
INCORPORATED
NEW YORK



28 "Service" Branches Throughout
Canada.

Canadian Consolidated
Rubber Co., Limited
MONTREAL, P.Q.



"DOMINION" RAINCOATS

are entirely

MADE
IN
CANADA

NO OTHER BRAND IS

Send to our nearest branch for prices
and full information.

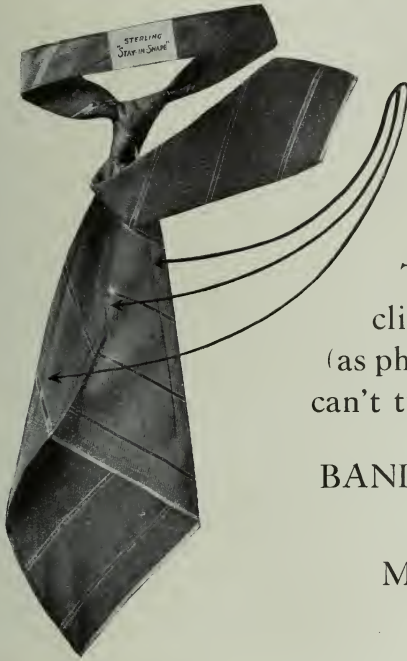
Canadian Consolidated
Rubber Co., Limited
MONTREAL, P.Q.



28 "Service" Branches Throughout
Canada.



HERE IT IS AT LAST!



—see those three rows of stitching?

They run up both sides and centre of back of tie RIGHT THROUGH into the lining, clinching it permanently in shape (as photo)—the lining or the silk simply can't twist, curl, rip, or pull out of shape.

BANISHES ALL THE OLD BIAS TIE TROUBLES!

MILES AHEAD OF ANY OTHER PROCESS.

BACK VIEW OF TIE
Price \$4.25 doz.

THE



NEW

“STAY-IN-SHAPE”

(Patents Pending in Canada, U. S. and England)

The front of the tie looks just the same as it always did—nothing could be simpler or stronger in tie construction.

EVERY MAN HAS BEEN WAITING FOR THIS TIE!
BE THE FIRST IN YOUR TOWN TO HAVE THEM.

ORDER 3 or 4 dozen assorted by wire or mail.
\$4.25 the dozen, less 3%.

We will pick out a choice assortment of the latest Spring and Easter novelties in finest Swiss silks.

STERLING NECKWEAR CO., LIMITED
The House of Novelties

TORONTO, ONT.

The call to arms

at first shook the very foundation of Industrial Canada—it disorganized trade, upset plans of all businesses. In fact, it looked like the ruination of our Dominion.

Everybody was scared. But the scare has gone. Business, though not quite as usual in some lines, is steady and growing. Thousands of our industries have reopened, and, taking advantage of the demand for war materials, are working on Government contracts.

They're working overtime because they adjusted themselves to fit the existing conditions—you can do the same.

Deficiencies in your regular clothing business can be made up by going after the tailored-to-measure business of Military officers, as well as of the particular man who cannot be suited from stock.

This business is yours and without the investment of a cent. Simply secure the Agency for your town for

Style-Craft
TAILORED CLOTHES

E. G. Hachborn & Co., Toronto



Make a small table and four square feet of floor-space or a corner of your counter pay a good share of your rent

With a big piece shot off your monthly rental, without having invested a dollar and without taking up much floor space, you will be ahead of the game, for the rent is often the big expense item which has to be contended with.

How can you do it? There's no secret, no problem to work out, nothing but straight, sound business gospel—simply take advantage of the trade that you have and make the most out of it by not losing sales.

Write to-day for the

Style-Craft
TAILORED CLOTHES

agency—prepare to capture the trade of particular dressers of your town—civilian and soldier.

The officers of the third contingent need uniforms; young, middle-aged and old men of your town who will not or cannot be fitted from stock clothes must be supplied.

Will you supply them through the excellent Style-Craft Service or will your opposition get this business?

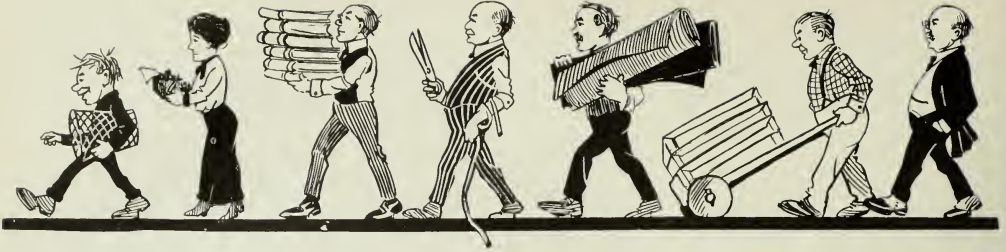
It's up to you—write to-day for full particulars.

E. G. Hachborn & Company

NEW ADDRESS—50-54 YORK STREET

TORONTO

CANADA



Canada's High-class Tailors to the Trade are moving to more commodious *and* better quarters in the *Robt. Bond Building, 68 Temperance St.*

We are looking for a return to prosperity in the near future, and with our improved conditions, fine equipment and expert operators, we will uphold the high standard of tailoring service for which we are known from coast to coast.

Our Fall and Winter range is in the hands of our representatives and you may expect an early call. To be sure you see the range as early as possible, drop a card to-day asking for a representative to call.

OUR SPECIAL ORDER DEPARTMENT

enables a merchant to secure and hold the trade of the tailor-made man—the Agency for your town will be a big paying proposition with practically no investment.

This service may be open to you. *Write and ask about it.*

Wm. H. Leishman & Co., Limited

NEW ADDRESS

Robt. Bond Building - 68 Temperance St. - TORONTO

MAKERS OF THE BEST TAILORED GARMENTS FOR MEN

Will You— Take the Agency for Lailey-Trimble?

WILL YOU

let LAILEY-TRIMBLE tell you how greater profits, more sales and better pleased customers are possible with the aid of their *Master Built Line* of Clothes?

WILL YOU

benefit yourself by taking advantage of what LAILEY-TRIMBLE are doing in making possible pleasant work and easy sales for anyone who uses a little energy?

WILL YOU

consider what you have to gain by handling a *Line* with a guarantee of style, fit and workmanship, yet with prices that fit every man's pocket-book—ranging from \$11.00 to \$30.00?

WILL YOU

grasp this opportunity to increase your income—make more money out of tailoring orders than you ever have before?

WILL YOU

sit right down now and write for further proofs and particulars? Our big "*Book*" of fashions and fabrics or Swatch Line is already packed for shipment and only awaits your address.

Lailey-Trimble Limited

MASTER CLOTHES

B · U · I · L · D · E · R · S

TORONTO

Penmans Popularity is Universal! Why?

Because we please the sellers as well as the wearers.

To wearers, Penmans spells quality in the goods, smooth ease and comfort in fit and texture, thoroughness and care in the making, and genuine good value at every point.

This in turn means satisfied customers for the seller, a profitable, unfailing volume of "repeating" business and high-quality reputation that tends to increased sales in other lines of merchandise.

Profit by the trade-winning popularity of the full line—



Penmans

Underwear Hosiery Sweaters

N.B.—All Penmans Goods are
Made in Canada by

Penmans Limited
PARIS, ONT.

This is the question

Are you ready for the
Spring business?

The season is almost here
and the merchant who has
what the people ask for
gets the business.

We're ready to serve you.

Our shirts, underwear,
hosiery, belts, braces and
men's furnishings of all
kinds await your word,
and remember

WE SHIP BY RETURN.

Order through our travel-
ler, or

WRITE US DIRECT.

We know we can satisfy
you.

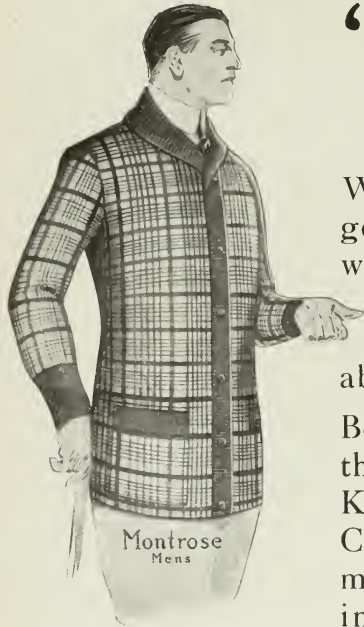
Let's try.

The W. R. Brock Company (Limited)
MONTREAL

Keep the wheels moving. Be patriotic
 Stock and sell goods made - in - Canada

“Beaver Brand”

—*purely Canadian*



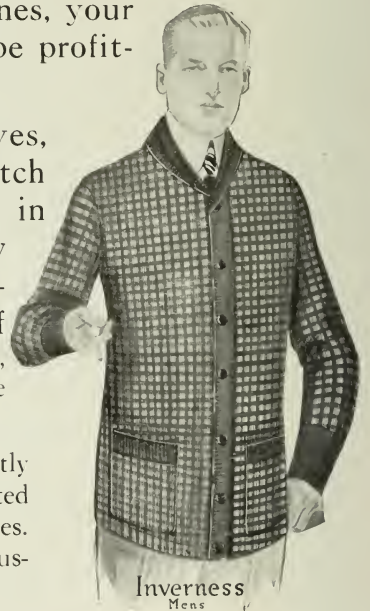
When you can get Canadian-made knitted goods of such high quality as Beaver Brand, which compares very favorably with the best imported lines, your patriotism will be profitable and practical.

Beaver Brand Gloves, the only line of Scotch Knit Gloves made in Canada, especially merits your examination. Made of

pure Scotch spun wool, attractively finished; elastic, snug-fitting wristlets; dome fasteners. This is a glove that will give entire satisfaction.

“Beaver Brand” Knitted Coats for men are distinctly mannish in appearance. Well tailored from pure worsted wool into serviceable sweater coats of the newest styles. “Beaver Brand” will get “in solid” with your best customers.

Drop us a line asking us to have our representative show you the 1915 samples.

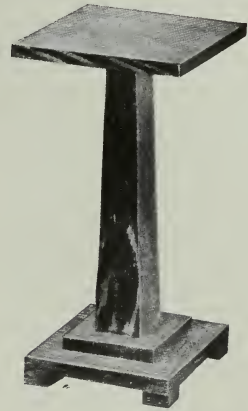
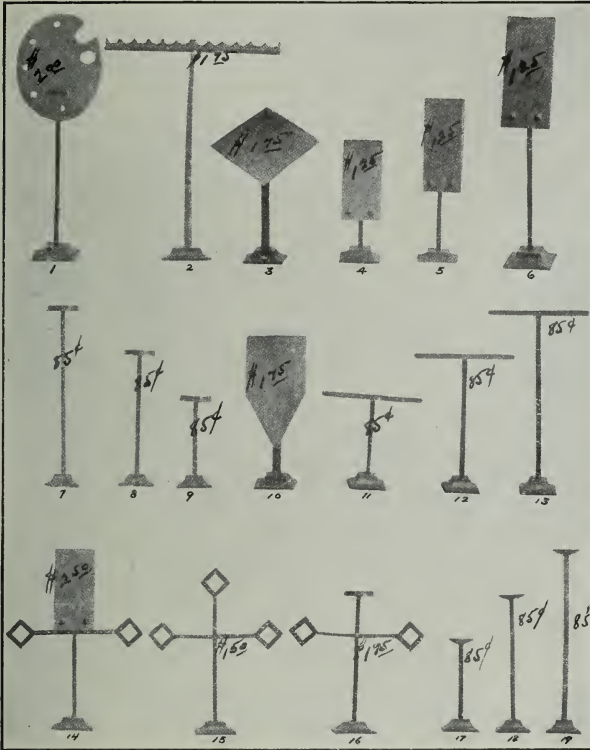


R. M. Ballantyne, Limited, STRATFORD ONTARIO

Manufacturers of Beaver Brand Knit Goods

Taylor-Made Wood Display Fixtures

MADE IN CANADA



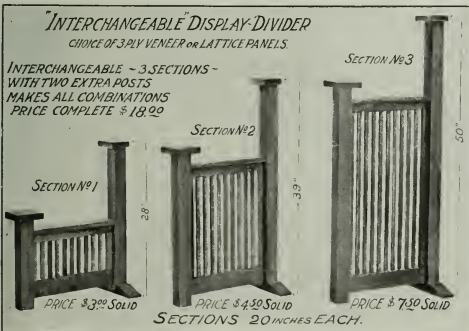
No. 300

TAPERED PEDESTALS

12", \$1.25 18", \$1.50
24", \$1.75 30", \$2.00

All fixtures finished in the new Fumed Oak. Ready for at-once shipments.

Special finishes made to order



The Taylor Manufacturing Co.

HAMILTON, CANADA

Sales Booster

THE THIRD

Friday again—yes and to-morrow is Saturday, the big day of the week, the day the farmers come to Market. Of course you have goods on display in the different departments that you know will appeal to this trade—what about the men's department?

FARMERS ARE BIG USERS OF WATERPROOF RUBBER COLLARS.

because their out-door life demands something that will withstand the weather. Then too, most country people are not very handy to a laundry and for this reason the easily cleaned waterproof collar wins out over the ordinary linen kind.

To get down to the Saturday's business, why not arrange a natty little display like the one here shown on a table or the end of the counter?



If you have three collar stands, so much the better; if not, arrange three units in the background on temporary supports, such as pieces of galvanized wire bent to fit around the inside of the collar and to keep it at the angle shown. Bring one end of the wire down behind the tie and stick it in a block of wood covered with felt, on

either side of the show card, which may be made as shown here with a heavy crayon pencil or with brush and paint if possible; place two full boxes of collars slightly raised at the back.

This display will certainly attract attention to your waterproof collar stock and if it is from the Arlington range draw attention to the exclusive feature of all Arlington collars—the easy slide tie space which overcomes the big fault of both waterproof and ordinary linen collars.

Remember—there's a style for every taste and a grade to suit every pocket book in the Arlington range—Canada's original and proven satisfactory waterproof collars.

Write for catalog.



A catchy show card that can be made by any clerk.

Use this cut to illustrate your show cards.



The Arlington Co. of Canada, Ltd.

54-56 Fraser Avenue, TORONTO

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

We will supply handsome display cards on request. Write to-day.

A New Model

Ingersoll Dollar Watch



Packed in neat red boxes

Twenty-two years ago the first Ingersoll watch was made and sold. Since then forty million of these watches have timed human lives. Every day, 16,000 new ones go out into the world. More than half of all the watches made and sold in this country bear the name "Ingersoll" on the dial—the sign of an Ingersoll watch. Every one of these watches have been sold through the retail dealers.

This remarkable success—the enormous sale and good will which Ingersolls enjoy—has been achieved through three Ingersoll principles; first, the watch is made right; second, it is sold right; third, its market is unlimited.

The Ingersoll is made right. Both in designing and manufacturing, the one great aim was to secure accuracy in timekeeping. The attempt was successful. The result is a wonderful instrument of precision and durability, keeping time as closely as a person ordinarily needs to be timed. It stands jolts and jars which would quickly ruin an expensive watch.

The Ingersoll is sold right. The low prices enable you to get a complete assortment on a small investment. Your capital is not tied up in large stocks. Your small stocks will turn quickly. A three dozen assortment ordinarily turns four times a year, paying an annual profit of about 120%, payable every three months. The amount of profit is always certain. It is guaranteed by our policy of standardizing prices.

The Ingersoll Market is without limits. Every person entering your store is a prospective Ingersoll customer. They all need watches. The Ingersoll is the only real timekeeper within easy financial reach of all. For those who have expensive watches, the Ingersoll offers a reliable watch to be worn on special occasions as a safeguard against losing or ruining the expensive one.

The usefulness of the article, its low price, the manufacturer's guarantee, and the available signs, fixtures and display matter, make the Ingersoll watch readily salable in any kind of store.

You can get Ingersolls from your jobber, or direct from

ROBT. H. INGERSOLL & BRO.

200 McGill Street

MONTREAL




Since the first railroads

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

has been the "old reliable" Overall--
Shirt--Uniform--Jumper--cloth for the
"men of the road," factory and field.

To three generations of dealers and wearers it
has demonstrated that *it's the cloth in the gar-
ment that gives the wear.* Stifel's Indigo wears
like leather and looks good as long as it lasts.

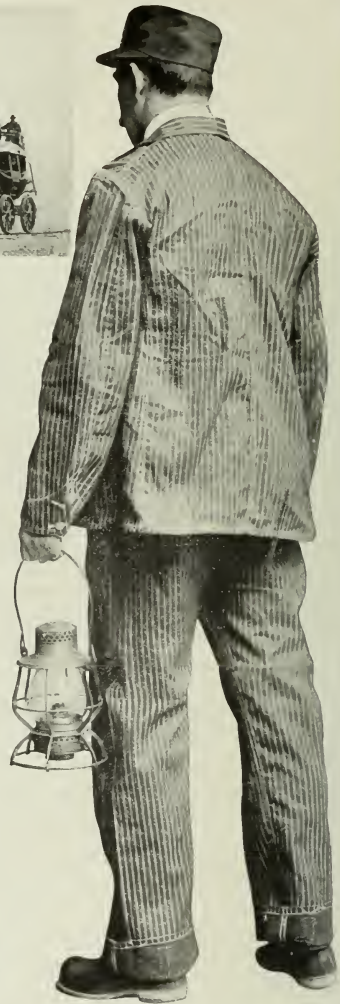
Be sure you see this mark  on the back of the
cloth, *inside* the garments before you buy.
It's your guarantee and your customers' guarantee of the
genuine Stifel Indigo.

All printed Denim patterns are protected by patents.

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

SALES OFFICES

NEW YORK.....260-262 Church Street	BALTIMORE.....114 W. Fayette Street
PHILADELPHIA.....324 Market Street	ST. LOUIS.....425 Victoria Building
BOSTON.....31 Bedford Street	ST. PAUL.....238 Endicott Building
CHICAGO.....223 West Jackson Boulevard	TORONTO.....14 Manchester Building
SAN FRANCISCO.....Postal Telegraph Building	WINNIPEG.....400 Hammond Block
ST. JOSEPH, MO.....Saxton Bank Building	MONTREAL.....100 Anderson Street



FAST MAIL OVERALLS

UNION MADE

16

FEATURES
FOUND
EXCLUSIVELY
ON

- | | |
|--|---|
| No. 1 Two hip pockets doubled. | No. 9 Three buttons on side. |
| No. 2 Two front pockets doubled. | No. 10 Comb, rule and pencil pocket. |
| No. 3 Drawer supporter. | No. 11 Gravity bib pocket. |
| No. 4 Continuous side facing.
See illustration below. | No. 12 Hip pockets sewn into side seams. |
| No. 5 Continuous fly. | No. 13 Force balance thigh. |
| No. 6 Dodshon Crotch. | No. 14 Clingtight suspenders. |
| No. 7 Back band reinforced. | No. 15 All seams double stitched. |
| No. 8 Close-fitting waist adjustment. | No. 16 Adjustable band collar and scratch proof sleeve buttons. |

↪ *FAST MAIL OVERALLS*



Every Pair Absolutely Guaranteed

DODSHON OVERALL COMPANY LIMITED

WINDSOR, ONT.

“Made in Canada”



“Monarch Knit”

Pictorial News
Ice Boating, Toronto Bay

Boys' Jumbo, \$16.50 Per Doz. and Up. Men's Jumbo, \$21.00 Per Doz. and Up.

Regular “Monarch Knit” Weather

Such are the days for sales and profits in Monarch Knit Sweaters. Outdoor sports hold sway and outdoor sportsmen—and women—are calling for jaunty, warm, strong-wearing knit goods.

Monarch Knit wear is built for snappy, frosty weather. Every garment is well made of the very best materials and possesses a style value that is worth real money to the merchant who handles the Monarch Knit Line. Monarch Knit embraces every conceivable kind of knit article—Sweater Coats for Men, Youths and Boys, also Men's and Boys' Pull-Over Sweaters and Jerseys, Bathing Suits, Toques, Mufflers, Motor Scarfs and Children's Suits and Rompers.

Monarch Salesmen are now showing our 1915 range. Drop us a line and fix a visit.

“Monarch



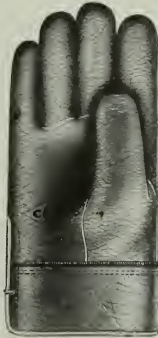
Knit”

Everything indicates a scarcity in Knit Goods and a general advance in prices. Dye and yarn concerns are offering their limited supply at premium prices and still more grave conditions are in sight. Spinning all our yarns, doing our

own dyeing and possessing every manufacturing facility in our four big plants, we are in a most unique position to-day to fill orders until our present supply is exhausted, after which our prices must advance.

The Monarch Knitting Company, Limited, Dunnville, Canada
“MADE IN CANADA”

MADE IN CANADA



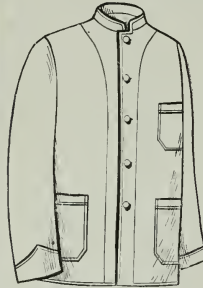
The appearance of C.C.C. Gloves, Gauntlets and Mittens is backed by quality

and you leave it to the working man and see if he would not sooner have a well-blended combination of the two than either qualification without the other. The appearance of C.C.C. Gloves, etc., goes a long way towards producing quick sales — quality of material and make brings repeat business.

Don't hesitate to recommend C.C.C. Gloves to your best working man's trade.

THE CRAIG-COWAN COMPANY, LIMITED
154 PEARL STREET, TORONTO

Hanagh
BRAND



— the duck clothing that will bring the men's trade to your store

The grocer and his clerks down the street are using duck coats and aprons. Are you supplying them? If you have our goods you will get these men into your store.

HANAGH BRAND DUCK CLOTHING comes wrapped in individual dust-proof packages which ensures delivery in the same clean, freshly laundered condition as it leaves the factory.

Every garment is full size, shrinkage being allowed in cutting. We make everything in men's duck clothing.

Write for Catalog and Prices.

Defiance Mfg. Co., Limited
College and Bathurst Sts., TORONTO

YOUR BEST SALESMAN



BEFORE



AFTER

NO INVESTMENT will bring you better returns than this

This STORE FRONT is paying for itself by creating new sales, and is working for Coleman's Ltd., Toronto, 365 days each year.

THE BEST KNOWN advertising medium is ATTRACTIVE show windows.

EASYSET has been installed in thousands of stores throughout the continent and has given excellent satisfaction.

EASYSET MADE IN CANADA


A postal card will bring Catalog "M" to you.

Here is your OPPORTUNITY. Write us for further particulars.

H. J. ST. CLAIR CO., Limited

69 Toronto Arcade

Toronto, Ont.



“It’s great to feel
that a suit’s going
to please a customer”

This is the way one Art Clothes agent expresses his satisfaction with the way his shipments open up and it is representative of the general feeling among



agents throughout the Dominion.

There's a mighty big difference in the enthusiasm you put into your selling when you know that you are going to not only satisfy your customer, but are going to please him. You go at it with a vigor that breeds good salesmanship and which drives home the big punch that closes your selling arguments with the cash-in-hand and a satisfied customer.

If you have this feeling when selling the line you are handling—stay with it; if you haven't, write us. We have a number of Spring sample outfits and will give you the exclusive agency for your town providing it has not already been arranged for.

*Write to-day. Outfit costs you only
the express charges.*

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO
(The Art Tailoring Co., Toronto)

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5

TORONTO, APRIL, 1915

No. 3

EDITORIAL CONTENTS

WINDOW TRIMMING

	Page
Suggestions for Spring Trims	20
Unit Trims Give Best Results	25
Illustrated by Easter Trims, Hat Trims, Evening Wear, etc.	

SPECIAL ARTICLES

Selling Methods of Exclusive Hat Store	26
Flinging a Suit From the Roof	27
Drawing the Boys—Jackknife for Ruler	28
Simple Methods for Keeping Track of Stock	29
In-Between Prices	31
Card-Writing Made Easy—Article 3	32
How Canadian Men Dress	34
Parable of the Ill-Fitting Suit	51

STYLE NEWS

What They are Wearing in London	30
What They are Wearing in New York	54
What is Shown in Toronto and Montreal Stores	52-3
Fall Models in Suits and Overcoats	40
Illustrated Articles on Clothing, Hats, Ties, Shirts, Knitted Goods, Accessories, etc.	39-50

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.*

H. T. HUNTER, *General Manager.*

T. B. COSTAIN, *Managing Editor.*

(ESTABLISHED 1888)

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

F. M. Alexander, *Manager*

H. H. Black, *Editor*

A. B. Caswell, *Montreal Representative*

H. Eayrs, *Associate Editor*

F. A. Cockburn, *Toronto Representative*

Chas. W. Byers, *Associate Editor.*

S. S. Moore, *Ontario Representative*

CHIEF OFFICES

CANADA—Montreal, 70-72 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7224; Winnipeg, 31 Royal Bank Building, Telephone Garry 5203.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 1360. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 407, Telephone Randolph 3231. Boston, C. L. Merton, Room 733, Old South Bldg., Telephone Main 1021.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies \$1 a year; United States \$1.50 a year; Other Countries, \$2 a year; Single Copies, 10 cents. Invariably in advance.



“Cravates Militaire”

If you would have the newest and most active selling idea in men's cravats let us have your order by return for these military stripes. The brightest sort of colors blended into 3-color tone equal bias stripes on heavy all silk poplin. Made into a large shape, price \$6.00 the dozen. Worthy of \$1.00 selling. Color combinations as follows:

Gold, scarlet, navy	Royal, white, black
Gold, scarlet, black	Gold, scarlet, green
Royal, brown, white	Rose, white, black
Sky, navy, white	Gold, white, black

Batwings in narrower stripes to match, \$4.25.

A. T. Reid Company, Limited

T O R O N T O

Makers of Reid's Real Bengalene Cravats

"40 Shades." The Aristocrat of Neckwear

MEN'S WEAR REVIEW

THE RECOGNIZED

AUTHORITY OF

THE CANADIAN

MEN'S WEAR TRADE

Published
MONTHLY

145-153 University Av.
TORONTO-CAN.



VOL. V.

TORONTO, APRIL, 1915

NO. 3

SUGGESTION FOR EASTER WINDOW TRIM



Figure 1—This trim shows the use of a long, low plateau with top of composition board. At the extreme right is a decorative feature suggestive of Easter. The accessories consist of three neckties, two hats, two canes and pair of gloves. Note treatment of vest at top of coat. For detailed description see article on next page.

DISPLAYING MEN'S WEAR FOR SPRING

Simple and Effective Displays and How to Arrange Them—Unit Trims the Most Valuable—Use of Plateaux.

BY G. A. SMITH, SPECIAL NEW YORK CORRESPONDENT OF THE REVIEW.

THERE is one advertising medium through which to approach and interest the prospective buyer that is always available to the merchant. It is so flexible that it can readily be moulded to suit the needs of almost every class of dealer. It is open by its inexpensiveness to the man who cannot afford to enter the field of publicity, and equally valuable by its unusual demonstrative ability to the dealer who employs every modern method in advertising his store goods.

Silent Salesmanship.

This is the show window. No other form of silent salesmanship has quite the same potency. There is the story in the clearest and most convincing way. It makes the demonstration, ten, twenty, or as many times a day as there are persons passing. As in any other form of advertising, the display window works along three distinct lines. It has unusual publicity value, it co-operates with other advertising salesmen and the store in the field of sales-making and when properly employed it has distinct pulling power, offering a means of getting inquiries, and opening the way to prospects.

Men's Garment Displays.

Men's garment windows should be very distinct and to the point, telling the message most clearly and convincingly at a glance. There should be some central feature on which the mind can centre. To fill the windows with a conglomeration of merchandise is one of the gravest mistakes made in window dressing. Strive to make your displays very simple and attractive. This applies to men's wear more than any other line of merchandise. The character and number of the articles comprised under this head make it possible for the display manager to give full rein to his inventive genius. The ways of effectively displaying men's wear are very numerous.

The best and most effective system is the unit idea, so much in vogue at the present time and recognized for its artistic value and relationship.

Coloring and Fitness.

When selecting the merchandise for a display of this character strict attention should be given to the coloring and the natural fitness of the articles brought together. In constructing a clothing window in which accessories are used in conjunction, be sure to have them match up well with each suit on display. Hats, shirts, neckwear, canes, waistcoats, gloves, and many other items used in conjunction with accessories should be selected with great care. This also applies to men's wear displays more than any other line. Never overlook your color schemes. This is one of the most important and vital factors in correct window dressing.

Arrangement.

In placing garments in a window, be sure and group them in such a way that every suit will stand out in individual effectiveness. This, of course, cannot be accomplished in any other way than the unit system. The writer has paid strict attention to men's wear displays and has found that the weakest showings are usually installed in the department store. In the placing of the merchandise, the merchandise has not been given the proper consideration. The trousers probably are shown

over a T stand, within two or three feet from the coat; the vest, no doubt, being placed in some other out-of-the-way place, which altogether produces a very scattering and uninteresting way of arranging merchandise. The attention is thus divided in every direction. This can be avoided by grouping the merchandise along the lines before mentioned. By this method the onlooker can get the general outline of the complete suit, as it would be worn by the person.



Figure 2 "A practical unit grouping for new Spring suits," using a mission arm chair. Coat held in position by upright metal stand. Designed for Men's Wear Review by G. A. Smith.

As you can readily understand, catering to men is a different problem to catering to women. It is probable that most men get their impressions of new styles from the window. They do not read fashion books as women do, consequently they are likely to conclude that the merchandise they see as they pass along the street is a correct delineation of the prevailing styles. This circumstance should afford ample reason for retailers of men's goods giving special care and thought to the preparation of their windows. The goods exhibited should appear as fresh and as attractive as possible.

Show cards should be employed to help along the goods that are new, the latest style and the colorings that are the present vogue, etc. The idea is to make the impression upon the mind at a glance, and by installing windows of this character you will be able to bring about these conditions. Nine times out of ten the man's impression of the character of the store he patronizes is derived from the show windows of that store.

Use of Plateaux and Other Devices.

Very much can be accomplished in livening your displays through the use of plateaux, which can be of a factory make or home-made ones. The accompanying illustrations are noteworthy examples of the up-to-date system for displaying men's wear, and if carried out to the full extent prove to be valuable to the progressive merchant and display manager.

Fig. 1 presents a very practical unit grouping for the new Spring suits. This unit grouping has been accomplished through the use of a mission arm chair, the suit being arranged over the chair as illustrated.

A small metal upright stand serves as a support to hold the coat in position. A pair of gloves, two hats, two canes, and two neckties constitute the accessories utilized in conjunction with this group.

Fig. 2 shows the use of the long, low plateau, constructed from 7/8 inch soft pine lumber to form the framework over which a top of composition board has been applied. This can then be covered with felt, rep, plush, cotton flannel, or imitation wood gran, onyx, or marble paper may be used instead. The supports underneath are made from a composition claw foot ornament inverted, and finished in silver, slightly touched up in a lavender tint.

At the extreme right hand side, we show a decorative feature in the shape of a flower box made by bending a piece of cardboard in cylinder shape, cutting and opening out at top. This is then covered with bark paper. The sawed end can be reproduced through the use of a circle cut from one-inch lumber inserted therein and painted to represent the end of the log. The supports underneath are made from one-inch lumber covered in the same manner. The box can then be filled with excelsior covered with moss and flowers and ferns inserted therein.

The accessories utilized in connection with this unit grouping consists of three neckties, two canes, a pair of gloves and two hats. Attention is directed to the treatment of the vest at the top of the coat.

Each suit stands out by itself and makes the impression upon the mind at a glance.



COUPONS FOR PIANO CONTEST

A. Burling, of Park Hill, Ont., is having an advertising campaign that will run for a few months. Every dollar's worth of purchase will entitle the purchaser to a coupon good for 100 votes. The purchaser may keep these coupons for himself as a contestant or hand them to any other person. At the end of the campaign the person having the largest number of votes will receive a parlor grand piano, the retail price of which is \$350.



Suggestion for trims of fancy hosiery. Two units separated by neat price card.

EXCELLENT TYPES OF UNIT TRIMS



These are first class examples of the most approved forms of unit trims which can be adapted to any style of window, narrow or wide, by the use of moveable compartments. In all such the rule is to use a single range, whether of shirts, ties, hats, hosiery, underwear, etc.—to get rid of a confusing, non-impressive variety that carries no definite drawing power for a single article. Two units are of shirts—there only in each. Note glass shelf in one on left. In the right side trim a range of three is shown and ties match the two-combination colors of each shirt; purple and black; blue and black; blue and gold. An odd color would spoil the effect. The puffing of the sleeve and showing of the cuffs is a neat arrangement.

The second from the left is a showing of bow-ties—one range again—on collars. The handkerchiefs are used to provide a white ground below to throw the small ties into greater relief, while another tie is thrown loosely across the collar. The rows rise up from the left. In the case of the underwear, while the price ticket refers to both two-piece and combinations only the first are shown with black hosiery to afford a contrast.

Note the use of price tickets on all the trims. This store though catering to an exclusive trade in one of the most high class residential districts in the city—Rosedale and vicinity—uses price tickets on all but evening wear displays—and this has proved very effective in drawing in customers who otherwise might dismiss the article as too high-priced. The most results in these trims came from the bow ties—a big run on them. The window was trimmed by C. W. Bolmer.

DISPLAY OF EVENING WEAR UNITS



One of the most attractive window displays of evening wear which we have seen was that in the Stollery store, Toronto, which is reproduced here. There were five dress shirts, two of them mushroom-pleated, soft shirts for use with Tuxedos, and three stiff bosomed for formal evening wear. The two outside shirts were soft with pleated fronts. The one at the extreme right was a natty and novel thing in white with a diamond-shaped black design, at wide intervals. It is a trifle daring even for a semi-formal dress shirt but some men would wear it to advantage. The vest front accompanying came to a very sharp point, and was getting distinctly away from the "U" shape while not reaching the "V." It was of black silk. The collar worn was a very smart turnover or "butterfly."

On the extreme left there is a distinct novelty in a mushroom tuck vest. We have had pleated shirts galore, but a pleated vest is something new. It was trimmed with moire or "water-wave" silk, and certainly looked mighty good, cut on this season's style.

The centre model was a distinctly nice trim in white. Collar, French pique tie, shirt, vest and scarf were all in plain white.

Gloves in white and hats in black and various combinations in black and white scarfs completed the window. The canes, lying here and there, were of very good style and quality and were a distinct feature.

The whole trim was remarkable for the fact that it contained many units and yet was not crowded. The use of the vest on a bust form without the coat was quite effective. The accessories—scarfs, ties, hats, gloves, socks, canes and studs were attractively placed. Drapings of blue plush were tastily arranged and softened and enriched the black and white. The trim was arranged and set up by C. W. Balmer.

AN ALL-GREEN HAT WINDOW



"This Coming Spring,
Green Hats are the Thing."

This run two signs in an all-green hat window of L. J. Applegath, Toronto, that attracted much attention the first and second weeks of March. The display was a showing of Spring hats and was an expression of the renewed popularity of this color, due, however, to the introduction of a couple of new and darker shades. The green idea was emphasized by the word being used in display letters on the top of each triangular card in green, with a score of different phrases, such as "green is the predominating hue in men's hats this season and these are the latest blacks;" "Green is 'it!'" "green becomes any man;" "green again to the front;" "green is the height of fashion;" "green hats are correct," etc. The trim itself is rather of the stocky order, rising by means of benches, with a backward slope. The whole display is rather striking.

FEATURING ONE LINE IS MOST EFFECTIVE

Immediate Impression If One Instead of Several Lines is Shown in Window—Preparing For Unit Trims—Watching Color Question.

STATEMENT FROM H. E. BURDICK, MANAGER OF R. J. TOOKE STORE, 493 ST. CATHERINE STREET, MONTREAL.

IT is questionable whether the same window trim will do the same work this year as it did last year. It is a matter that must be looked into carefully on the approach of Spring, as displays will count for more this year than they have done for a long time.

We have been running specials here in Montreal. It is no use displaying "fine" windows on such occasions. We are located on one of the busiest thoroughfares in Canada, and if we put "fine" windows in at a time like this, people would stop and look at them, pass favorable comments on their appearance, and pass on. It is questionable whether what are called "high-class" windows pay in Montreal at any time, that is, windows such as one sees in some of the best New York houses.

Three Classes of Windows.

I have made a study of special windows, watching the results secured first by high-class trims, then by fuller windows containing a variety of articles, and then by a big feature of one line. Pay checks are biggest and more plentiful when a window, or a section of a window, is given to a particular line—say shirts. This gives a shirt impression immediately, and is more effective by far than a display of several lines, which do not make any particular impression. A fancy display, I believe, has a tendency to frighten rather than to attract, especially the class of people who pass along this street.

Series of Unit Displays.

Most of my life has been spent in the United States, and I have not yet had a full opportunity of determining the effect of good window displays in Canada. It is hard to put them to the test in an off season like this, but I will do so as soon as Summer comes around again. There will be a series of unit displays, each occupying a section of my window. The first will be purple say, with a shirt of that color, a tie to match, a few canes, and a pair of gloves. The next unit will be green. It will have a green shirt, tie, muffler, a waistcoat, greenish canes. Purple and green blend well, so that these sections will look well together.

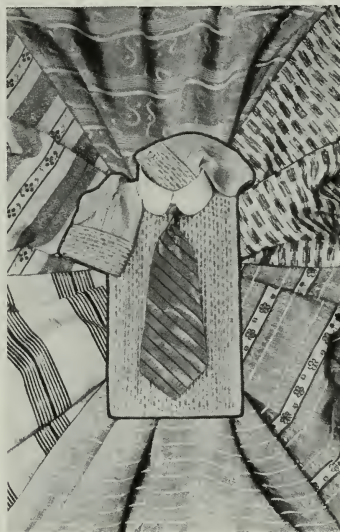
Another section will contain a black and white unit. The great trouble dealers have to contend with is in getting window trimmers who understand color blending. To be able to do that successfully is two-thirds the battle.

Care in Small Details.

Another fault with good window dressers is their "sloppiness" in small matters. How often is a really nice trim spoiled by a tie lying at the foot of a stand which is covered with dust. Little irregularities like this will seriously offset what is otherwise a good display. There are lots of men whose effects are all right, but who fail every time to tie a good knot. A little care and practice in this direction would add considerable value to their windows.

Keep Colors in Mind in Buying.

It is a good idea when buying ties to try and keep in mind the colors of shirts you have in stock; or vice versa. This will assist your staff in making sales more

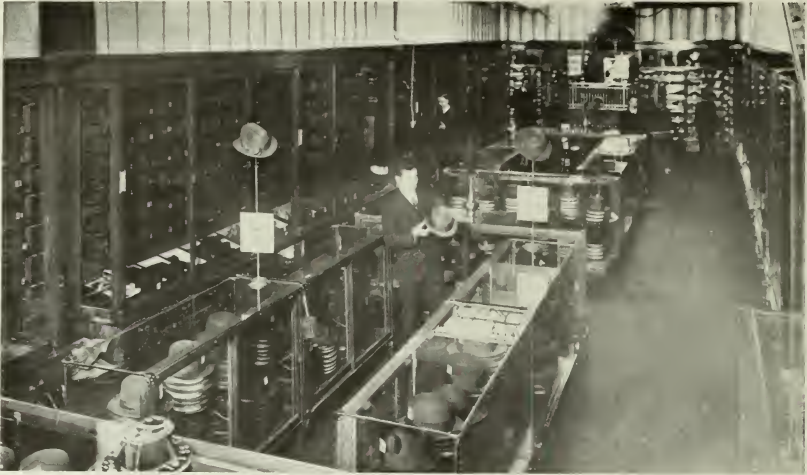


Suggestion for shirt and tie trim, surrounded by new French patterns for Spring. Courtesy of A. Sulka & Co., New York.

easily by showing the blending of color. It will also facilitate making neat trims. I never buy more than six colors in a range of ties, falling back on the prominent colors, good shades like brown, two blues, green, a red, a gray and a purple, never going beyond six. If there are seven, I eliminate one of the blues. But blue is by far the best seller. Red can always be considered a little bit off.

AGAINST LOW-CUT VEST.

A designer of men's clothes speaking to The Review of the tendency to the lower cut in the vest for Fall carrying out even to a greater extent the tendency for Spring, declared that he personally was opposed to this and he thought that the public would soon turn against this also. His argument was that the high-cut vest gave a man a chance to wear a tie that had some bright color in it, but which was permissible, as very little of it showed above the vest. With the lower cut coming in again, a large proportion of the tie shown—anything that was at all loud in pattern, would of course be too visible and in many cases this would prevent the wearing of the tie at all.



Interior view of the Masse hat store. Note attractive fixtures giving splendid facilities for display and handling goods.

SELLING METHODS OF EXCLUSIVE HAT STORE

No Attempt to Impress a Certain Style on Customers Unless They Ask for Suggestions
—Testing Out Popularity Before Buying.

SPECIAL TO MEN'S WEAR REVIEW BY RESIDENT STAFF MAN.

THE firm of R. & A. Masse, 255 St. Catherine St. East, Montreal, have made a good reputation within the past few years as one of the leading hatters of the Canadian metropolis, and certainly the largest in the eastern section of the city. The business was started at the corner of St. Catherine St. and Papineau Ave., in 1904, the lines carried being hats and furs. A move was made to 75 St. Catherine St. in 1906, where they opened up as exclusive hatters. By 1912 their turnover had reached \$35,000, which warranted them in moving to larger and better equipped premises, which they now occupy at 255 St. Catherine Street East. Within the past few months they have spent thousands of dollars on new showcases and other handsome equipment. As will be seen from the accompanying photograph, they have succeeded in fitting out one of the most attractive hat stores in the Dominion.

From "Young Men's Trade" to "Exclusive Hatters."

The trade has been built up on the \$2.50 hats, and at the first they appealed strongly to the young men's trade. They chose the motto: "Young Men's Trade." It was found, however, that a mistake had been made in confining their efforts particularly to young men, and during the present year the motto was changed to "Exclusive Hatters." The effect was very marked. Instead of securing only young men's trade, it was observed that men of all ages were coming to the store. Thus it will be seen how

important it is to have something printed on paper bags, sweats, or in newspaper ads. that will not confine patronage to only one section.

No Attempt to Dictate.

Like any other house, this one has its own way of approaching customers, and business principles which in some ways are unique. Firstly, no attempt is made to tell a customer what shade or shape of hat he should wear. He is given exactly what he asks for. Men often see hats in the window that they think they would like. After trying it on, if it does not suit, suggestion is in order. Or, if a man asks for a blue, he is never told that green is the fashion. Of course, if a man asks what is the correct shape, or the fashionable color, he is told, but no attempt is made to bend his will.

It is interesting to note what this firm are telling their patrons this season. They firmly believe that, with the buttoned jacket which will be worn in Spring, a man will look more dressy with a Derby hat, and wherever possible a customer is induced to take one. This, of course, only in cases where the question is asked: "Shall I wear a soft or a stiff?" Where a man intends wearing an overcoat he is advised to wear a soft hat, and in this connection green is being featured for Spring. Pearl grey is considered better for older men, and will be stronger for young men towards Fall.

(Continued on Page 36)

FLINGING A SUIT FROM THE ROOF

A Simple and Efficient System Used by a Woodstock Men's Wear Store—Quickness in Ascertaining When New Stock is Necessary.

SPECIAL TO MEN'S WEAR REVIEW BY A TRAVELING STAFF WRITER.

THE DOLLAR DAY idea seems to be epidemic. Brantford started it; Woodstock seconded it; Ingersoll followed it up,—and about 167 other towns and cities in Canada. One of the best accounts to which we think it has been turned by any single concern was in the case of the Oak Hall Clothing Company, at their St. Thomas store.

They put on a Dollar Day, and one result was that the business turned over was sixty dollars better than on the Saturday before Christmas. That was the direct result. But an equally important though not so definable an outcome was the advertising value which accrued by reason of the initiative of the management in "pulling off" a stunt which, while not entirely new, was a sufficiently novel to the residents of St. Thomas as to attract two thousand people to the Oak Hall Store.

The campaign was carried out methodically and systematically. The daily papers carried ads. of this Dollar Day for a week before. It was set forth that it applied not to all the merchants, as in the case of most Dollar Days, but only to the Oak Hall Store. The advertisements were well written. The man who wrote them knew his business. They had the quality called "punch."

Suits, For One Dollar—At Certain Time.

Then the management got out a circular. It was a most unusual circular, and it was worded and shaped so as to attract attention; in it, all who cared to read were informed that at such and such a time, 8 o'clock p.m. say, a fifteen dollar overcoat would be sold for one dollar. Another line declared that at another certain time a six dollar boy's suit would be sold for one dollar. A third paragraph said that at a third given time a fifteen dollar suit, man's size, would go for one dollar.

These naturally attracted attention. It has been proven again and again that it pays to give something for nothing now and then. A big shoe concern demonstrated this in Toronto a few weeks ago. They sold about a thousand pairs of five and six dollar shoes for one dollar a pair.

So great was the crowd that the police had to insist upon the door of the store being shut, while the public was let in in batches of one hundred or thereabouts. The public, there is no doubt, will fall for this sort of stunt. A big dry goods store in Bristol, England, used to open their spring sale year after year by giving away absolutely free a costume worth about forty to forty-five dollars. Persuade the public they are getting something for nothing—and they are yours for the asking. Then you can put your sales over.

The crowning point of this circular that I am discussing, however, was an announcement to the effect that at a certain hour the manager of the Oak Hall Clothing Store would throw off the roof ONE FIFTEEN DOLLAR MEN'S SUIT, which could be had, free, gratis and for nothing by the lucky person who picked it up.

2,000 People Went.

The town was covered with these circulars. The papers ran the same matter in ad. form. Everybody knew about it, and the result was that on the evening of the sale, there were about two thousand people in the street outside the store. Not that alone. People did not alone go to watch other people pick up bargains. Lots of them went to get the bargains themselves. The store not only had crowds of people looking at their windows. It had a shop full, too.

The time came for the various articles to go for one dollar. The store was full. The fifteen dollar overcoat went. Someone was lucky. He got a fifteen dollar overcoat for the ridiculously small price of one dollar. Then the boy's suit—a six dollar one—went, also for one dollar. Then the man's suit. The lucky purchasers left the store, and passed through the crowd outside. Everybody stared, and tried to find out if the goods were genuinely worth what had been advertised as their original price. They were. The crowd was duly impressed.

(Continued on Page 31)



USING PAINT.

The Oak Hall Company in St. Thomas have a novel advertising stunt. They paint their notices of sales right across their windows in red and white. This gives them a prominent display, which could not very well be secured by mere strips of paper. The windows are therefore painted as this picture shows, and when the sale is over the paint is removed. The total cost is not above \$20,000, and the store figures that the advertisement is quite worth that. An objection to this plan is that the view of the displays inside is somewhat obstructed by the signs.

DRAWING THE BOYS: JACK KNIFE FOR RULER

Gift Presented at Fall Fairs Exchanged for Knife in Store—Valuable Mailing List and New Business—Other Schemes for Boys.

SPECIAL FOR MEN'S WEAR REVIEW BY A TRAVELING STAFF WRITER.

A PPEALS to mothers to get their boys' business have been issued by men's wear stores since shortly after the English occupation of Canada; but appeals to the boys direct are a very modern development of the junior end of the haberdashery. These

THE BEGG & SHANNON STORE
Extend to you Christmas
Greetings.

And Here's Something More.
WE HAVE A CHRISTMAS BOX
FOR YOU.

You bring the ruler we gave you at the Fall Fair and this card to our store any day before Christmas and we will have a good pocket knife as a Christmas gift for you.

Yours,

BEGG & SHANNON,

PRIVATE
POST CARD.

the coat." A very simple matter; get two pair,—a sort of relay system of coming in at least even with the better staying power of the upper garment. It is very often the clinching argument for buying in this store in preference to another.

And who pays for the extra bloomers?

have taken various forms such as personal letters and gifts on their birthdays through the use of a mailing list.

One of the latest, and a very effective one, was tried out this last Fall by Begg & Shannon, of Hamilton. It was a double-barreled one, in which both a ruler and a jackknife figured.

When the fall fairs were being held this firm planned to get in outside orders for ready-wear clothing by sending out exhibits with "living" models of men's and boys' clothing and these operate at the fairs. The response in orders, then and later, by the way, was quite encouraging, encouraging.

But how to get a boys' mailing list? A book was opened and all boys who signed with their addresses were given a ruler. So far so good; business came from these boys also. The response was stimulated, however, by aiming at a personal visit. A private post card was prepared, one of which is illustrated herewith, extending Christmas greetings and announcing:

And here's something more: we have a Christmas Box for you; you bring the ruler we gave you at the Fall Fair and this card to our store any day before Christmas and we will have a good pocket knife as a Christmas gift for you.

On the reverse side was a picture of the store in black and green.

The thought of that jackknife FREE for the asking was a source of consuming anxiety to the boy: "bring the ruler to our store,"—it meant a visit in person, a personally conducted tour to Begg & Shannon's, and of course the mother had to come too. One lad came in from a distance of 25 miles and got his jackknife. **And most bought clothing at the same time.** That was the real purpose of the ruler-jackknife stunt, besides providing the firm with a valuable mailing list for future announcements.

EXTRA PAIR OF BLOOMERS.

REMEMBER we give two pairs of bloomers with these Xtra Good Suits, \$4.95 and up."

That is another plan of Begg and Shannon to build up trade in their boys' wear department. This is the inscription set out prominently on the walls.

It catches the mother's eye, and she nods approval at once. It solves an ever-present problem in the upbringing of children: "how to make the pants last as long as

is it, like the parcel postage, chalked up to advertising or publicity account? Not at all. The customer pays full price for that extra pair; it is included in the price, as contracts are made for the extra pair with at least 90 per cent. of all the suits the firm buy. It is an advertising-selling scheme that pays its own way—and a dividend into the bargain.

CONTEST FOR A LAD'S CAR.

IN order to draw a somewhat reluctant trade various schemes are being tried out to tempt the juveniles to warm up to that state of mind when they adopt the coaxing process. One of the latest is a contest for an automobile, a "lad's car" as it is termed. It is "given absolutely free by the most progressive merchants of ———." The announcements read that it is to be the prize of the winner of the contest put on by the six, eight or a dozen or more merchants, one each being chosen from a number of lines of business.

The basis of the scheme is a coupon; for each purchase of 10 cents, a blue coupon worth 10 votes is given; a yellow one worth 25 votes for 25 cents; a pink one worth 100 votes for a \$1 purchase and so on. These coupons are handed out by each store for cash purchases or when back accounts are paid up. The contest lasts 100 days, say from Feb. 15 to May 26, and from time to time the votes are counted and the list of contestants, or the leading ones, published.

The Review came across one newsboy who was located outside a men's clothing store. He had a bundle of coupons, totaling about 3,000 votes, and was spending an hour or two asking every customer who came out for his coupons.

"One boy who hasn't to do any work goes to all the stores a while every day and now he's got 80,000 votes," was the information rather hopelessly vouchsafed.

Therein, The Review believes, lies an inherent weakness in this boosting-business scheme. There is only one prize, divided among a number of stores, and scores of boys. If one gets a good lead in the first month or so, it is apt to discourage the rest who have no chance of any "consolation" rewards. It would appear to be more productive of a sustained interest and resulting competition if a number of prizes were offered. Some men's wear stores last Fall went into a piano competition scheme in which there was one prize and one only for each store.

METHOD FOR KEEPING TRACK OF HATS

Each Line Entered As It is Received, on a Separate Card—Marked Off as Each Hat is Sold—Hamilton Store's System.

WRITTEN FOR THE REVIEW BY A TRAVELING STAFF CORRESPONDENT.

MEN'S wear dealers are often inclined to oppose what they call "system" in connection with keeping a record of their stock or sales, on the ground that it becomes too cumbersome when the enthusiasm of the installation of the system wears off, as it frequently does in a very short time. They claim that their stock is limited enough for them to keep track of it without going to the trouble of having a record of what they put into stock, and marking off what is sold from day to day. They say, "It is all very well for the bigger stores, but we do not need it. We can keep our stock in our head."

There is, of course, a large measure of truth in this, and it is the better position to take, if the alternative is between the "head" system and a complicated one that would take up more time than it is worth. However, many merchants have devised simple forms which occupy only a few minutes of the day to operate, and have distinct advantages over the lack of system which so many merchants prefer.

For instance, in a clothing store, many of the most successful merchants insist that the only intelligent method for them in their business is to keep a record of every suit sold, so that they will know the exact number that they dispose of in each line during each season, and thus will be in a position to decide just how many they should buy for the following season. It is impossible even for the man who follows his business most closely to remember the number of sales in each line, and particularly so, when care should be taken to distinguish between the suits that are sold at the full price, as originally marked, and those which have to be reduced in order to have the shelves cleared of stock that was depreciating in value as its season waned.

Records taken in a store are useless as mere matters of statistics. Records to be useful must be applied to future business, and this is the use to which clothing men who keep records place the figures which are so easily made up day by day from the sales slips or the tags taken off their goods.

In this article a simple card system is described and illustrated, one in use at A. R. McMichael's, Hamilton, the "Nothing But Hats" store. The illustration indicates how this is worked out.

As soon as a shipment comes in a card is made out for each line of hats, the maker's number being used, e.g., "2845 Black." In the columns for each size a stroke is used for each hat. In the one shown there were one 6½, two 6¾, three 6⅞, and so on.

2.50 ← Selling price 176 ← Store number
 125 ← Cost.
 Line 2845 Black. Maker

6½	6¾	6⅞	6⅞	7	7¼	7½	7¾	7¾
/	X/	XX/	XX/	X/	X/	/	X	

Type of card used for keeping track of hat stock.

Now, what do the other figures above represent? \$2.50 is the selling price; \$1.25 the cost price, and 176 the store number for the card as well as for the hat.

How, then is the selling transaction connected up with this card?

Card Number Used in Each Hat.

In each hat is a small label with the number 176, and the price \$2.50. When a sale is made the number 176 is attached to the sales slip with the size, e.g. 6¾, and the card is marked later from this slip, that is one vertical line under 6¾ is marked out. In this way it is seen that only one 6¾ hat of this line is left in stock and an order is probably sent in at once if it is a fair seller.

As soon as all the hats marked on this card are sold and struck off, the card is removed from the little cabinet, and with the new shipment of goods a new card with a new number is made out.

The firm started these cards a year or so ago at 1, 2, 3, 4, etc., and went on numbering them consecutively until now they have passed 180. But of this number, of course, most have been filled in and removed, so that only comparatively a few are left at any one time in the drawer. If it is felt by a merchant that the numbers are getting too high, a start could be made at 1 again.

A Guide to Buying.

Not only does this card index show what lines stock is low in at any time, instead of having to open up boxes—many of them empty—or look up the numbers on the hats in the cabinets—but if these cards are studied before each season they furnish valuable guide to future buying. For example last Spring, "I see I sold 6 hats of 2845 black in size 6¾; 13 in 6⅞ and 14 in 7," and so on. If that line is good again for this season the merchant knows pretty well how many he will need. If a certain line sold very slowly he has an indefinite idea about it, but the card index tells him exactly how many he sold, and how many he had left on his hands.

SEVEN BICYCLES AS PRIZES.

Another plan that promises better, for this reason, was announced early in March by a large clothing store: five of a leading make of bicycles were given away free to the boys of the city who had the most votes, and two more for boys from the country. One would surmise that the idea of the latter scheme was suggested by the former but in one respect at least it appears to be an improvement, especially as "more prizes" were announced in addition to the bicycles.

WHAT THEY ARE WEARING IN LONDON

By
"The
Loungeer"

THERE is a distinct tendency on this side to popularize the double-breasted suit again. This coat has long been an institution with a certain type of Englishman, and is worn considerably here by men about forty whose particular build it suits. You do not run very much on the double-breasted suit across the Atlantic—that is, you don't unless you have suddenly altered.

I saw an exceptionally smart model on one of our younger peers the other day. It was in blue serge and inasmuch as the lapel was not one which could be rolled to any button but finished hard and fast at the top one, it is getting back to the double-breasted jacket of a few years ago. I noticed that the lapels, which in a double-breasted coat are bound to be more or less broad, were exceptionally so in the suit which Lord A— was wearing, giving an effect of an equilateral triangle to the front of the coat, rather than the isosceles shape which the long rolling lapels have heretofore produced.

The Breast Pocket.

I see that everybody is accepting the breast pocket at last. This was favored by the more elite last season but I think the average Englishman rather barks at it. At any rate it is not half so universal as on your side the water. All the new models have it however, and it finishes the jacket off, I think.

I notice that the whole tendency in suits here is to strict conservatism. The waist is only as pronounced as it need be to ensure a perfectly-fitting garment. Jackets are no longer ultra-waisted. Nor are there cuffs on the sleeves, nor stitching round the lapels and sleeves and pockets. The least tendency towards "fancynism" to coin a word—is repelled by the well-dressed man here this year.

A Parliamentarian's Dress.

I was in the House the other day and saw a particularly attractive dress on Mr. F. E. Smith. "F. E.," red-hot Tory, but bosom enemy of Winston Churchill, and sometime Press Censor till a Government man took it over, has always been regarded as a leader in fashions at St. Stephens. He is a tall, young man, easy and graceful of figure. The coat and vest he was wearing were of dark grey chevot, and the trousers of the regular gray striped pattern, though darker than has been popular here recently. The suit was unbraided, though Mr. Smith likes the braided suit. The coat was cut rather square at the bottom, and the lapel—as on the double-breasted reefer I have described—was cut hard and fast to the top button. It was not a rolling lapel.

But the feature of the suit which attracted me was the vest. This was cut even lower than we are used to over here—and, you know, we don't often run on the high vest—and came to the same point as the lapel of the coat. The suit gave the impression of being cut on very smart

though conservative lines, and fitted "F. E." beautifully. He wore the very large winged collar which his fellow-master of epigram, "Winnie," has popularized, and a black knitted tie, dear always to the heart of an Englishman. A single pearl was his only ornamentation.

Where is the Ticket Pocket.

I observe, with some surprise, that the ticket pocket is absent from a number of the advance designs which the West End tailors show me. This little pocket, immediately above the bottom right hand pocket, was very useful, and in my opinion necessary to sort of balance the outside breast pocket at the left. I should be sorry to see this pocket go. I suppose many will still continue to wear it. I saw Sir Edward Carson—"the hatchet-faced lawyer"—as someone on the opposite side of politics called him, the other day, striding down the hall. He was wearing a double-breasted coat, and I noticed the ticket pocket was there.

Town is a replica of a militia camp still. Khaki, khaki everywhere. The theatres are full of the boys in brown, officers and men too.

As to the Dinner Jacket.

By-the-by, talking of theatres I notice, with some astonishment, that a lot of men are coming in dinner jackets rather than full dress suits. Indeed I heard a controversy about this at the Garrick Club the other day. It is somewhat surprising, for London, though why on earth a man shouldn't go to the theatre in a dinner jacket I know not. Many of the best people at any rate, are doing so this year.

Apropos this question, the shawl collar effect in the Tuxedo has been a rank failure in town here. What few have had the courage to wear this ugly collar have been severely conscious of it. The old style is far better. It is cut something after the style of a double-breasted coat, although it only has the one set of buttons. But I mean the set of the shoulders and the broad look gives the same effect. The collar, peaked in the manner of the ordinary lounge suit, is of silk, and rolls down to a one-button fastening. The top of the lapel is set well back on the shoulder. This is the dinner jacket for Englishmen ever since dinner jackets were. Variations come, but they have little following.

THE LOUNGER.

The Ontario Clothing Co., has opened a business in the McLean block, corner Montreal Street and the Square, Goderich, Ont.

T. D. O'Connor, merchant tailor, of Gananoque, Ont., is offering a \$20 suit for the best advertisement sent in in connection with his business.

WHAT ABOUT "IN-BETWEEN" PRICES?

Exceptional Conditions Will Compel a Change From Fixed Prices or a Lower-Grade Article—Will Retailers Change?

EXCEPTIONAL conditions cannot always be solved by the application of usual methods. This fact is being demonstrated to-day in manufacturing as well as in retailing. High prices for raw material, increases in customs tariffs and in taxes on property to meet extraordinary expenditures or deficits caused by the war are bringing about a state of things in the manufacturing and mercantile world which will undoubtedly cause a modification of long-established rules and customs.

One tendency which seems to call for adjustment is that of adhering to stereotyped pricing systems. Retailers will agree that the public mind has become accustomed to certain prices as bases of values, and insist that they must have article to sell regularly at 25, 50 75 cents or \$1. There seems to be no half-way mark. Manufacturers have had to adjust their production accordingly. No matter what the difficulties may be in tariffs, the distribution or the labor-saving problems, or the condition of raw material markets, their values must show a due consideration of these price standards.

While all circumstances would seem to point to an undoing of this hard-and-fast rule, so far as the public is concerned, there still comes the demand for an article to sell at the old prices in spite of any handicap it may impose on honest production.

The custom probably affects the manufacture and retailing of underwear and hosiery more seriously than any others, although it is evident in almost every department that can be mentioned. A manufacturer may be selling a line of underwear for \$6.25 per dozen, but may find that owing to unprecedented circumstances he cannot maintain the value of the article and stake his reputation on it for less than \$6.50 or \$6.75. The merchant protests. His margin on a 75c line has been wiped out. He does not attempt to price the line at 80 or 85 cents. His customers have not been used to that sort of thing. Besides, his competitor might maintain the old price as a leader or advertisement, or find it possible to arrange with another manufacturer. Yet an increase to a price midway of the standards established by custom would enable the manufacturer to produce good, honest values. At the same time the merchant is losing an opportunity to convert his customer on a matter that must reappear from time to time as a nuisance.

Public Ready for Conversion.

The public mind is ready for such conversion. Even the average customer must know that changes are to be expected. Old orders are changing. Certainly the adherence to the custom no more money in the pockets of the merchant, and it imposes a task upon the producers that he cannot possibly meet, in a conscientious way, under present conditions.

Adjusted in England.

The Review is given to understand that in England any market fluctuations in manufacturer's prices are always immediately met by an immediate adjustment of the retailers' prices. There would appear to be no rigid adoption of certain prices and no marked division between them. Values are estimated at fair margins and prices applied accordingly. Of course no inference is here intended that Canadian merchants are getting unfair mar-

gins. Such is not the case. The point is that a very difficult task is being imposed upon producers to manipulate materials so as to meet the requirements of fixed prices. It may be that knowledge of quality is not the factor that it should be in this country; that the fixing of the price irrespective of elemental factors is paramount, yet the mercantile interests should guard against any temptation to discourage honest value in goods. Probably there is something in the statement made by a dry goods man of the old school that "There are not now in the business enough men who can tell the actual quality of the goods they buy or who could with conviction pronounce as a fraud, for example, an undergarment that is labeled 'all wool' but which is obviously, according to price, appearance and experienced feel, half wool and half cotton. Hence the importance attached to 'something to sell at a price.'"

The problem may be one that presents itself in all young countries, but the time for a change would appear to have arrived. The Review would welcome expression of opinion from retailers and manufacturers on the subject.

FLINGING A SUIT FROM THE ROOF.

(Continued from page 27.)

The Grand Finale.

Came the time for the grand finale. The manager went up to the roof and took with him, in a parcel, a fifteen dollar suit.

"It was the best suit I had in the store for the money, at that," he said to The Review.

Below him, in the street, was a surging mass of people crowding this way, pushing that way, everybody more or less eager not only to see the fun, but, if it was at all possible, to be in it. There was an eager excitement. Everybody was curious to see what would happen. Wasn't the fact of that crowd outside that store mighty good advertising?

The manager stood on the roof, the parcel in his hand. Then, suddenly, he flung it over into the crowd in the road beneath.

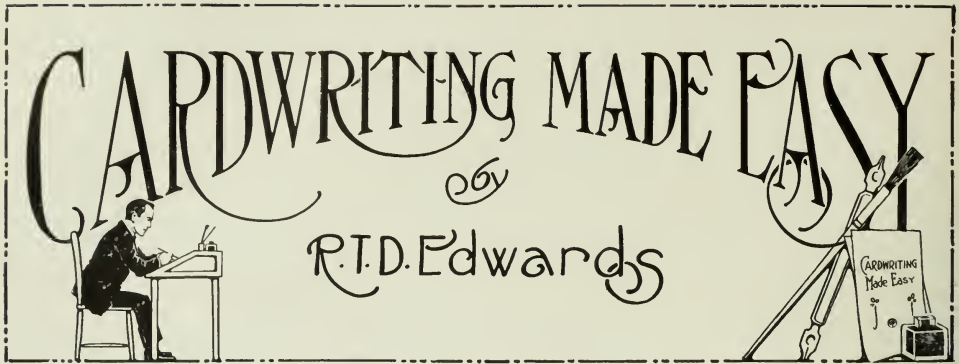
Fought For His Suit.

"The crowd," said the manager, for I finish the story in his own words, "surged this way and that. They jostled and they tumbled and they fought and they scrapped. And I'll tell you the man who finally collared that fifteen dollar suit had certainly earned it. He was torn a trifle, perhaps more than a trifle. But he had the suit, and the crowd at last opened and let him get away."

"And," continued the manager, "we have never had such a good ad. nor done a better business at this store."

The worth of that advertising stunt depended solely upon its sensationalism. The thing was new, daring, exciting. The people, being human, would fall for it, for if there is one instinct that is universal it is the one to race, to fight, or to get ahead. There were scores of people in that crowd who wanted that free suit. And the manager of the store knew it and played upon it.

It was an advertising stunt of an original kind. It has been tried in the States and has proved successful. And it proved successful in St. Thomas. If you are going in for sensational business-getting advertising at all, get a stunt like this. It gets the business.



Editorial Note.—The interest shown by readers of *The Review* in this series on Card Writing by Mr. Edwards has been widespread. The responses are a proof that the title is well chosen. The first article began with detailed directions as to sizes of cardboard, a table to work on, the best pens to use, etc., and followed this up by charts on the drawing of figures and samples of completed price tickets. The second series went on to describe the making of the various letters, with specimens showing different stages in the construction of a card. Exercises and samples of completed work were added. The third article is given below, and the fourth follows in next month's issue on brush work. The *Review* has made arrangements by which it will have orders from its readers filled without delay for pens, ink, brushes, cards, etc.

CLAIMS have been made, from time to time, by many writers that to be a successful card-writer one must have great speed. This view holds perfectly good when the card-writer is the employee of a large departmental store, and is expected to turn out hundreds of cards daily. But there are many writers in small stores who work card-writing in conjunction with other store work, and would not average more than twenty or thirty cards a day, and in a great many cases not much more than that in a week. With a small amount of work like this it would take years of practice to develop any great degree of speed.

Then, again, I hardly think that speed is a great factor in the small store. In my opinion, it is the last thing for the learner at least to consider. Get the main theory first: how to handle the tools and the proper formations, and the speed will develop in due time.

The lesson this month is a continuation of the one given one month ago. The chart shows the lower case Roman alphabet to match the upper case shown in chart 2 of last month. This is the last of the pen outline work that I will be demonstrating for some time at least, as lesson No. 4 will bring us into brush work. But before any brush lettering is attempted, I want all of you who are following these lessons to perfect yourselves in the pen outline lettering, and if you do this and keep practising faithfully there is no reason at all why you cannot take upon yourselves the responsibility of writing cards for any small store. The best practice that anyone can have is on cards that are going to appear before the public—that is, when you put your best foot forward. This method can be used for making showcards while you are mastering brush work in future lessons.

In order to start practice work for the chart in this lesson it must be ruled differently than the previous ones. The others required only the upper and lower guide lines, but this needs two additional ones—one above and one below the main lines, so as to serve as guides for those letters that extend above and below these lines, such as the "B," "J," etc.

Note the five lines at the beginning of the chart. These show the proper spacing to rule for practice or actual card work. Fig. No. 2 gives a good illustration of how to rule the lines so as to get all letters in proportion. Note the measurement of distance between them.

Heavy Blunt Nib.

As in the previous two lessons, this work is all done with a heavy blunt-pointed pen nib, using a good black carbon ink, not necessarily waterproof, but jet black and not thin so as to show up grey. When the pen is new, the ink may not flow properly, but a little use will soon bring it into working order.

Begin practice as shown in Figure 1. This is the first exercise shown on the chart. Every exercise and letter should be practised many times in the same manner.

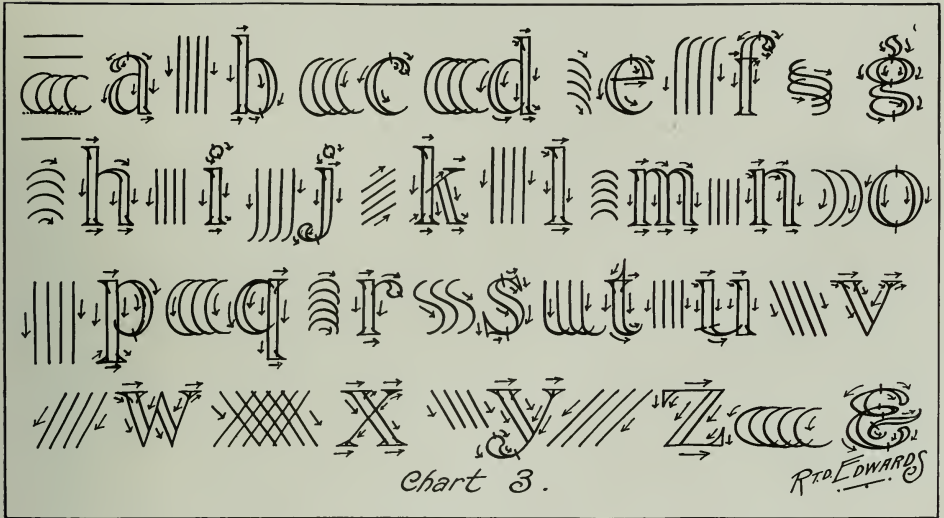
Right Through the Alphabet.

The upper part of the "A" should not project to the left quite as far as does the lower loop. Parallel lines composed in the formation of so many letters should be practised often, as in the "B," "C" is entirely composed of curved lines. The lower point should be directly over the beginning of the letter. The loop of the "D" possesses the same curve lines as the previous letter.

The "E" also shows strong relations to the formation



Fig. 1.



of the "C." The long lines of the "F" must be curved before coming in contact with the upper guide line.

Letter of Many Curves.

"G," the letter of many curves, should be made until every stroke is perfected. The previous exercise you will find beneficial.

The curved lines of the "H" must be graceful. Practise them often.

The dot over the "I" must be directly above the main body of the letter. The same applies to the "J." The tail of the latter should reach the lower guide line.

The lower right-hand spur of the "K" should extend slightly more to the right than does the one above it.

All vertical lines should be at right angles to the guide lines. Care should be taken not to let them have the slightest slant.

Note the letter "L." All the upright strokes of the "M" and "N" should be of equal distance apart. The lower right-hand spurs are only used on the right side of the letter.

Take great care in the forming of the "O" so as to get both sides balanced evenly. The "P" and "O" both should extend down to the lower guide line. Practise well the curved lines of these two letters.

Tail of the "R."

The tail of the "R" must extend out about two-thirds the height of the letter to be the right proportion.

The top of the "S" is smaller than is the bottom. The curved lines exercise needs to be practised many times before the letter can be properly formed.

In the "T" the two down lines and curves can be made by one stroke, as the preceding exercise shows.

The "U" is different to the "T" in this respect. In order to get the bottom curves the right swing, stop the down lines about one-eighth of an inch above the guide line, and from this point curve the stroke downwards, touching the guide line and meeting the right-hand upright the same distance above the guide line as where the curve started.

The "V" and "W" constitute lines of the same nature. The main point in the "W" is to get both the angles the same.

The exercise preceding the "X" is excellent practice.

"Y" is Difficult.

The right-hand down stroke of the "Y" must be practised often, taking care to join the tail on to it so as to make it appear graceful.

The spurs of the "Z" should not project out any farther than do the other points of the letter.

You will notice many little cross-bars on the curved

Continued on page 58.

Spring Weight Combinations

\$ 250

Sample card for spring display.

HOW CANADIAN MEN DRESS

A Sketchy Review of the Press Practices of Prominent Canadians Compared With Englishmen Similarly Placed.

WRITTEN FOR MEN'S WEAR REVIEW BY HUGH S. EAYRS.



Sir Wilfrid Laurier is a correct dresser. He has been referred to as a "symphony in gray."

his fellow who frankly "don't care a hang." Clothes are externals, but they are, in some sort, an index to the man inside.

Clothes are an undoubted asset in business. The neat man gets a position quicker, wins the confidence of customers more surely and holds a higher place in the esteem of associates and competitors alike.

Clothes used to be more a matter of nationality. You could tell a Britisher by his preference for tweeds; a Frenchman by his braided coat; an American by his padded shoulders. Year by year we are getting away from that relationship. Clothes are becoming more and more cosmopolitan; a matter of like or dislike, of prejudice or prepossession. And yet, with this trend towards wearing what each man wants to wear has come, in the early years of this twentieth century, the tendency to conform towards regularity and convention in dress. We do wear what we want to wear nowadays rather than some distinctive style of garb which would stamp us immediately for a Britisher, an American or a Continental, but we only dare to want to wear what will conform with certain none too broad limitations of a vague thing we call fashion.

It has ever been a popular pose with malevolent masculinity to snort at the changeableness of women so far as their taste in dress is concerned. There is a fashion in poses, too, and superiority is never out of fashion. Men are frankly "superior" when they descant in their clubs to their conferees or in their own homes to their women-folk on the subject of the latter's dress. The good lady happens to see a gown which she

likes, and she immediately orders one like it. It may be that it does not suit her lord and master—if such an appellation is not too far-fetched for the matrimonial viewpoint of the American continent. Apart from the question of price, the lord and master likes it if not. It is too daring, possibly, or possibly not daring enough. Husbands' tastes in their wives' clothes are as multifarious as the colors of a spectrum. It is too frumpy, or it makes her too youthful. Anyway, the lord and master does not like it, and will Cynthia please consult him before she goes shopping again?

And yet, it is a nice point whether the boot is not on the other foot. If originality is to be prized above rubics, and initiative above many precious stones, who is worth most, so far as dress is concerned—the average man or the average woman? We cannot imagine one of our business or political leaders rejoicing in clothes which would suit the real ego in him best. Imagine Sir Donald Mann transacting the affairs of his railroad in the easy-to-wear costume of the Westerner that is actually most fitted to his tempera-



Sir Robert Borden disregards the standards of golfing dress by appearing in white flannels and blue serge coat.

ment. In days of old when knights were bold, they were knightly in garb as well as in disposition. Sir Galahad was Sir Galahad to look at as well as in character. Those were the times when to follow the giddy multitude—or "muddy giltitude" as Sydney Smith put it—was not a matter of the first importance. A man dared to dress as he wanted, without much regard to how the rest of the community appeared. So the fool had his cap and bells—the outward semblance of the inner ego. The scribe looked a scribe; the gentlemen of the cloth could be mistaken for no other; the soldier was always a soldier. Yet I may see Harry Lauder dressed for the greater part of his days in a lounge suit, much after the style which I myself affect, with no suggestion of bells (though there is a weird type of head-gear that Harry would call a cap). And when I glimpse Sir William Meredith I am hard put to it—if I am a stranger—to tell whether he is a scribe or a farmer. The jolly person clothed in a light check suit and with an up-to-the-minute hat and a scarf that can be heard for some distance, who sits



P. C. Larkin, of Toronto, always wears morning coat and silk hat to business, rivaling the immaculate English stockbroker.

next to me at the baseball match is a parson; yet he might have been a frequenter of the race tracks. We shrink from publicity in this regard; our forbears shrieked for it.

II.



To the left R. B. Bennett, who ranks high at Ottawa sartorially. To the right "Barney" Hepburn.

THIS tendency towards conventionalism in dress is more noticeable in Canada than in England. The daring dresser is not present in large numbers in the Dominion. This is evidenced first of all by the striking similarity of men in dress, even though the fashions change fairly rapidly. We walk up an down the streets of our big cities and look at the business men, for instance. One after another, man after man, they are hatted and suited and overcoated and booted in essentially the same way. Details are different,

But the main items of dress and the main lines of these items are followed by a very high percentage of our men folk. A new style of sack suit comes in; within a few months the great majority of the comfortably-off men—and some, be it said, that are not comfortably-off—wear that style of sack suit. It may be that the new style has a long roll collar, a pronounced waist and two buttons. It stands to reason that that model cannot be adapted for every sort of dresser. Possibly the fashion for a year or two previously was a short lapel; three buttons; broad bulky shoulders. Yet men change from the old to the new with little regard—in most cases—to whether the new will suit their own particular person as well as the old. The number of suits sold in Canada per annum is proportionately, per man, much greater than the number sold in England. Canadians follow the dictates of fashion more readily and certainly more quickly in Toronto and Montreal and Winnipeg than in London and Manchester and Newcastle.

There is a reason for this. Most men in Canada buy a suit at a stated time in the year. A man will buy a spring suit—in the spring; a summer suit—in the summer; and a fall suit—in the fall. The thing is orderly, regular, systematic. And the tailors lay their plans accordingly. In England this is not altogether the case. A man buys a suit, when it suits him (if the play on words be permissible). He suddenly overhauls his wardrobe one day and decides he hasn't got a good suit, or, more often, his wife badgers the life out of him with plaint that he is shabby, and he goes to his tailor and orders a new suit. Then he wears that till his better half once more starts on the warpath. The consequence is that the average English street will display as many conceivable styles of suit—worn by men of the business and middle classes—as a second-hand store in the neighborhood of York street, Toronto. There again is the question of originality. The very fact—and it is a fact—that Canadians buy their new clothes at stated and periodic

times while the Englishman buys haphazardly has the effect of making the Canadian more or less stereotyped, while the Englishman is more likely to be dressed in what suits him, whether it is a 1915 style, or whether it was first conceived in 1900.

When one asks the question, "How Do Canadian Men Dress?" the supplementary query instantly comes to one's mind—"compared with whom?" Well, compared with the Englishman, for example. This, of necessity, is very largely a matter of viewpoint; it depends upon who asks the question. Perhaps it is fair to say that while the Canadian is not dressed better than the Englishman, he is certainly clothed better. Canada, while it reeks nothing of smartness in dress—and I shall try to show the reasons for this—certainly looks much better in the matter of dress than England. The fact is that warm, well-made, comfortable clothes are more universal among our men-folk than they are in England. We have no Bond street Johnny here (except such as we have imported; they do not thrive in the Canadian climate) and we have no class here which is dressed with punctilious smartness and with scrupulous regard to a fashion plate in every detail. There are few men in Canada who look as if they had just been turned out of a band-box. But the rank and file is much better dressed than the English rank and file. When you walk through a public park on Sunday, or when you glance at the men and women riding in our street cars in the evening you cannot tell what walk of life they are in. The bricklayer wears his fifteen or twenty-dollar suit, and looks as well in it as the banker does in his.

In England, the laborer by day is, at night, still the laborer. When he does put on a better suit, he is obviously uncomfortable, and his suit is very generally a cheap shoddy, costing, at a liberal estimate, thirty shillings. The middle-class men of England are not as well clothed as the middle-class men of this country. Why, I don't quite know, except that it is axiomatic that, broadly speaking, the middle classes in England are spending most of their days in a fight to keep up appearances. It is not a question of whether they keep up with the styles; it is rather that they cannot afford to do so. This, of course, refers to the poorer people and the average middle-class people in England. For when we set out to compare the dress of England with the dress of this country we are really touching the fringe of a much weightier question—the economies of the Canadian compared with those of the Englishman.

III.

ON the other hand Canada is not a smartly dressed country. Here again we come to a matter of viewpoint, but, as in the last section I took the Canadian outlook, in this I am taking the Englishman's. There are certain unwritten laws of the art of dress that the Englishman finds conspicuous by their absence in Canada. Says he, when he goes, resplendent in his dinner jacket or his full dress, to see Sothern and Marlowe playing in Shakespeare: "Where are all the dress suits?" It is in-



Hon. Dr. Beland, a former member of the Laurier cabinet, now held a prisoner by the Germans in Belgium. Dr. Beland is typical sartorially of the French-Canadian members of the House.

conceivable to him that a dollar seat at a theatre should be filled by a man in a lounge suit. The theatre to the Englishman is a formality. It is an occasion. It is a social engagement. That he should go and see the play, sitting in a fauteuil or dress circle seat, much less a box, in a lounge suit, is frankly impossible—in England. Yet in Canada he does not care a rap, for the simple reason that Canadians do not care a rap. The fundamental fact about it is that the Canadian goes to the theatre to amuse himself. The Englishman goes because it is a social engagement. The average bank clerk in London will exist on beer and cheese for lunch for a week in order to appear with immaculate dress shirt, poumaded hair, and general "Well, rathah" air at the Playhouse or the Prince of Wales' on Saturday night.

Much the same reason lies behind the fact that we have few families in Canada who dress for dinner at night. In England, we have many; in this country men do not look upon dinner as a "social engagement." Why on earth it should be a social engagement for a man to meet his wife and family at dinner every evening is a mystery to the Canadian. He flatly refuses to get himself up in stiff-and-starch majesty for the very ordinary task of consuming a dinner. He attends his dining table to eat. There is nothing formal or ceremonial about that.

I said just now that we have few men in Canada who look as though they had always been turned out of a band-box. That is an index to our whole scheme of social ethics. The fact is we have no "band-box" class, as yet. We do not see the smartness of the Piecedilly Johnny bearing down on us, somewhat overpoweringly, between ten and eleven each morning. Our streets are too full of men on business bound to permit walking space for what small boys in England refer to as the "nut." The British nut, when he comes to Canada, retires into his shell, and we have no Made-in-Canada products, for which the saints be praised! Canada is pre-eminently a business country. We have no lounging class. The sons of our great ones, taking them all in all, work as hard as the clerks in their father's offices. They do not run round Rosedale in Toronto or Westmount in Montreal at the fashionable hour with a bouquet in one hand, and the other poised gracefully, ready at the appointed moment to sweep off an immaculate silk hat in the latest hat-raising manner directed by fashion. Instead, they are at their desks or travelling through the country, bringing grit to the business mill. That is what the days are for—not lady-killing. In this country to rich and poor alike, "life is real, life is earnest." In Britain that applies to most classes, but not to all. Well, the man to whom life is earnest is too busy to bother with ultra-smartness in dress. He can afford to leave that to the habitue of Rotten Row. Being a fashion-plate—well, for people who like that sort of thing it is the sort of thing they like, but it is a small ambition.

On the other hand there is a danger of our being a trifle indifferent on the question of well-dressedness. While ultra-smartness is not for the business man, smartness is an asset not lightly to be valued. It carries much weight. It is safe to say that it carries much more weight in Canada than it does in England. Men are much better dressed when attending to business in this country than are the business men over the water. And it is here that the Canadian proves his wisdom. I said in an earlier section that we are not fond of being distinctive. Here is the justification; the flashy-dressed business man finds his very distinctiveness a handicap. Observe, as you go up and down, the number of plain blue or dark grey suits worn by our men-folk.

They are quiet, unobtrusive, yet always eminently tasteful. Moreover, a quiet dress is the dress for business. A man does not wear a blue serge business suit to go and shoot grouse in. Then why wear a tweed sporting suit in the office? If the first proposition is wrong, it is good Euclid to suppose the corollary wrong also. There would be as much sense in playing golf in a stiff hat as there is in calling on merchants in a cap which is a cross between a checker-board and a counterpane.

(Continued in next issue.)



SELLING METHODS OF EXCLUSIVE HAT STORE.

(Continued from page 26.)

In case a customer tries on a hat to which he has taken a fancy, and the hat does not suit him, he is told about it. If he pays no attention to this advice, he is allowed to take any shape he likes, but is warned that if he is not satisfied later, the fault is his own. Admonition often runs thus: "If you take our advice, you do not need a mirror. We never bluff anybody."

Testing Sales Before Buying Largely.

At the opening of the season, say in February, a dozen hats of each shape are ordered, and these tried out in the store. The shape which seems to be in biggest demand is bought heavily, and the others are more or less cut out. They make it a custom never to show hats without knowing if they are good, and this is the way they determine. Once the season's shape has been decided upon, they order a family set—that is, small, medium, and large, so that they have shapes to suit almost every head. Literature is then secured from the manufacturer, and from this is cut a good-sized picture of the new model being worn. This is pasted on the top of a silent salesman, on the inside, so that when a customer asks for an idea of the shape being worn, his attention is drawn to this picture.

A touch of color is given to the display windows by artificial flowers, which are always in season. Some years ago, a customer had evidently noticed these flowers, and in directing a person to the store had told him "to go along St. Catherine street until he came to a hat store with flowers in the window." Since then there have always been flowers in the window.

Special attention is paid to price cards. These are specially written, and cost the firm 50c. each. Each week there is a new style hat in the window, and the ticket gives the number.

After being in the window a week, the card is placed in a special brass frame at the rear of the store, and another style card is placed in the window. It is noticed that customers come into the store with a look of doubt on their faces as to what they want. On seeing the card at the rear, their faces lighten up, for there is the style number they had seen in the window on the previous week.

Special Lighting of Store.

One of the most striking features of this store is the artificial lighting. Here is a house which believes that poor illumination is poor economy. They are always looking for something new in this direction, and they do not wait for the neighbors to make the test; the neighbors come to them for reports on electric lamps. At present they are using the new nitrogen lamp, which is the best illumination, they declare, they have come across yet, this lamp giving hats their proper shade. They express the opinion that the old incandescent lamp gave their hats a brown shade.

In the basement there is a workshop, where alterations are made, any of the clerks can block a hat in any shape required; can put on a new sweat band or a new bow.

PARABLE OF THE ILL-FITTING SUIT

ONCE upon a time there was a men's wear store which sold very exclusive links of men's wear. It was a store which featured up-to-the-minute dress for men, from shirts and overcoats down to collar buttons. So far as the clothing was concerned, it was ready-to-wear, not-to-measure clothing.

One day a young man was standing outside the store and a certain suit in the window attracted his attention. So he put his hand in his pocket and then he put his hand to his brow. And he tried to figure whether he could afford an \$18 suit or not. First he decided he couldn't, then he thought he could. Then he said to himself, "No, I must economize. I can't afford it." But he finally ended up by walking into the store. All of which, through a digression, proves the value of attractive window-dressing.

The salesman stepped up.

"I want that \$18 suit in the window," said the young man.

The salesman got it out and tried the coat and vest on the young man. The young man surveyed himself in the mirror and communicated to the salesman that it was "Some swell suit." (This is Americanese.)

The salesman looked it over and thought it was a good suit, but he noticed the vest did not fit particularly well across the chest. He wondered whether he should tell the young man so, or not. He decided—not. He had shrugged his mental shoulders and said to himself: "Oh, we don't want the bother of fussing with any alterations. If the fellow doesn't see that the suit does not fit him as well as it might, it isn't up to me to tell him so!" Which proves that the salesman was a sophist.

So the young man paid for the suit and arranged to have it sent home, and left the store in a state of mind which he would doubtless describe as being "tickled to death." When he got home the suit was awaiting him, and he tries it on and performed a sort of mannequin parade across the parlor floor.

"Isn't it swell?" he said to the others.

"Well, it would be if it fitted you across the chest," said his father.

And, "It seems to me that those pants are a couple of inches too long," said his sister.

The young man said: "Well, why didn't that salesman tell me so? He saw the coat and vest on me, and he made out to measure me and said the pants were the right length!"

And he grumbled away, his admiration for the suit he had declared "Some swell suit" very much toned down.

"I shall send it back and have it altered," he said, "But apart from that if that salesman isn't decent enough to do without selling me a pig in a poke, I won't buy anything else at his store."

And he did not.

II.

Now it came to pass that another young man was walking down the street when his attention was attracted by a suit in a men's wear store window. He stopped, and flattened his nose against the window pane.

"Geel!" he said (This is recognized as the proper way to express surprise and fervour) "that certainly is a peach."

Well, the young man went in and told the salesman he wanted to buy that \$18 suit in the window. So the salesman got it out and tried the coat and vest on the young man. And the young man surveyed himself in the mirror this way and that. And he said: "Well, that suit certainly looks pretty nice on me."

The salesman looked at the young man. He said, "Well, it does, but it doesn't quite fit you across the chest there. Seems to sag a little from the shoulders. It's a little loose, a little large. We can alter that, though, and would be glad to do so. Now how about the pants? Better let me measure you and see if they are the right length."

So the salesman measured the young man and found that the pants were a full inch too long. So he told the young man so, adding that he would be glad, of course, to alter the pants to the right length.

"Better have it right, sir," he said to the young man. "It's no good to buy a good suit and have the effect spoiled by the thing not fitting you. We'll have those two alterations made and let you have the suit to-morrow morning."

So the young man bought the suit and went home pleased with himself. Next day the suit came home and the young man put it on and appeared in all his glory before the family.

"Well, that certainly looks well on you," said his father.

And: "Yes, fits like the paper on the wall," said his sister.

"Yes, it's a splendid fit," replied the young man, "and it's all because that salesman bothered to measure me and spend some time in showing me that it needed altering. I shall certainly go to that store again."

And he did.

And the moral of this parable, my men's-wear friend, is that being thorough gets the business every time.

H. S. E.

MEN'S WEAR REVIEW



Vol. V. TORONTO, APRIL 1915 No. 3

A MATTER OF SERVICE TO ALL.

WELL, here we are, now full fledged, cut adrift from the protecting arms of Dry Goods Review, a trade paper for men's stores, and the men's wear departments all over Canada.

We are out in a new dress, on heavy coated paper that will set off illustrations to the best advantage.

The editorial contents have been supplemented by New York and London letters dealing in men's wear, advance ideas for Canadian men's furnis-hers to keep in mind along the lines upon which this country is influenced more or less by the reception accorded the multitude of novelties across the ocean and across the line—novelties that come and go, often leaving dead stocks in their trail—for the unfortunate, who held on too long. It will be the effort of Men's Wear Review to guide its readers by first-hand information that will be of profit to retailers here in their buying.

Illustrations of seasonable trims will be provided with a liberal hand; the best in Canada with some of New York's best and descriptive articles will accompany them all.

The field of advanced styles, in all departments, clothing, hats, ties, shirts, knit goods, and accessories generally will be covered thoroughly in good time for the buyer.

But beyond all these departments there will be the additional and quite as valuable science provided of bringing before our readers the experiences of successful men's wear dealers, showing the methods that were the basis of their success. The full editorial staff of the MacLean organization is at the disposal of Men's Wear Review along this important line, and the results cannot fail to be of great value to all who deal in men's wear.

The aim of Men's Wear Review in its new series is to provide Service in fuller measure than has ever been attempted before in the men's wear field in Canada; service in selling as well as in buying; service to the clerk as well as to the proprietor; service to the window trimmer and the ad-writer as well as to the sales-man behind the counter.

TIME FOR "IN-BETWEEN" PRICES?

THERE have been rumblings for several years past as to the growing necessity for breaking away from fixed prices to the public, and the enforcement of "in-between" prices, such as 30 or 35 cents, 60 cents, and so forth. The argument of the manufacturer has been that added costs in material, labor, etc., forced a curtailment of quality, if the selling price was to remain stationary. What other outlet had they? The reply of the retailer has been that the public were used to 25 and 50 cents and \$1 and would think they were being cheated if

prices were marked up. And there it see-sawed, makers assimilating advances in manufactures by cutting down on weight or size or quality generally.

How far can this go? The question must soon be faced. If in silence by the retailer the manufacturer will shrug his shoulders and debase the article once more. Wool is up, and duty is up, hosiery and underwear must go up in price, and down in their essential values. So with clothing, gloves, etc. It looks a simple solution—for "the public always pays the cost."

And yet, is it so simple, or so obvious a solution? Will the end not come, some time, to degrading the quality of goods that are, tacitly at least, recommended by us to our customers? Or will it pay us to sell goods we cannot recommend? Are we not almost unconsciously falling away from the position we all acclaim, where our guarantee goes with the purchase of every article in our shop? Do we not run the risk of losing the confidence of the public we have won to deal with us—the proudest and most valuable of our assets?

Why bring this up now? may be the question. Simply because now is the best time in the last quarter of a century for making the change. It needs no argument, no proof now: the public has seen too many proofs of inevitable increases along other lines to require any reasons for advances in men's wear. They have met them with a show of cheerfulness or at least grim resignation elsewhere; why not in men's wear stores?

Perhaps 35-cent cashmere hose displacing 25-cent next Fall may force a change in one line. We have always said men would not stand for "in-between" prices. Have we ever tried to reason with them; given them better goods for the higher price; and tested their common sense?

Thirty-five-cent cashmere hosiery may be the opening of a missionary campaign.

READY FOR THE NEWEST LINES.

THE old-time policy of buying heavily in advance promises, happily, to be discarded not only through necessity but as a matter of principle. Men's wear stores have been hit too hard in several well-known instances the last year or so not to take the lesson to heart. It is the only safe method in merchandising; the simplest method to keep stocks clean outside of useless and profit-killing sales; the only method for being ready at all times to take advantage of a late novelty line that instinct tells you will be a "go."

In the long run, it will be by far the best, too, for the manufacturer, for practices that provide a safety-valve against heavy losses and failures in the retail trade will ensure the makers a larger and more permanent market with few losses and sure pay. It needs adaptation, but the gain is worth it all.

EDITORIAL NOTES.

WAS IT "TIPPERARY" that set green in the lead of soft hats for Spring?

THE PLEATED (MUSHROOM) shirt's death has brought forward the pleated silk vest for evening wear.

THE STIFF HAT HAS NOT yet found its old secure resting place, and has at least a six months' period of probation awaiting it.



SUITS & OVERCOATS



IN the Spring the young man's fancy lightly turns to thoughts of—clothes. At any rate that is the assumption, and manufacturers having done their part, the rest lies with the retailer. Spring stuff and Summer suits too, are being featured in stores now, and some ideas on what well-dressed men will wear may be opportune.

There is practically uniformity in the matter. Apparently there is not to be the plethora of styles that we have known other years—at any rate, not in as large a degree. Right here it might be well to give our own view on the popularity or otherwise of the linen and cotton and silk suits which American men's wear people prophesy will be pretty generally worn over the line this Summer. We have seen several of these suits; have featured them in our columns, and this number contains a photograph of one as a cover. We don't think, however, that they will have any very great run in Canada. The reason is that we have a comparatively short Summer. At the most, we don't have more than fourteen or fifteen weeks, sometimes not always that much. This climate is not like that of Palm Beach, nor Florida nor San Diego. We sit and shiver for some time after they are running around in light and airy clothes at those places, and we commence to sit and shiver again weeks before they do. That is the first reason why cotton and linen suits won't be universalized.

Only a Few Will Wear Them.

It has been tried before. It was last season, for instance. Several stores featured these light-weight suits, but only a few men wore them, and that few constitutes the class that can afford ten suits if they want them. They can afford to buy a suit for the very hot weather, which must be discarded in favor of the heavier cloths even before the Summer is through. Probably some of us will follow the Americans and wear these fabric suits. But not many. We do not advise the retailers to stock them in quantities. They won't go—for the average man, and this year, least of all years, retailers do not want to be left with stocks of lines on their hands which they cannot sell.

Some Fashion Hints.

Greys are likely to be again the leader, and the design will most likely be in black and white checks — or black and grey checks, perhaps, is better. We show one model on this page of a type which we

think will have a good run. The style is a one-button sack. The lapels, long as of yore, roll down in very graceful lines to this single-button fastening. There are no cuffs on the sleeves. There is no lapel on the vest, either. This is a point which manufacturers apparently differ over. Some suits we have seen for Spring still show the lapel, either in soft roll or hard. But generally speaking, we think the predilection is in favor of no lapel on the vest.

No Cuffs on Summer Suits?

The vest, you will observe, is cut high, but not too high. There are no cuffs of any sort on the sleeve, though there are, on this particular suit, on the pants. This again may not be general. Several manufacturers say that, for Summer suits more than their Fall stuff, the cuff on the trousers is not being featured at all. This, of course, is a matter of taste. I noticed some very smart models in New York which have no cuff.

Greens, light greens chiefly, will have a good run, and fawns or sand cloths may take well. Some manufacturers are preparing them, though I doubt whether the public will take them up on it. Two years ago fawn was tried,—in Norfolk style, if I remember rightly—but met with little success.

It is improbable that the shorter and more squat lapel will find very much representation until the Fall comes along. It may do then, but for Summer we are inclined to think that the long roll, giving the effect of slimmness and additional height, is the thing. The bottom of the coat will not be cut away as much as former-

(Continued on page 48.)



A SUMMER MODEL.

An attractive one-button sack which indicates the trend for Spring and Summer wear is this grey check shown by Mr. H. A. Irving, the Toronto representative of Individuality Clothes. The long, easy-looking roll still holds sway. The patch pockets, so suited to light suits, are deeper than usual. The lapel has disappeared from the vest.

TENDENCIES IN FALL SUITS

Single and Two-Button Sacks With Broad Lapels — More Closely Fitting — Many Slashed Pockets—Checks the Leader.

NEW MODEL FOR FALL



This is a young man's 2-button sack suit built on closely-fitting lines, narrow shoulders and trousers, cuffs on trousers, wide lapels, long collar, pockets with circular effect. Double-breasted vest with 3 buttons; lower cut, long pointed ends. Shown by Cook Bros. & Allen. Drawn by Men's Wear Review artist.

THE advance suggestions for next Fall, in the matter of suits, are singularly barren of either distinct novelty or even change from what we have seen this Winter. That is, broadly. There are one or two minor changes.

There will be a big run on worsteds, not tweeds, next Fall. Checks, in all sorts of colors and all kinds of devices, are going to be a leader—one might say, the leader. Greys in stripes will have their usual vogue. Greens and some olives will appeal to the taste of others. Browns will not be featured as much this year, though doubtless a number of men will go for them. It is easy enough to prophesy for next Fall, but it isn't easy to get the public to come into line.

Blue will have its usual large number of adherents. There is some tendency, by-the-bye, to run on patterned blues: blues with stripes, blues in checks, and the like.

Will Broad Lapel Live?

There is going to be a struggle in Canada, starting this Spring, and going on through the Summer to the Fall, for the life of the broad lapel. We understand from several Canadian manufacturers that they are going to make this broad lapel the big feature of their Fall suits.

But we hear from several retailers that there has been a good deal of opposition on the part of Mr. Average Man against this suit. It has been featured very heavily in the United States, and is being worn a good deal by men over there, although hundreds of men cling to the long, sweeping, graceful lapel that we have known. And nobody could accuse this new lapel, short and squat as it is, of being graceful.

It is set far back on the coat and comes to a higher point on the front of the coat. Hence this lapel more or less necessitates three buttons and that is a difficult thing to combine with the sharply-waisted suit.

It will be interesting to see how this style of suit sells. You can't afford to prognosticate because you can't bank on the vagaries of a man with regard to his clothes, and it may be that this suit will be very widely taken up. Certainly the manufacturers are willing to bank on it, and are making a lot of suits to this pattern.

The Long Lapel, Too.

One-button and two-button sacks, largely upon this season's lines, are to be featured next Fall, too. These differ very little from those we have been wearing for a couple of seasons, unless it may be that the one-button sack is more featured than the two-button. Manufacturers are making a lot of one-button sacks this year.

We saw one model which attracted us. It was a single-button sack built upon very graceful lines. The lapels swept down, converging about where the button was, and breaking away ever so slightly at the bottom of the coat. The shoulders were natural, and the whole effect was that of height and slinness and grace.

A particular feature of this suit was the slashed pockets set at an angle quite acute. Manufacturers tell us that they are running quite a lot on this kind of pocket this year. They had considerable run in England

Continued on page 42.

LOOSER OVERCOATS FOR NEXT FALL

Kimona Coat of Wider Skirt That Many Claim Will Replace Balmacaan — Belts Disappearing—No Cuff.

THE whole tendency in overcoats for next Fall, if not winter, will be towards looser coats. Manufacturers seem to agree that it is time to get away from the military style of close-fitting overcoat and evolve coats that have lots of room. For some two or three seasons the predominating style in overcoats has been along the line of tight, close-fitting coats. Loose coats have not had much showing for some time now. It is time the pendulum swung the other way. If variety is the spice of clothes, we are going to see some spice this year.

This idea of looseness is being followed out largely in the models which The Review was able to see for next Fall and Winter. All of these give lots of play to the shoulders and the arms. Indeed, the sleeves of several models which The Review was shown were big enough to allow more than one arm.

But while the predominating feature in most of the new overcoats for Fall and Winter is roominess, the actual ulster or greatcoat is not being very much shown. In no style book which The Review was able to see was there any suggestion of the ulster or blanket coats, as we have known them, although there is a coat shown as a kimona or blanket coat. This is, however, very far removed from the old ulster of renown. The chief feature of this somewhat remarkable coat is the extensive sleeve, coming down from the shoulder. The coat, by the by, is supposed to take the place of the balmacaan, which most manufacturers seem to think is dead and buried, notwithstanding the view of another authority contributed in the last number of The Review.

Kimona vs. Balmacaan.

The kimona or blanket coat, however, differs from the balmacaan in this way. Instead of having a collar cut closely to the coat, it has pretty deep lapels in the ordinary raglan or Chesterfield shape and wide as the skirt of the balmacaan coat was, the skirt of the kimona coat is wider still. In fact, the whole idea of this kimona overcoat is the blanket idea—hence its other name—blanket overcoat. It is intended by the manufacturer that the man who wears this coat shall have lots of wrapping. The kimona overcoat is more of a blanket really than it is a coat. The skirt must be several yards in extent.

Tendency to Shorter Coats.

There is a distinct tendency towards shortness in overcoats. For the Fall and Winter the advance models we have seen are not very much lower than the knee and in some cases not even as low as that. The double-breasted coat seems to be very much favored again. The single-breasted overcoat was revived last season. The velvet collar in all sorts of colors is very strong. Black, however, remains the predominating color.

The belts have almost entirely disappeared. This possibly is not too soon. We have had belts on our overcoats for several seasons now. They are pretty generally being associated with the idea of a tight-fitting military coat. Only in one or two lines is this belt shown this year. The general class of coats is along an unwaisted, rather than a waisted, style.

The cuff on the coat is not to be worn. This indicates that there is a stronger feeling than ever that the overcoats from now on, for this season at any rate, should be

NEW OVERCOAT FOR FALL



A type of the new kimona coat which many manufacturers prophesy will be the leader for Fall wear. The very deep and roomy skirt is the kimona effect. The coat is single-breasted and the lapels, which are very wide, are not rolled, but flat. Shown by E. G. Hachborn & Co.

a good deal plainer. This, of course, so far as the man in the street is concerned, is a matter of taste and we should not be surprised if some return very early in the season to the old cuff on the sleeve. It is exceptionally handy and certainly gives some little finish to an overcoat.

Stitching Around the Edge.

One new thing I noticed about several of these overcoats for Fall is that there is stitching round the edge. This is a British fashion and was very popular there for several years. It came over here two years ago and met with but little success. It is being tried again next Fall.

There are very few Raglan shoulders shown. The straight-cut shoulder is by far the most popular.

Color Notes.

Now as to color. Browns seem to be the great favorites. These are chiefly in fairly dark shades, although I notice there is very little chocolate featured. Grays too are having a very large representation and in these are tweeds or blanket cloth, which is particularly attractive. The gray overcoat indicates conservatism. The flashy green and even the blue which has been so popular for the last two years finds little showing again for Fall. Gray like black, is regarded as a color which most men can wear, and do wear, and for that reason it will probably have a fairly large sale.

Triangular Lapel.

We notice in one or two advance fall models there is a tendency to repeat what we may call "the triangular lapel," which is a feature of the new Fall and Winter suits. Manufacturers do not seem at all sanguine about the general public accepting it. It is certainly not along the conservative line which the overcoats are supposed to follow this year. It is, on the other hand, distinctly freakish. In the case of a model which we saw, the lapel projects well back on the shoulder, extending almost to the top of the armpits. It was inclined to finish considerably higher up on the overcoat in the front, giving a sort of equilateral triangle effect.

Roll Lapel Weaker.

There is little suggestion, by the by, of the roll lapel this year. The lapels are pressed hard down on the body of the coat.

As to pockets, these are inclined to be of the large broad patch sort rather than the slit. We did see one or two models, however, with the slit pockets, which, by the by, is an English habit and which looks mighty attractive. We do not think, that they are going to become generally popular. Canadians have too long been accustomed to a roomy pocket, which not only gives room, but also gives a very attractive appearance too. Men don't want to give this attractive appearance up merely for the sake of having a good deal more room.

The Balmacaan Question.

As to whether the balmacaan is really dead and buried, as half the manufacturers say it is, the consensus of opinion, it is true, is largely against the balmacaan for the next year. On the other hand, there are one or two who persist in saying that for the better-dressed man the balmacaan will be the thing. It has, of course, become very popular. All sorts and conditions of men have worn it. It has been reproduced at considerably lower prices than those at which it started. But, we think that this tendency is enough to make it come back as the coat of coats for classy, well-dressed men. What does it matter anyway if we have the kimona overcoat, which is virtually the same thing? A rose by any other name—and so on! A balmacaan by any other name—you get the inference!

FOR EASTER SUNDAY

HAT—Silk, slightly tapering.

SUIT—Morning coat, Oxford grey, with silk braid.

TIE—Four-in-hand or bow, with black and white or grey effects

COLLAR—Rollpoke, or roll wing with square corner.

SHIRT—Fine white tuck, or white stiff front. Buttons may be used with white tuck with four-in-hand; if bow tie is worn, studs must be used.

GLOVES—Grey suede, black pointed, or grey silk, with or without black embroidery.

SHOES—Patent leather, with grey suede or buck tops.

CANE—Light Malacca, or Jippa Joppa, black ebony, silver mounted, or figured ebony with square handle.

TENDENCIES IN FALL SUITS.

Continued from page 40.

a few years ago. There is one thing to be said in their favor: they are handy for a man to put his hands into, inasmuch as they are cut on a slant.

Pockets On a Slant.

Another suit we saw, while it did not have slash pockets, had them cut on a slant, and finished with a flap in the ordinary way. So, apparently, the slanting pocket, if not the slash pocket, will have a big run.

The Square Front.

There is to be one very pronounced tendency for Fall. The coats will be much more severe in the matter of the break at the bottom. Most of this year's stuff has been suits whose coats have been distinctly cut-away in character. The bottom of the front in the Fall models, however, will either be square or just slightly curved, and gently cut away. This is a mark of conservatism which will balance the somewhat freaky appearance—though, from the wearer's point of view, the eminently suitable slash pocket.

The cuff on the sleeve will be featured with the short and high lapel. That seems general. It is to be a very narrow cuff, decorated by a single small button. The suits with one or two buttons will not feature it at all. As to the cuff on the pants, there will probably be more men who will not wear it this next Fall. London has declared for a straight-bottomed trouser, and we—so the manufacturers say—are following suit, though somewhat more slowly.



BUILDING ON SLENDER LINES

A PROMINENT maker of clothing in Canada supplied the following to Men's Wear Review in reference to certain tendencies for Fall, along which he has been working:

There is a type of suit for the young men's trade which I think will prove to have a strong following next

Continued on page 50.



HATS *and* CAPS



CONVERSATION with manufacturers and retailers alike reveals the fact that so far Canada has not duplicated the States in the revival in all-round popularity of the stiff or Derby hat. The men in the States are going hot after this hat and there has been quite a boom in its sales, over there.

As to Derbies, the situation in Canada seems rather to be this. The man who can afford a \$3.50 and even higher-priced hat is wearing the Derby. Several retailers testify to this. But for the average man, the man who finds \$2 and \$2.50 more his price level, the soft hat is decidedly more acceptable at present. How long this will obtain is a moot point.

We understand that Derbies will be pushed a good deal next Fall, and inasmuch as, this year, support for this kind of hat has been decidedly luke-warm it is on the cards that next Fall will see a real popularity for the Derby. Meanwhile the higher priced hats—chiefly importations—are selling very well, but \$3.50 is a lot for a hat these days.

The newest Derby hat for the Spring has a high crown well rounded off at the top. The rolling brim is set moderately close. The success of this new hat lies in the fact that the brim is not too heavy to suit the feature of most any young man. The rolling brim is the only brim this year.

The Soft Hat is the Thing.

Soft hats, in vari-style, are selling well for Spring wear and retailers are looking forward to a good Easter trade. The newest soft hat makes up in either fedora or the sunken-top telescope-crown style. The fedora is reported the most popular, but the other is a close competitor.

In Fedora shapes, there is some difference of opinion. One or two retailers say there has recently been quite a demand for the flat brim with the seam running right round. One of the newest things, however, is a hat, the brim of which rolls up to three-quarters of an inch, and is less than two inches from the corner. The crown is very high. This hat should be worn with a dent in the crown.

The dip, back and front, is becoming very popular and some pronounced effects are seen.



LATE SPRING MODEL.

No. 2—High crown fedora; extreme dip back and front; dimpled at side. Crown $5\frac{1}{2}$ inches; brim, pencil curl, $2\frac{3}{8}$ inches. Generous bow. Both hats shown by the Wolphausen Hat Co.

Two models are illustrated here which contain several of the popular features now being reproduced in the latest hats.

Another hat is squarish set, has a good full crown with a broad, hollow dip. The slightest dip to brim, front and back, is a natty touch. This hat would suit practically every style of head.

Another good seller is a high crown hat with telescope crease or fedora and bound pencil curl.

In shades the new cactus green has made a wonderful hit and some dealers report that advance sales show fully 50 per cent. of this shade. Other greens are selling well. Dark, rich blues, and dark browns, and battleship or marine grays stand up well in sales.

Bows on these soft hats, and indeed, on the derbies too, may be anywhere. Some are at the side, some three-quarters, some—though few—are at the back. The three-quarter bow seems to be by far the strongest. On the new soft hat, which we described, the bow sometimes crosses over diagonally at each side or at one. Bows are a trifle higher up the crown this year.

Contrast bows are as dead as a doornail. They are not featured in the best new stuff at all.



PLAIN GREYS FOR FALL.

With regard to materials for Fall suits, it is a safe rule to declare that we must all take just about whatever cloth we can get. Therefore, retailers should not sacrifice staple lines that they have on hand, as they will have difficulty in replacing them and in addition must pay far larger amounts for them for Fall than they paid for last Fall, or for the Spring. The dye question comes into our patterns for Fall and as a result there will be a large percentage of plain greys and blues used. Indeed, as far as blues are concerned, the manufacturers will not guarantee the color of the blue, as they cannot get now a commercial indigo dye. All along the line they will be forced into plainer cloths for our Fall outfit.



LATE SPRING MODEL.

No. 1—High crown, new open crease, plain bow, coming in all colors. Brim of open curl, with heavy roll, slight dip back and front. Height of crown, $5\frac{1}{2}$ inches, brim $2\frac{3}{8}$ inches.

NECKWEAR

SUPPLIES of silk for ties coming from Europe, and from Britain so far as some made-up lines are concerned, are all delayed. Shipments are tied up, and manufacturers and importers on this side are actually not able to keep up with the demand.

For Spring and Summer wear the military effects in four-in-hands are very strong. A man can display his enthusiasm for a peculiar regiment in only a few ways. One is to wear the colors. This has been the case in Britain to a very marked extent over this war. It was so in the South African War, too. So far there has not been a very pronounced tendency along this line in Canada, but demand seems stirring in this direction now. The designs in which these different colors run are very natty and make attractive neckwear. We reproduce a particularly good-looking sample. It is in blue, black and white; the stripes are $\frac{3}{4}$ of an inch in width. Manufacturers prophesy a big run for these military effects this year.

Brighter Colors in Ties.

Incidentally, bright colors are to have the preference this year. It is the one bright spot in men's wear. Suits, hats and so forth are to be upon more conservative lines, but our ties alone will be contrasting spots of sharp colors. Brown and gold is a popular combination and manufacturers are running heavily along these lines. There are quite a number of reds being shown, too. Khaki in ties has so far proved but an average seller but it is improving now, and some mighty attractive samples are fetching the business.

Bows Going Strong.

The bow or bat tie is making big strides in public favor these days and neckwear men are banking on them for good Spring and Summer business. The tendency is to run to still wider ends. We reproduce a particularly

neat and useful model. It is a bat wing, in black and white check design, known as a French seam, pointed end bat. Note the pointed end. This is largely in the making. Instead of having the tie made double right the whole length of it, the ends are made open, as in the case of the ordinary long tie. This conduces towards the broad effect. The pointed end is a distinct novelty and we are inclined to think it will have a big run.

Following somewhat along the lines of this French seam tie is one known as the "Windsorette." This is an adaptation of the Windsor. It has a very narrow band and still wider ends than even the French seam, so that it makes a very large bow.

These bat wings are being largely made of grenadine, and the openwork, in colors that blend, such as blue and gold, brown and gold and so on certainly look pretty nice.

In these bat wing ties there is a marked run on the black and white checks. Last year it was black and white stripes, and as a variation on the same theme, the check is certainly selling very well.

Wash Ties Later On.

Judging from the fact that few orders have been placed for wash ties we suppose they will be a Summer, a late Summer, line only. They are to be strong this year, so it is said, but apparently not for Spring. The manufacturers' order books have settled that.

Knitted Ties.

There is again a big boom for knitted ties in very bright colors and military stripe effects. They are running a little cheaper now, the \$1.50 and \$2 tie having given place to the \$1 and \$1.50 lines. Plain black knitted ties find virtually no representation at all. Knitted ties are particularly affected by the scarcity of boats that was referred to in the first paragraph, as, so far, the majority of them come from England.



NEW LINES FOR SPRING.

No. 1—Military stripe in black, blue and orange.

No. 2—New Windsorette bow with pointed ends.

No. 3—Easter line with large flowered design in mauve shade.

Shown by A. T. Reid Co., Limited.



No. 1 — Black and white, and blue and white checks.

WHAT OF REGIMENTAL STRIPES?

The Montreal correspondent of Men's Wear Review writes as follows:

Watch for the effect of the war on neckwear. Judging by what is being placed on the market, military colors will be worn more during the coming Summer than one would have expected. Three months ago, neckwear with regimental stripes were brought in from New York by several of the better-class stores, but they did not repeat. Several Canadian manufacturers, however, are following the United States with these regimental stripes, and the anticipated demand may justify their faith.

Grenadine silks, perhaps because they wear splendidly, are finding much favor, and are being manufactured in Belgian blue, marine blue, battleship grey, sea-gull grey and Nigger brown. These will all be popular colors next Summer with men, just as they are with women.

On the other hand, regimental stripes are seen in a wide range of neckwear. Tartan stripes have been imported, and proved big sellers in exclusive Montreal stores. Now they are being made in Canada. Regimental stripes have in many cases been carried to extremes, it being impossible to state to which regiment some of them belong—a sort of mongrel. Then there are military cross-bars, with military shades, which in ordinary years would have been called merely cross-bars. To correspond with the putty or sand shades, there is the Palm Beach shade, which resembles the color of wet sand. It is being shown with, or without stripes. It would hardly be wise for any dealer to buy heavily in this. For easter, quite a number of light silks are being offered, but the average man will not buy light ties.

Black and whites are seen in various forms. There is a grenadine silk made into fairly large black and white and blue and white checks. The former check is the better seller. There are many check ideas. Border ends are still noticed, the demand for which is fairly good. The rainbow idea is followed out in a grenadine ombre.

IN LONG TIES.

Black and white checks are having their representation, in some sort, in the long ties, too, this season. Foulard silks are a leader also, and it is thought that they will come in even stronger as the season advances. They are a very smart tie to wear with Summer suits and shirts. Old Paisley designs are a big feature, and these are running in both four-in-hand and bat wing shapes. There is some tendency towards a more general popularization of the white spot or blue or black foulard. This is a particularly suitable design for a bow tie and much affected by the smart dresser. But foulard will not have the run that Grenadines have at present.



Nos. 2 and 3—Military cross-bar and regimental stripes effect. All shown by Tooke Bros.

Palm Beach Shade.

Something new as to shade, and in the long tie shape, is the Palm Beach shade in crepe de chine. This is a natty shade for Summer ware and will look particularly well if the Palm Beach suits—cotton or linen or whatever they may be have much vogue here. The sample The Review saw was a very quiet sand color, with a small pattern in red and black—making up an unobtrusive but distinctly unusual style of cravat.

Easter Neckwear.

For Easter, designs chiefly involve flowers and leaves and general floral arrangements. We reproduce one in this article. Note that the design is very big, an all-over design, not a small design super-imposed on a plain background. The color of this particular one is heliotrope and blue in very subdued shade. It certainly looked very attractive indeed. Easter neckwear alone of all the new stuff is inclined to be very quiet in shade. Dark greens and olives figure quite a bit.

PRICES UP \$3 A SUIT.

A very important point comes up as to the question of price. In a certain line, a line of which I have a large output, cloth which I paid \$1.50 for one year ago, I am paying \$2.25 and \$2.50 for to-day. That is, an advance of 50 per cent. Now, figuring on the basis that the materials including the trimming amount to 40 per cent. of the cost of the suit to the retailer, the material in a \$20 suit would cost \$8. The extra duty on this would be 40c or 50c and the cloth itself would be about \$2.50 extra, or about \$3 advance altogether. This will be absolutely necessary, or in other words, the retailer cannot get a suit to sell at \$20 of nearly as good value as for last Fall. The quality of the goods must be cut in order to meet the price.

Field Bowman has opened up a "Toggery Shop" in Thorold, Ont., and equipped it with handsome oak fittings. P. J. O'Connor, Preston, has made recent improvements in his men's furnishing store.



COLLARS & SHIRTS



A LINE FOR SUMMER.

Fancy weaves silk mixtures and mercerized effects in printed rep materials and light-weight English Orzofya and Russian cords. Worn with and without soft collar to match. Shown by Cluett, Peabody & Co.

THE myriad-pleated shirt stands as an interesting contradiction of the usual processes that obtain in men's wear fashions — that a novelty line comes in under high priced auspices; is made up soon after in cheaper selling forms; the sale of the former begins to deteriorate rapidly, and the style passes out at the lower end. Where there is an exception to this procedure, it usually is a sound argument for the real value of the innovation.

Such has not been the experience with the muchly-pleated shirt. This came in at a fairly high price and then was reproduced at a lower price in poorer quality and pattern. In this range it never was a success, but instead of becoming extinct, it reverted to the higher type and to-day at \$3 and \$5 is being sold in some particularly attractive forms in the exclusive stores.

What may be termed the vis-a-vis of this, the white linen mushroom for dress wear has, on the other hand, fallen upon evil days. Or rather, has at last been forced into a legitimate channel. From the first the more conservative dresser has struggled against its admission to the ranks of formal evening requisites. It broke through, however, among the younger men, but to-day has been discarded finally, and a tuxedo is its only supporter left.

The present tendency to lower prices—not in qualities but in a line made to sell for a lower price, if the distinction is clear—is seen in a range of silk shirts put on the market at about half the price—because they are silk in the bosoms only. This is not a new idea, but a resurrected one.

As regards cottons, the dye situation enters forcibly into consideration. Whereas the price of cotton is down, prices of printing and dyeing are up so high, manufacturers of shirts will really not be able to reduce prices, as the cost of their material is no cheaper.

For Next Fall

In colors, the tendency, owing to losses in war, is running strongly towards black and white. Black and white was followed out in dress goods, and men's wear usually follows women's wear. Greens are also expected to be strong next Fall, as well as the blues, tans, etc., which are always with us.

There seems to be a tendency stronger than ever towards the soft cuff. This may be owing to the fact that a soft cuff is not only more comfortable, but is more economical than the stiff cuff, for the reason that it can be laundered at home. Its popularity has increased right along, and it is fairly staple now as an article of men's wear.

A New Sports Shirt.

A new sports shirt is being introduced to the men's wear trade by a Canadian manufacturer, and it has been found that women are also likely to be big buyers of it. It is a practical cutting shirt, as the collar can be worn to wear a tie, or opened out into a V neck. It will undoubtedly be popular for boating and all outdoor sports.

There is also a new athletic shirt on the market which combines underwear and the outside shirt.

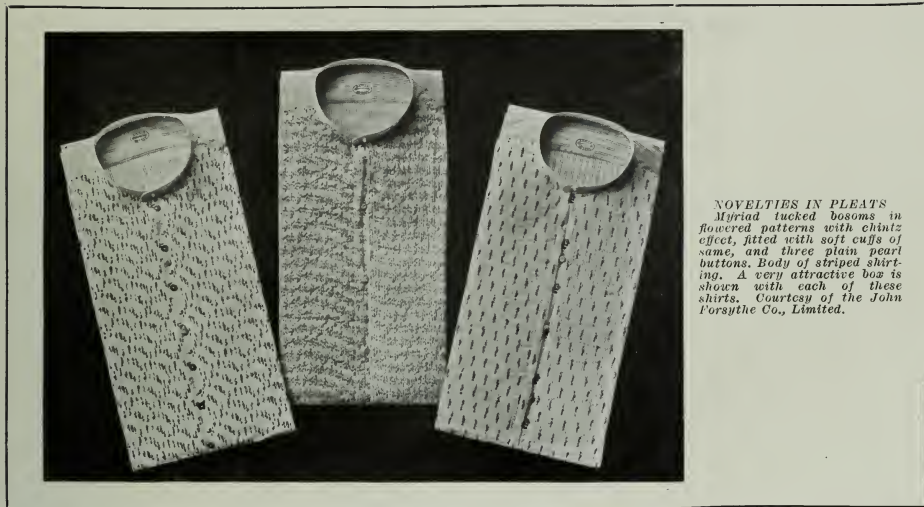
Crepe Weave for Fall.

A new cloth will be used in the Fall for the manufacture of shirts, this being of a crepe weave, with printed effects. It will make a popular priced shirt, yet will be high class in appearance.

The Colored Collar.

As far as most of the larger places in Canada are concerned, the colored collar came out last Fall and left almost before the new year was here. They are still being shown in some of the stores, even the high-class stores, but the sale is very small. Despite this fact, at least one manufacturer is continuing to push them for Spring, and is disposing of them rather freely. This may mean that in other parts of Canada, perhaps in country districts, the colored collar is just beginning to take hold—if that is possible.

The colored collars which made their appearance last Fall, and so quickly bade us adieu, were colored indeed, and many people believe that it was because they were so highly colored they did not find their way to the hearts of the well-dressed Canadian men. The colored collars now shown are not so vivid, giving one the impression more of a stripe. There are three colors which seem to be meeting with considerable favor—blue, pink and tan. Besides the stripes, a collar with spots, of various shapes, is being shown, on white figured Madras. The row of spots are alternately colored, black and mauve, and tan, also black and blue. A new soft collar, with long points, is out in white, tan and sky, but the big demand is expected to be for white Bedford cord.



NOVELTIES IN PLEATS
 Myriad tucked bosoms in flowered patterns with chintz effect, fitted with soft cuffs of same, and three plain pearl buttons. Body of striped shirting. A very attractive box is shown with each of these shirts. Courtesy of the John Forsythe Co., Limited.

New Styles of Collars.

There are several new white stiff collars on the market, the shapes of which should be noted carefully, as they are expected to be big sellers during the Summer. In designing these, the thought in mind has been to retain the fashionable cutaway shape, yet at the same time to give maximum comfort to the wearer. Consequently, it is not too deep, and is a little deeper at the back than at the front.

A new collar just put on the market by a Canadian manufacturer has all the above features, and while retaining measurements insuring extreme comfort in hot weather, yet gives the effect of a much deeper collar. Comfort is further assured by a narrow band, something which has not been seen for a considerable time. The

this holding the collar in place. These are being made with long points, similar to the long pointed stiff collars, which are now practically dead.

The long-pointed soft collar is expected to be very popular during the coming Summer. The nicest cloth from which they are made is a Bedford cord, but it is also made in striped Madras, watered Madras, plain pique and fancy pique, small check Madras, and in plain cloth in solid colors.



NO LINKS OR PIN

New type of soft collar, with long points. Tape is sewn under top fold, and tie passes through keep-in collar in shape. Name of maker on request.

cloths used are a watered Madras, a striped Madras and a plain cloth.

New Style of Soft Collar.

There are several new features to the soft collar which will be worn next Summer. It was about time that the unsightly links which have kept soft collars together for so long, should disappear, and give place to something more neat. In the new shape, both the link and button-holes will disappear, their place being taken by a tape sewn under the top fold, through which the tie is passed,



A SILK FRONT

This is a handsome striped silk fronted shirt with French double cuffs of silk, and cotton body. Shown by Tooke Bros.

The old shape of soft collars, which has become almost a staple, is being put on the market in a variety of cloths.



ACCESSORIES



LOOKING through a list of men's gloves which were being worn many years ago, it was found that many of the lines are identical with those being shown to-day. In one respect they are very different this year—in the price. The extra war tax must be added. Then there is another item which is harder to explain. Many French and Italian gloves, such as suedes, are coming here via New York, which adds on a special tax, bringing the total tariff up to 47½ per cent.

While there are few changes in men's gloves—in fact, manufacturers declare that it is ridiculous to expect anything distinctive while the war is on—it will be just as well for us to go over the list, and note the standing of each one. Capes are much the same—just the ordinary tan cape, all qualities ranging from \$1 to \$3.50. Here and there one finds a retailer who has gone to the expense of ordering a large quantity of something exclusive, as the tan lightweight cape, with black back, illustrated in this issue.

There are all kinds of chamois offering. Those with black points are selling from \$1.00 to \$1.50, the retailer paying \$9.25 or thereabouts, for which he must get a dollar to pay a half decent profit. An illustration of black sewn chamois is shown here, also some colored chamois, which come in French grey and beaver. The latter have silk twist points, or, as they are often known, have embroidered backs. There has been quite a heavy demand for chamois this year, much larger than was anticipated. Some difficulty is being experienced in securing prompt delivery.

Fine suede gloves for dress affairs are being shown as usual, for which there is always a certain demand during June, a month in which there are many weddings. Prices have gone up on this line about as much as on any line, owing to the fact that they are being imported via New York, which brings the total duty up to 47½ per cent.

There is little change in golfing gloves. These are sold extensively also for driving gloves, particularly for

doctors. Apart from this, however, there is a non-slip reinforced driving glove on the market. A nice leather zauntlet for motoring is being sold, with a net back, which keeps the hands clean in summer.

For officers, a regulation epee glove is put on the market, having special buttons, which do not allow the gloves to come undone. It also has a reinforced thumb.



SUITS AND OVERCOATS.

Continued from page 39.

ly. Several of the advance models show a square cut coat bottom, and many more have a very slight curve. Many more have a very slight curve.

The breast pocket continues a feature, and will not be dropped. There has been some tendency this last Winter to take it out, and make the suits with two inside breast pockets on the British pattern. But the breast pocket is wanted in Canada and it will not be dropped.

Extra Ticket Pocket.

In one model I saw for Summer wear—it was a two-piece style, by the by—there is an extra pocket right above the bottom right-hand pocket. This is the English ticket pocket. Heretofore in Canada the ticket pocket has been inside the bottom right-hand pocket. Doubtless in the majority of cases it will continue to be there, but this additional pocket balances the outside breast pocket on the left side of the coat.

As to the Norfolk.

Advance showings of Spring and Summer lines feature Norfolk suits in a variety of styles. Several manufacturers assure us that they will "go" this year. Several others disagree. The United States, of course, are going hot and strong for this kind of suit because it makes up so well in the lineus and cotton fabrics that we discuss in a preceding paragraph. They are very strong over there this Summer.

THE MAN ABOUT TOWN.



1. Hand sewn chamois.
2. Colored chamois, with silk twist point, which comes in French gray and beaver.
3. Black point chamois, which is expected to be strong this year. All three shown by Dent's.
4. A tan lightweight suede cape, with black back, shown in the stores of Max Beauvais, Montreal.



KNITTED GOODS



No. 1—Artificial silk, extra ply heels and toes.
No. 2—Silk, with cloaking, white on black or black on white.
No. 3—Clerical gray, silk and wool.
Shown by Mercury Mills.

THE trend in knitted goods, hosiery, underwear and sweater coats, still continues towards higher prices of the raw material and a stiffening of prices wherever it is deemed advisable in the manufactured lines that are being sold to the retailer for Fall supply. Men's Wear Review has in a previous issue, dealt with some increases that have been made in underwear, and it was stated that the manufacturers of sweater coats instead of increasing the price were as a rule reducing the weight in order to compensate them for the higher cost of yarn.

The manufacturers of hosiery have found that this is more difficult in connection with men's and women's goods. While fixed prices obtained to a certain extent among women and children, there is not the same strict adherence to it that there is among men. On this account, a number of lines have remained the same to the men's wear trade, which have been increased in women's. One leading Canadian manufacturer stated that he has made a small increase in men's cashmere hose in the lighter weights and 25c a dozen in silk and wool hosiery. In underwear a number of high grade wool combinations have been advanced \$1.00 and \$1.50 a dozen, but this has been done in only a few lines.

Cashmere Hose, 35 or 50 Cents?

The problem of a supply for Fall and for the Spring of 1916 is becoming more serious week by week. One of the leading manufacturers of York, England, who was in Canada a short time ago, declared that by the Spring of 1916 there would not be a cashmere hose on the market that could be sold for 25 or even 35 cents. He predicted the lowest price cashmere hose would be 50c to the public. This was due to the scarcity of yarn and he believed that the scarcity would continue. The natural indication was that the public would be forced to turn to cotton hose,

where before they had worn woolen. A number of buyers who were consulted by The Review give the opinion that there would certainly be no cashmere hose for men that could sell at 25c on the market in a few months.

A buyer of wool for a large factory in Canada in giving comparisons of the cost of yarn now and a year ago stated that one grade that was used by him very largely, cost 34c a year ago and 41c now, without counting the extra 5 per cent. tax that had been imposed a few weeks ago.

Cotton yarns, he declared, were somewhat cheaper and silk yarns about the same as one year ago. "The average advance in worsted yarns is close to 15c a pound compared with one year ago, whereas the average reduction in cotton yarns is about 5c. And the reduction in fine cotton from England is not so much as 5c." He thought the situation might be relieved a little in July and August, as the demand of the British Government would cease by then, owing to the ending of the war. But in any case it would take a long time to regain the supply. At the present time deliveries took from three to four months instead of four or five weeks. For the finer worsted yarns, delivery generally took about three months.

Terrible Waste of Wool.

An interesting statement in regard to the waste that is going on in manufactured goods—owing to the fact that the clothing of the soldiers in the trenches is never preserved, but goes to absolute waste or is destroyed — is made by an expert, who says that if none of the woolen goods were preserved and made up into shoddy, the new wool that is produced would be sufficient to provide merely a small "trunk" for each person in the world once a year. It is not generally known in the retail trade the importance of the recovery of old woolen goods and the grinding of these up and making them into shoddy, which supplies the lower grade lines in clothing to a great extent.

SUMMER HOSIERY.

From information secured by Men's Wear Review shades of hosiery worn for Summer will be determined to a great extent by the style of the shoe. Greys will be strong, as well as blacks and white. Checks promise to become very popular, white on black, or black on white. Silks are in good demand.

PERSONALS.

H. H. Hawley, who has been on the staff of Lyons clothing store, Guelph, has been appointed manager.

W. A. Campbell, who has for many years been engaged in the men's furnishing business in Wingham, Ont., has decided to sell and locate in Winnipeg.

Clothing orders for the British War Office aggregating \$1,000,000 will be completed by Canadian firms by March 31st.

SUGGESTIONS FOR ADVERTISING



Cravats With Dash

—not the subdued neutral tones of the past, but startling color effects which vogue calls right, and smartly dressed men recognize as "it" for the Spring Season.

Yes, they're all here, that is, all the best of them—the effects which our usual good judgment dictates as "just-the-thing" that will catch the fancy of the young man and the older man who would stay young.

Our north window to-night is trimmed with a representative showing of the new Startling Stripes. It will pay you to walk around to see our natty exhibit. If you can't, drop in to-morrow and ask to see them.

(Follow with description and prices.)

The Wearing of the Green



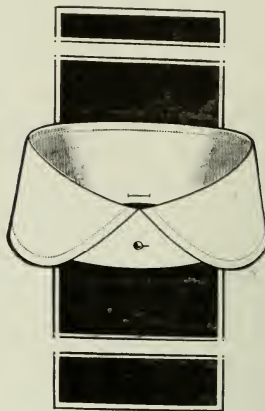
THIS green Fedora we are now showing has a smartness and rakishness about it that distinguishes the wearer. It is the smartest street hat to be worn this season. It embodies style, comfort and service, and has the Stetson label and our recommendation. See our St. Patrick's Day window display for a showing of men's correct hats.

Whittle & Roman
A Hat for Every Head

235 St. James Street

No. 1 and 3 suggestions for Springtime advertising. Electros will be supplied for 50 cents each.

No. 2—An attractive ad. from Montreal featuring a single line—green hats.



That New Collar

you have been looking for has arrived in town and is now on display in our store.

How much smarter your Easter outfit will look if you come out with this collar than if you stick with a style that has had its day!

You will find us always at your service with the "newest that's out" in men's haberdashery.

We are headquarters for correct collars.

(Follow with description of collar and prices.)

BUILDING ON SLENDER LINES.

Continued from page 42.

Fall. In general this is along slight lines, both in coats and trousers. That is, the shoulders of the coat are narrow, the collar is a trifle longer than is common on this Spring's models and the lapel is long and wide, following out the tendency which is beginning already to be shown for wider lapels. The coat is either of 1 or 2 buttons. As must be the case with a coat of this character, the trousers are straight; indeed, the pegtop trouser has almost gone out and is being discarded, particularly by the young men. We find some call from the smaller places for the pegtop still, but as a fashionable type it has absolutely disappeared.

"The vest that we think will be popular is the double-breasted one, with three buttons on either side V-shaped.

"This model is close fitting at the waist following the

regular English standard, more close fitting than the majority of this year's earlier models, and carries out a good deal the overcoat idea in several popular models that have been adopted already. To give you an example of the close fitting character of the waist, where there is a 38 breast, a 32 waist is called for.

Great care should be taken when orders are given for a model of this character not to allow a 34 waist with a 38 breast as this would tend to raise the coat up and draw the collar out from the back of the neck and destroy the whole close-fitting, neat, straight lines of the model. The pockets of this coat are circular with a flap, and there is a regular breast pocket.

The vest itself is the lower cut which is coming in for Fall, although I myself prefer the other, and has long points at the bottom. This keeps up the "waisty" effect of the coat itself.

SUGGESTIONS FOR EASTER CARDS



No. 1 is a quarter size card specially designed for Easter neckwear, working in a combination of water color—green—background (at the bottom) with a cut-out rabbit design. The color scheme adds a mauve inner border.



No. 2 is of a moiré greenish grey ground and shows an effective use of a cut-out design

of violets as a decoration. The color scheme is a light mauve to a deep violet. The lettering is in white, a combination of letter



brush and pen stroke. Nos. 1 and 2 are the work of Mr. R. T. D. Edwards.

No. 3 is of deep mauve, a typical Easter shade, with the air brush used for shading. There is a very apt use of a cut-out illustration of a hat in the upper left hand corner. A neat and appropriate card. Designed by F. G. Mills, Toronto.

EIGHTEEN ORDERS AT ONCE!

A SUCCESSFUL scheme for selling ordered clothing is being worked by Mr. J. S. Jackson, of Chesley, Ont. When he learned in advance of the visit of a representative of his tailoring firm he sent out invitations to a number of the young men of the village. Twenty-five turned up at the sample room in the hotel, and there met Mr. Jackson and the traveler. From the wide range shown by the latter eighteen were persuaded to choose clothes and eighteen orders were taken on the spot. On another occasion Mr. Jackson did even better, securing orders from all but one who met the traveler.



THE "CLEAN SWEEP" SALE.

WHEN one William Shakespeare asked whomsoever read his play to answer his question "What's in a Name?" he didn't know as much as the twentieth century men's wear merchants about advertising. There is a good deal in a name, in a slogan, in a catch phrase. That's the opinion of the manager of the Men's Wear Department of the Wilkinson Company's store at Galt.

He claims that the public gets used to a certain name or slogan. He says that his store has a "Clean Sweep Sale" once every year and that the turnover of money and the welcome clearance of stock at that annual sale is a testimony that the public will "fall for" a slogan or name. This "Clean Sweep Sale" has been tried in several places. Incidentally, one men's wear house is in the midst of it right now in Toronto.

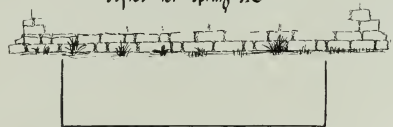
Giving Brooms to Buyers.

The idea in the case of the Wilkinson store is to sell the stock at a considerable reduction. To every buyer of any article at all is given a broom, so as to make the



Young Men's Hats

Our first showing of Stetson's styles for spring .15



Bright card for Spring with pen and ink sketch. Designed by Gordon Munroe, Portage La Prairie.

"Clean Sweep" idea literally as well as metaphorically true.

The advertising value of hundreds of people walking through the streets of a city carrying brooms, which brooms are marked with the name of the store that donated them is considerable. The Wilkinson Company endeavored to get the customers to carry the parcels they bought, and with them the broom. Of course, where it was necessary, the broom and parcel would be sent by the store, but they preferred that each customer should carry them.

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . .

By THE RAMBLER

MONTREAL, March 15.—On account of economic conditions, haberdashers were later this year in buying and offering their new Spring lines. On the other hand the weather has been admirable, the first week in March being favored with an unusual amount of sunshine. By March 10 most stores had revealed their new goods to the public eye, and by March 17, St. Patrick's Day, everything will be in full swing, this being considered the day on which to open Easter business.

As in women's wear, opinions differ on what will be worn by men for Spring. This is shown in the wide difference of goods carried. In neckwear for instance, while all are agreed on regimental stripes, the ties themselves vary considerably. Henry Marks was displaying knitted ties, with neat tickets indicating the regiment to which the colors belong. Khaki knitted ties are seen in several stores. Again Max Beauvais has gone heavily into fancy knitted ties; also in fondler ties, in which he has great faith for the coming Summer.

Fancy Colors Sure.

Fancy colors are a sure thing this Spring. When these were introduced in the United States, and were brought in here by a few of the most exclusive stores, I thought that regimental stripes had seen their day, for those who handled them did not repeat. The repeat is coming now with a vengeance.

Last year the big demand was for soft shades, such as poplins and crepes in blue and mauve. They have gone, apparently, and I was in a store to-day where they were doing their utmost to move a large stock at very low prices, but with little effect. Strange how the public taste suddenly changes. They have tired of these soft tones, and are shouting out for gaudy, regimental colors.

Heavy stripes are in vogue. Their colors and size vary between wide limits. If a man is too startled with stripes, he turns around and buys black and white, or grey. Henry Marks has selected some pretty things in grey, which he is able to offer at \$1.25. Some nice shades are being shown, and greys should be very good this year.

Mixing Colors Sometimes Horrible.

Care is required when buying stripes. In cases where merchants have been shown simple strips of silk, and have ordered various colors haphazard, some of the combinations have turned out startlingly horrible. A dealer who mixed his own colors found red, blue and green very poor shades for mixing. Purple, white and black inch bars look well; also red, white and black, and Royal blue, black and white are good.

Crope de chine neckwear is expected to have a good run. This is being shown in the largest stores, either plain, or hand-worked with a small pattern, such as a fleur-de-lis.

Department stores have dropped their standards of neckwear. Goodwin's, who used to handle values up to \$3.50, now go only as high as a dollar, with prices ranging down to 50c, and even lower. They state that they find the masses want that class of stuff, and are unable to pay the prices they formerly paid.

It is remarkable that Max Beauvais, on St. James street, is having calls right along for short, stiff bosom shirts, which sell like hot cakes in his store, but are a drug in many other stores where they are compelled to

clear them out at reduced prices in order to get rid of them. Max Beauvais has been compelled to repeat on them. He carries both white and colored, selling for \$1.50.

Neglige shirts with soft cuffs are now beginning to move, and men are wearing soft collars already. A marked and welcome change is noticed this year in the absence of the pin and button holes. Styles of collars vary, some being long pointed, while others resemble the cut-away stiff collars which have become so fashionable of late. To take the place of the pin or link, they are now being made with tape loops on the upper fold, and the tie passing through these keeps the collar in shape. Plain and white pique are being shown, the opinion of many haberdashers being that the colored soft collar is much a thing of the past.

Returning to the subject of shirts: in none of the good stores did I see any pleated bosoms, except those which have been carried over from last year and are being cleared out below cost.

Thick Black Stripes Going Out.

In my last letter I referred to the fact that shirts with thick black and white stripes were being shown here as something new from New York, with ties of the same shade to match. Gentlemen returning from New York declare that these have gone out, and are being offered in the American metropolis at 89c. Their place is being taken by colored stripes, orange and pink being good. The Hannan Store is showing these, as well as black and white. They believe the latter will still be worn here, and will command good prices.

Boom in Flannel Shirts.

Up to the present, the wearing of khaki has been left almost exclusively to the soldiers, who were numerous enough in large cities to warrant dealers handling khaki good in quantities. It seems that the time will come when civilians will wear flannel shirts. Business men are wearing them, and Spring will see them very popular for outing. A haberdasher who devoted a few square feet of window space to a display of these shirts, reaped a nice bit of business last week. His prices are \$2.50 ready-made, and \$3 made to measure.

In gloves, Beauvais has a light-weight tan cape with black back, which is distinctive, and will be worn extensively by well-dressed men in Montreal. The big seller is the chamois, with black backs, the sale of which has exceeded expectations. White suede gloves, with black backs, are also shown.

Tan Capes, Black Pointed.

In the case of the tan cape referred to, the black back is the big feature, which gives them a very smart appearance. Usually only chamois gloves have black backs. Natural chamois are being asked for. Fabric gloves are hard to secure, having been manufactured chiefly in Germany. I understand that a Montreal firm is making them.

Clocks on Hosiery Again

White socks appear to be coming again, and white with black clocks. It is difficult to secure supplies of white cashmere, but there seems to be plenty of white silk hosiery available. Cashmeres are retailing from 50c to 75c, and are likely to rule higher. Where they cost \$4.75, they are now bringing \$5.75.

THE RAMBLER.

WHAT IS BEING SHOWN IN TORONTO SHOPS

By THE MAN ABOUT TOWN

TORONTO, March 15.—Who said the pleated shirt was dead? If it was it has suddenly been resurrected, for the best stores are featuring this line for Spring and Summer wear. And, as is very often the case with things that come back to life, the pleated shirt has come back better than it was before. Some of the new models are mighty attractive. I saw one or two in Stanley & Bosworth's store that were amongst the nicest shirts I have ever seen. They were in Japanese silk, and they had a countless number of pleats. That seems to be the new feature of the pleated shirt. Erstwhile the pleats were about half an inch apart. This season they are much closer set. These particular ones that attracted my attention were in soft colors on a still softer background. Faint greens, blues and so on, looked mighty well on backgrounds of the same shade. And there were one or two white with modest patterning which will make ideal Summer-wear.

By the bye, though I didn't happen to catch sight of them in any retail store, I saw some of a leading Canadian company's shirts the other day. These were not silk; they were—I think—a sort of mercerized material. But the pattern was the thing. Little flowerets here and there on a pleated background of very soft shades, pale green in one case, and mauve in another, were placed at wide intervals. The buttons, I remember, were of pearl. They certainly were natty.

A New Shade in Canes

I see that Score's window has a number of very nice canes. A distinctly new color for a stick is a bright brown, almost approaching the orange. It would be a good accompaniment to a grey suit. It was finished at the crook with a narrow silver band, and while not being too ostentatious, gave the impression of novelty and distinction. It is "something different," without being freaky.

New Patterns for Old.

Some of these are to be seen in the suits which Mr. Bellinger is showing at the Fashion Craft store. I am not enamored of all of them, but there were one or two which were certainly dandies—if we may grow colloquial. One I saw was a dark blue, or it may have been black, with a red—yes, actually red—stripe running through in double thread, about an eighth of an inch apart, at not too close intervals. I saw one of these suits the other day upon a friend of mine and it looked even better than when shown by itself. The color is perhaps a trifle daring, but for the man who would have something quite new and natty too, this suit ought to fill the bill. The lapels, by the way, were cut very wide and set far back on the shoulder. And the roll to the vest was a soft roll, not pressed down. It was a good suit, and should prove a good selling line.

As to Fancy Vests.

Canada doesn't run much on fancy vests as yet. But we have become so English in our dress—as has America—that I prophesy (albeit with much fear and trembling) that next Fall we shall see a number of fancy vests worn by the best people. I saw some very nice things in this line in the Jaeger store the other day. The vest which attracted me was a cream whipcord cloth, faced with neat pin wire black stripes about half an inch apart. These vests are very smart for Summer wear, for garden parties, and the like, if a man figures that a two-

piece is not just re-rigueur. And they add a touch of smartness.

I think we may even see some this Summer. I hope so—if it's only to save my face.

The Serviceable Tweed.

Biltons have a window-full of very fine Harris and Donegal tweeds. It is perhaps a little late for this cloth to go very much, though Englishmen wear tweed—made up in golf or sporting jacket form—right through the Summer. I suppose they will be pretty expensive, forty dollars or thereabouts, but then a tweed is like a Panama—it wears and looks well for year. Those I saw were chiefly in greys, with the usual accompaniment of mottled effect in browns, greens and blues. For walking or golfing they are undoubtedly "the thing," and ought to be a good deal more worn than they are. A number of our fashion leaders have worn them this Winter. Tweed is so serviceable. Come rain, snow, hail or what you will, your tweed suit isn't ruined by adverse weather.

Are Clocks Coming Back?

At any rate the Fashion Craft store are taking a chance on it, and creating the demand. They have some beautiful silk socks in their windows, patterned only by the raised clock in subdued tone, blue, mauve, red and so on. I don't think any fashion or fad in socks was ever more attractive than the clock. It is unobtrusive and yet neat. I remember the old catch phrase in England, when clocks were first worn over there: "Does this shop stock socks with clocks?" That's a fine thing for a man to say after lodge meeting.

Clocks are very generally popular with the good dresser for evening wear. But they are well adapted for day wear, too, and those I saw in the Fashion Craft store were among the best.

An Attractive Display.

Score's window is attractively dressed to display silver and grey and black knitted ties. The silver stripe on the grey background in all sorts of widths looked mighty good. Knitted ties, the manufacturers tell me, are going to have a new lease of life. They are a very neat kind of neckwear, and ought always to be fashionable, but possibly we have been surfeited with bright and lurid colors this past season. I think the greys and silver and the quieter tone generally will be much worn this Summer. Black, too, should have a good run.

THE MAN ABOUT TOWN.



WHERE BALMACAAN WILL REMAIN.

Speaking of a feature of the balmacaan, a maker of clothes expressed the opinion that this would always remain for exclusive wear and also for outdoor use, such as motoring, for which it was the best fitted of any kind of coat. In the medium priced overcoats for next Fall he thought the balmacaan would be very weak but would remain in the higher prices and in all kinds of sporting clothes.



Mellow shades of green rule as prime favorites with rich dark browns as a close second, says "The Haberdasher," New York. Navy is still popular, and in some sections it will be "fifty-fifty" with all other colors combined.

WHAT THEY ARE WEARING IN NEW YORK

By THE "LOOKER-ON"

THE other day when I was down at Old Point Comfort in Virginia, I noticed that a number of men were wearing grey flannel suits, which have become, in recent years, typical of the Englishman. This is one more evidence of the fact that men here are dressing not on an American plan, but "à l'Anglais." The grey flannel suits for many years have been very fashionable with the Englishman. The climate over there makes it possible for him to wear lighter weight clothes for a greater part of the year than is possible in some parts of America. This climate is duplicated at such places as Palm Beach and in California, and even in Virginia and Carolina. There is nothing which I know that looks better for ordinary street wear even, and certainly for sporting wear, than the grey flannel suit.

The one I happened to see down there was worn by a gentleman of importance and certainly looked very natty. It was cut on a super-English plan. The lapels were very low and were fastened only by one button, although I noticed that the wearer usually had the coat open. The shoulders are very narrow and the trousers inclined to be a little tighter even than those we have seen during the past season. The vest was fairly high cut.

I understand from some talk with manufacturers that it is improbable that the flannel suits will be any serious rival to the light-weight cotton and linen suits. On the other hand, I believe that some men who wish to be exclusive in what they wear, will adopt this grey flannel suit.

The Ascot Tie.

The Ascot or tie-over tie is being worn a good deal here with the morning suits. This is entirely de rigueur. It is regarded as the proper tie to wear with a morning suit for formal wear. Preferably this Ascot would be worn with a poke or wing collar. The one I saw, and several I have seen in store windows, had a fairly large flower pattern. They are in modest, dark colors as to background, with very inconspicuous patterns. Nearly all of our best dressed men are wearing these tie-over ties. The only rival for them for morning wear seems to be the smart bow tie in black and white or in blue and white combination.

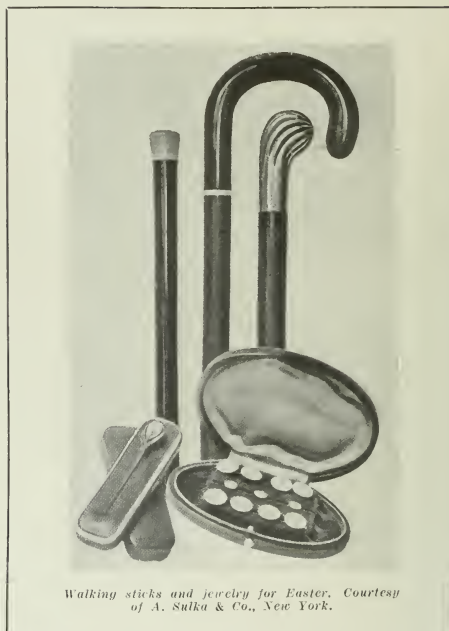
Old Style Dress Vests.

The dress vests which have been worn toward the end of the season are inclined to have four buttons instead of three. This would very naturally shorten the length of the vest somewhat. The fact is that we started out this season with a dress vest entirely different from the one with which we shall end the season. The bottom of the vest on either side is cut a good deal more squarely than at the beginning of the season and we are getting back to what we had two or three years ago.

We have certainly had a variety of dress vests this season. All sorts of white and cream, and latterly black and even purple, and again grey and black and white, have been featured.

In dress suits generally the tendency, I think, has been towards a shorter lapel and possibly, too, toward the narrower appearance of the man wearing the suit. The shoulder slopes a good deal more than ever before and the whole appearance of the suit has been conducive to the height and slimmness of the man wearing it.

I suppose there is nothing in New York, or in Toronto either, in which greater variety is shown than in collars. A new collar which I saw the other day—and it very much



Walking sticks and jewelry for Easter, Courtesy of A. Sulka & Co., New York.

appealed to me—was cut on the square plan. The two sides of the collar came down almost sheerly, and the tie stood out well over the collar. The corners were cut sharp and square. This sort of collar would be obviously no good whatever for a bow tie, but for a four-in-hand tie it is the very thing, and is better than the cutaway for an easy-tying knot.

Whether this new collar will prove any serious rival to the cutaway collars we have in so many shapes and so many varieties and so many colors, I don't know yet. I think the whole tendency in collars at this writing is toward narrowness. The time was, and not very many years ago at that, when the collar 3 inches deep was the fashionable one to wear. I have even seen them $3\frac{1}{4}$ and $3\frac{1}{2}$ inches. I am glad to say that we are more reasonable nowadays and our collars at any rate show that we prefer comfort to looks. Not that anybody can say that the collar $3\frac{1}{2}$ inches high was particularly good looking. The cutaway collar is having very great vogue at present.

Did I tell you in my last letter that we are all through here with the colored collar, except in the light blue shade with a darker blue stripe? These colored collars have never been very much worn by the best dressers here except for very light suits. Occasionally they would look well with a Palm Beach linen suit, but nobody with any idea of taste in dress would sally forth with a pink collar adorning a blue serge suit, or even a green collar for a darker green suit.

Spring and Summer Shirts

I was looking one day this week at several very nice samples of shirts for Spring and Summer wear. The whole

tendency, I am told, and indeed in these samples it seemed to be, is along the lines of very quiet patterns and very small patterns too. We have got entirely away from the obtrusive and conspicuous designs. The same applies to colors, too. Pale shades of blue and green and mauve and grey are in the running for Spring and Summer wear. The attractive shirts that I saw all had a very thin black pattern of some sort, either a stripe or a flower or a little diamond or some other ornamentation.

Of course, we are running strong still on pleated shirts. These were dead, but apparently have come back to life again. They are certainly a very attractive accompaniment to a light-weight suit in linen or cotton.

A new line of shirts—although, now I come to think of it, it is not entirely new—is the silk front and the cotton back. This is an admirable shirt for the middleman who cannot afford to pay for an all-silk shirt and wants something better than an all-cotton one.

Many men here are beginning to order, and indeed to wear, their Spring suits and accessories. Of course, it is not as warm here in New York as it was down in Old Point Comfort, but even here the change is noticeable. The overcoat is still with us, but we are now wearing much lighter ones than two or three months ago. I noticed in the Waldorf-Astoria Hotel the other night, several men dressed in light-weight blue cloth overcoats. Blue is a color which in an overcoat, to my mind, is very much better in a light weight than in a heavy coat. One overcoat which I saw attracted me very much. The lapels were cut a good deal lower than those that have been prophesied for Spring and were not so much cut back from the shoulder as in some of the designs in the tailors' stores. The belt at the back was conspicuous by its absence. There were no cuffs on the sleeves. The lapel in the front rolled down to two buttons.

THE LOOKER-ON.

AMONG THE ADVERTISERS

NEW SUMMER SHIRTS.

W. G. & R. are showing an attractive range of Spring and Summer shirts. Two new lines are of fine crepe, one with a white cord stripe edged with blue. It has French soft double cuffs. Another crepe line has a blue and black lined stripe alternating with a jacquard over pattern. This has stiff cuffs.

LEISHMAN & CO. TO LARGER QUARTERS.

Wm. H. Leishman & Co., Limited, high-class tailors, Toronto, are moving into more commodious and improved quarters at 68 Temperance St., in the Robert Bond building. This firm have taken this step as they look for a return to prosperity in the near future. Their representatives will call early on the trade with their Fall and Winter range. Any one who desires an agency for this firm should write, as the one he wants may still be open.



This necktie has no end to it; it is 7¼ feet around and reversible. It can be shifted around so as to provide a new surface each time.

A NEW TIE.

A tie that, pulled this way and that, twisted and turned into all sorts of shapes, yet retains its folds and does not wrinkle or crease—this is the tie invented by Mr. William Mountain, manager of the Sterling Neckwear Company.

There has always been a difficulty in getting a tie to retain its shape after being tied a few times. Mr. Mountain solves the problem by having three lines of stitching through the back of the tie catching the padding inside. The idea is simple, but it is efficacious, because obviously the padding inside the tie cannot wrinkle nor run up nor get loose.

We are not surprised that orders in very large quantities are coming in for these ties.

HACHBORN & CO.'S NEW QUARTERS.

This is a view of the new Gregg building, of reinforced concrete, 50-54 York Street, Toronto, where E. G. Hachborn & Co. are now located. This firm occupy two entire floors with 25,000 square feet of space, all splendidly lighted from four sides. The factory is on the upper of the two floors, and the new premises will enable this firm to handle their clothing business even more efficiently than they have in the past.



CLOTHING AND THE TARIFF.

THE buyer for a large men's wear department which itself manufactures nearly \$100,000 worth of men's and boys' clothing every year besides buying a much larger stock from manufacturers, declared that just as in the case of woollen dress goods, the great difficulty now was not the increase in the tariff so much as the impossibility of getting supplies in a large number of lines which have been stand-bys for a great many years. In addition to this difficulty was the rapid and constant rise in the price of woollen goods, which has been going on ever since the rush of the mills in England to make material for the soldiers. One of the outstanding results was that there would be no more \$8 suits manufactured and the lowest that could be sold, in his opinion, was a \$10 suit. That is in the lower grade and medium lines, the increase in cost would amount to nearly \$2 a suit. In the higher grade lines, where made of finer wool for which there is not such a demand from the war office, the increase would be about \$1.

He did not agree with the estimate a well-known clothing manufacturer had furnished to the press that the tariff itself would cause an increase of \$1 per suit.

"This is almost double what we have figured out it will be," he said. "The tariff alone would not mean an addition of more than 50¢ a suit," is his opinion.

Up \$1 to \$2 for Fall.

"We are not making an immediate increase in the price of our clothing, as all our stock has been bought for Spring, but it will come into effect for Fall and it will average from \$1 to \$2 a suit, as compared with one year ago. Very little of the cloth is on hand for Fall manufacture, so that nearly everyone will be in the same position. Just to give you an example of the increase of the cost of material since August last:—On one line that we made a specialty of, a wool serge with cross-bred yarn in it, which we advertised more than anything else, we could buy it before for 1s. 6d. a yard; now it costs us 2s. In a great many cases, the goods are off the market entirely and we are uncertain whether we can get any of them for Fall. This applies to a large number of staple lines.

"I am informed that wool stock, which consists of clippings from tailoring departments and the better grade ready-to-wear clothing stores has increased from what it was before, 4¢ or 5¢ a pound, to as high as 18¢. This will give you an idea of the great scarcity there is, when this stuff, which has to be ground up again, of course, is in such great demand."

SAVING TIME IN SPINNING.

Mr. Aked, of St. Thomas, Ont., has had an invention patented for an ingenious contrivance—a worsted spinning frame, having a dolling motion; that is, the machine automatically taking off full bobbins and replacing them with empty ones. It is claimed that on a 200-spindle machine the bobbins can be doffed and exchanged by two boys in 15 seconds, whereas on all previously invented machines the same number of spindles required the attention of ten boys, the same amount of work taking 45 minutes by hand under the old principles. The operation of the new invention is applicable not only to worsted, but to cotton, silk, flax, jute and all other fibrous substances. It can be readily adapted to old machinery used in the spinning industry.

THE CONTRASTING STITCHING.

"MEN'S gloves, like those for women, show almost invariably the contrasting stitching and embroidery," says The Glovers' Review. "A display in the men's department is very much like that in the women's section—there are the same colors and the same effects.

"As far as exclusiveness is concerned, the 'blacks' have it. The millionaire's glove it is called, and certainly it is smart enough to deserve the name. Still, three twenty-five or fifty the pair doesn't seem much for a glove of this sort which will outlast at least two of the other kind.

"Mechas have had and will continue to have an exceedingly big call. One firm has sold out its entire stock of silk-lined gray mochas. Chamois, too, is holding an especially good place in the market.

"The Easter glove, according to a well-known dealer, will be the washable cape. It is certainly an attractive glove. It is a fortunate thing, however, that the cherubic pinkness of its tone is relieved by the inevitable black stitching.

"Buyers of the men's big glove departments all speak approvingly of the increasing call for silk varieties among their customers. One in particular spoke of their almost universal use at the Summer resorts last year, and dilated on their coolness, their smartness, and their neat matching up with the white and black of the rest of the attire.

"Men's silk gloves are going to have a much greater vogue than ever next Spring is the prediction of glove men in Chicago. The Fall business in men's silks was exceptionally heavy and the retailers now look upon this style of handwear as a necessary part of their stock. Grey will have the lead as usual.

"The cotton fabrics, too, in imitation of the 'undressed' leathers, are meeting with increased call in the men's departments and in furnishing stores."

WHITE CLOTHES PARADE IN WINTER.

Members of the National Merchant Tailors' Association in convention in Chicago, displayed on the streets of that city, with the thermometer about ten degrees above zero, the latest thing in Summer suits for men; cream and white suits of Shantung silk, with straw hats and canvas shoes. These, they declare, will be worn this Summer.

MORE-THAN-ONE-HAT POLICY.

"Derbies have sold fairly well in some cities, notably New York, and would have sold better everywhere if the more-than-one-hat policy had been intelligently and vigorously pushed," says The Hatman. "The longer you think about it the more ridiculous it looks that a man should own one soft hat and wear it every day and everywhere.

As is usual when the demand is moderate derby styles have been varied in character with the preference given to rather conservative shapes. These conditions promise to continue for Spring. Taper crowns with medium set brims will sell in 5½ by 1¾ and 5½ by 2 inches. The popular proportions in fuller crowns will be 5¼ by 2 inches.

The tendency in soft hats for Spring leans toward taller crowns with rather narrow brims. The general shape of the flange will be more open, with less curl to the edge.

The E. P. Jenkins Clothing Co., Kingston, have disposed of their Westport branch.

MADE-IN-CANADA
BY EXPERT CANADIAN WORKMEN

KANTKRACK

Trade-Mark

Registered

Fact No. 7

“ONE
GRADE
ONLY

Concerning **KANTKRACK**

—AND
THAT
THE BEST”



*The lips
are cemented
and then reinforced by eyelets*

You may ask how the flexible lip of the **KANTKRACK** can be a third heavier than the rest of the collar. Here is the reason in a nutshell: The lip is a separate and heavier piece, securely cemented to the main collar and reinforced by small, neat, unexposed rivets.

This **KANTKRACK** feature is exclusive and when the flexibility of the lip — the easy slide tie space, the long slit

back, as well as the other exclusive features are considered, there is no questioning the customers' satisfaction you will promote by selling only this waterproof coated linen collar.

*Stock up now and push **KANTKRACK** collars for greater business.*

*WE SELL DIRECT TO THE
TRADE.*

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

SHOW CARD WRITING CONTEST

ENTER THIS CONTEST—WIN A PRIZE

ARE YOU INTERESTED IN CARDWRITING?—THEN HERE IS AN OPPORTUNITY TO EARN A **FREE COURSE** IN THE CELEBRATED "EDWARDS SHORT-CUT SYSTEM"—the most modern and practical system in existence.

WHAT YOU ARE TO DO

Give 5 Reasons why the Clerk in the Retail Store should be able to write Show Cards

- | | | |
|---------------|---------------|---|
| PRIZES | FIRST | To the contestant sending in the best set of reasons, we will give our complete Show Card Writing Course absolutely free . |
| | SECOND | To the next five in order of merit, we will give our course at one-half the regular price. |
| | THIRD | To the next ten in order of merit, we will give our course at a reduction of one-third from the regular price. |
| | FOURTH | To the next twenty in order of merit, we will give our course at a reduction of 20% from the regular price. |

To all who do not win a prize, we will allow a special reduction from the regular price of our course.
 Note.—Our regular outfit of materials will be included with these prizes.

CONDITIONS

1. Make your answers brief—and write or typewrite them on a letter size sheet.
2. Put your name, house address, and business address in the upper left-hand corner of the sheet.
3. Mail in an ordinary envelope.
4. Your answers must be in our hands not later than April 10th.

Somebody will be the Lucky Winner—it may as well be YOU. Remember the date—APRIL 10th

ADDRESS—SHOW CARD CONTEST DEPARTMENT

SHAW CORRESPONDENCE SCHOOL, 393 Yonge Street, TORONTO

CARDWRITING MADE EASY.

Continued from page 32.

letters. This is to indicate the beginning and ending of the pen strokes.

The collection of cards shown this month indicates the use of the first three that are quite good enough for any store. These cards are not in the least of a fancy nature, but are plain and neat and suitable for any kind of display.

ON FITTING YOUNG MEN.

A manufacturer of men's clothing gave The Review the following advice regarding sales of models to young men:

Great care must be taken in connection with the new closely fitting models that the whole effect is not spoiled

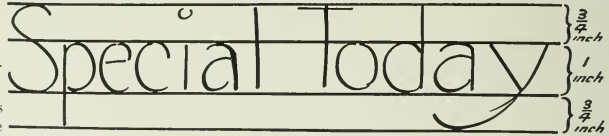


Fig. 2.

stoutness must wear the regular cut, for he cannot make a combination of the narrow shoulders and a stout, rather than a slender, waist.

Nor can orders be taken for the peg top trouser with this type of coat. It would throw out the fit entirely. Not enough attention is paid to this by clothiers in taking orders for clothing or even in selling suits. The satisfaction of the customer depends to a greater extent upon

Invisible Suspenders

This card is 16 by 7 inches, the other shows "Spring Weight Combinations," 11 x 14 inches.

by the build of the man himself. They can only be used by the slight man. The young man who is inclined to

the fit that he is given and if there is carelessness or lack of judgment it will react against future business.

Wolthausen

Spring Styles

• THAT WILL GET THE CALL •



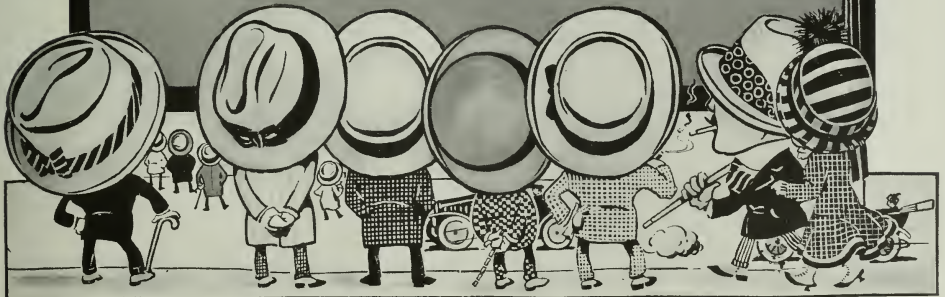
If you haven't already stocked up, get in touch with us right away, for these hats are sure winners, and the kind that good dressers will go a mile out of their way to obtain. Better save them the walk by having an assortment on hand.

THE WOLTHAUSEN HAT CORPORATION

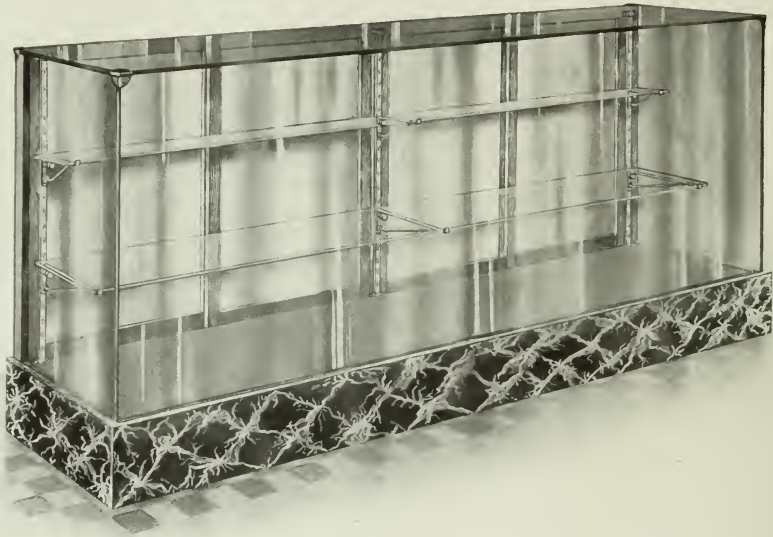
MONTREAL SALESROOMS
149 NOTRE DAME ST. WEST

BROCKVILLE, ONT.

TORONTO SALESROOMS
20-30 WELLINGTON ST. W.



J



Show Cases make or mar your store.

Show Cases of indifferent appearance or design mean poor displays.

Show Cases that have individuality add to your selling power by increasing the apparent value of your goods.

Show Cases made by Jones Bros. & Co., Limited, are different, have individuality and are the standard by which all others are compared. *Write for prices.*

Jones Bros. & Co., Limited

Eastern Branch
71-75 Bleury Street
Montreal, P.Q.

Head Office
29-31 Adelaide St. West
Toronto, Ont.

Western Branch
179 Notre Dame East
Winnipeg, Man.

"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

AGENT WANTED FOR Black Cat Hosiery

We want the livest manufacturers' agent in Canada. One covering all territory thoroughly, and capable of producing big business.

The "**BLACK CAT**" Hosiery Line needs no description. It is the acme of Quality. Our delivery service is perfect.

Here's an opportunity for the right firm to connect with the greatest Hosiery Mill in the United States.

Write to-day!

CHICAGO-KENOSHA HOSIERY CO.
KENOSHA WISCONSIN

"Craftana"

Registered No. 262,811.

THE HALL-MARK OF

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.



Help solve Mother Canada's Boys' Clothing problem



Made specially to withstand the severe wear and tear of boyhood, Lion Brand Boys' Clothing will prove a big factor in solving Mother Canada's boys' clothing problem. Their double seat, knees and elbows ensure them withstanding the wear where the wear is greatest.

You will find Lion Brand a profitable line to handle, for besides their long-wearing qualities, which will recommend them to the Mothers, they have a smart, stylish cut which will delight the wearers themselves.

Write now for samples of a line that will mean satisfaction for mothers, delight to the boys, and increased business for yourself.

The Jackson Mfg. Co., Clinton, Ont.

Factories at:—Clinton, Goderich, Exeter, Zurich

Profitable Boys' Business

Pants that stand the tear

You need not beg for business in your boys' department when you once get

Poole's "Paragon" Pants

thoroughly introduced to your trade. These pants are a real business-getter, they're profitable and have a lasting pull because they stand the abuse given them by the boys. Made in all styles and materials. Samples sent on request. Men's and boys' pants our specialty.



Geo. C. Poole & Co.
SUCCESSORS TO THE
ANDREW DARLING CO.
LIMITED

Darling Building
Toronto



There Was Only ONE Firm in the Whole of Canada that had Machines that could make Underwear similar to that which the British Imperial Representative brought with him for Army Underclothing.

That firm was the **C. TURNBULL CO.**

These machines are the machines that make the famous "CEETEE" Underwear that is knit to fit the human form. It is shaped in the process of knitting and it is this special process of manufacture that gives to "CEETEE" Underclothing the qualities that has earned its great reputation in Canada.

We have yet to hear of a dissatisfied user of "CEETEE" Underclothing.

Always stock

"CEETEE" UNDERCLOTHING

not just because it is Made in Canada, but because you cannot get better anywhere in the world.

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

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



Dale Coat Forms

*—for the effective display of
men's Spring suits*



Neat, catchy displays, giving authoritative information as to what is correct to wear, always make a hit and create sales with the up-to-date, worth-while customers of your town.

But—to show effectively the suits that will be the thing this Spring and Summer, you need Dale Coat Forms with their narrow shoulders, conforming with Fashion's decrees.

Send in an order for a couple.

The Dale Wax Figure Co.
Limited

The Largest Manufacturers of Display Forms in Canada

Formerly Dale & Pearsall
106 FRONT ST. E. TORONTO



A-53 Heavy Jumbo All-Wool Coat

THE OUTING BRAND Knitted Wear

To-day's and to-morrow's wool prices will be two entirely different things. The warring nations have drained the world of its surplus stock of wool—knitted goods are going up in price—they must go up. By placing your Fall orders now you will not only save on the price, but you will ensure delivery when you want it.

"Outing" Brand Knit coats represent the maximum of fit, finish and comfort. Write for samples.

Also ask about our men's heavy wool underwear, socks and gloves for Fall.

MADE IN CANADA

Frank W. Robinson, Limited

BATHURST and WELLINGTON STS.

TORONTO



V-56.

This is the coat we supplied the Canadian Government. It's well made, of pure wool, perfect in fit and finish; made in Khaki only. Write for sample.

THE COATS THAT ARE TAILORED TO FIT



(REGISTERED)

The Well-Dressed Man

is invariably fitted out with a pair of DENT'S, the leader in men's gloves for over two centuries.

Is your stock well assorted for **Easter trade**, when there is bound to be a demand?

Let us know your requirements for **immediate shipment**.

Our travellers are now out with a full range of Fall Samples.

DENT, ALLCROFT & CO., Montreal



Book of Store Front Ideas for You

"Boosting Business No. 21" was compiled and printed for you—not just to amuse you, but to show you photographs and drawings of other retailers' successful Store Fronts.

For more than eight years we have been studying Store Fronts from your angle—we've worked with retailers, contractors and architects in the erection of over 40,000 KAWNEER STORE FRONTS and our experience has given us an understanding of the many details and problems in this work that can be acquired in no other way.

Don't take another step in the planning of your new Front until you read this book and study the illustrations—it's a veritable guide, and all we ask you to do is write for it.

And we are ready to work with you, too. No matter where you are located there is a KAWNEER representative to pitch in and help you thrash out the details—he is a Store Front expert, trained in this work, and can give you good ideas as well as save you money by avoiding the mistakes so commonly made.

But first get your copy of "Boosting Business No. 21"—just a card will bring it and without obligation to you.

Kawneer
Manufacturing Company
 Limited
Francis J. Flynn, President
 Dept. Q, GUELPH, ONTARIO

556



Soldiers' Belts for Money and other purposes

Above is illustrated a soldier's belt—a very necessary article in his equipment. It contains six pockets of various lengths; one for his money, another for tobacco, and so on. No. 842 (as shown in illustration) is made of smooth kid leather to retail at \$1.00. No. 843 is made of velvet finish leather, to retail at \$1.50.

Every Soldier Needs One

These belts are so serviceable and handy that they will instantly appeal to every soldier who sees one as the very thing he needs to keep his belongings in. We have a large range of other designs, some to retail for 75c. Write for samples.

Western Leather Goods Company, Limited

Makers of Men's Belts, Collar Boxes and all kinds of Fine Leather Goods.

1191 Bathurst St. Toronto

Still the New "E" Coat Form



This English-American coat form gives the proper set to the garment displayed. Has the round, narrow shoulder. Makes the collar stand up without bulging, and the front to hang right, either buttoned or unbuttoned.

This form is adjustable to any desired height, and can be used for any style of men's coat. For overcoats see No. 4AE style. Bronze papier mache heads, life size, cost \$3 and are new and add dignity to your display.

PRICES

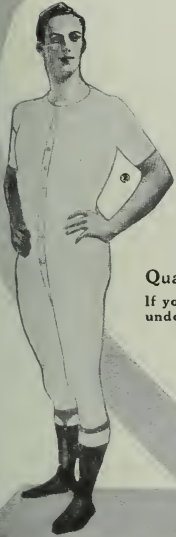
- No. 5E, as cut \$ 5.00
- 9-in. round base in black Japan 4.50
- 9-in. round base in oxidized copper 6.00
- 4 AE, 12-in. base, 14" standard, for overcoats, oxidized copper 7.00
- Coat form with oak stand and revolving motor, as used by New York tailors, oxidized copper 30.00
 (Runs twelve to fourteen hours after winding.)

Try something moving if you want to attract attention.
 Finished with life-size Bronze P.M. Heads, \$3.00 extra.
 Vest form, Japanese 3.00
 Vest form, oxidized copper, round base 4.00

A. S. RICHARDSON & CO.
 99 Ontario Street
 TORONTO

ZIMMERKNIT

HIGH GRADE UNDERWEAR



FROM a small beginning a few years ago, the Zimmerknit business has grown to big proportions.

Quality did it.

If you are not stocking Zimmerknit yet, a small beginning in the form of a trial order will undoubtedly grow into an annual Zimmerknit turnover of large proportions in your store.

Zimmerknit underwear is made by Canadians in a distinctly Canadian factory.

Zimmerman Manufacturing Company, Limited
Hamilton, Ontario

Agents: E. H. Walsh & Co., Toronto; W. R. Begg, Toronto;
A. R. McFarlane, Vancouver.

INDEX TO ADVERTISERS

A		K	
Arlington Co. of Canada, Ltd.	10	Kawneer Mfg. Co.	64
B		L	
Broek, W. R. Co., Ltd.	7	Leishman, Wm. H. & Co., Ltd.	4
Ballantyne, R. M., Ltd.	8	Lailey Trimble Co.	5
Berlin Suspender Co.	61	M	
Best Knit, Ltd.	66	Monareh Knitting Co., Ltd.	14
C		P	
Canadian Consolidated Rubber Co.		Peumans Ltd.	6
Inside Front Cover		Parsons & Parsons Can. Co.	57
Craig, Cowan Co.	15	Poole, Geo. C. & Co.	62
Cook Bros. & Allen	16	R	
Craftana	61	Reid, A. T. Co., Ltd.	18
Chicago Kenosha Hosiery Co.	61	Robinson, F. W., Ltd.	63
Craftana	61	Richardson, A. S. Co.	64
Canadian Converters, Ltd.	Inside Back Cover	S	
Crown Tailoring Co.	Outside Back Cover	Sterling Neckwear Co., Ltd.	1
D		St. Clair, H. J. Co., Ltd.	15
Dodshon Overall Co.	13	Shaw Correspondence School	58
Defiance Mfg. Co.	15	T	
Dale Wax Figure Co.	62	Taylor Mfg. Co.	9
Dent, Alleroff Co.	63	Turnbull, C., Co.	62
Duffrin Shirt Co.	66	W	
F		Wolthausen Hat Corp.	59
Franklin Mfg. Co.	12	Western Leather Goods Co.	64
H		Z	
Hachborn, E. G. & Co.	2,3	Zimmerman Mfg. Co.	65
I			
Ingersoll, Robt. H. Co.	11		
J			
Jones Bros. & Co.	60		
Jackson Mfg. Co.	61		

BEST KNIT LIMITED, BRAMPTON

Bigger and Better Business Than Ever

Plan on small business and you will get what you plan on. We have planned on "bigger than usual" business by preparing a larger range than ever of Ladies', Men's and Youths' Sweater Coats and Pull-overs and Men's Half Hose. To facilitate greater output and at the same time to uphold the superior quality of "Best Knit" goods, we have recently amalgamated with the May Manufacturing Co., of Toronto, whose complete modern plant has been installed here.

This gives us double the output. Our 1915 range is worth your early inspection

OUR REPRESENTATIVES:

For Northern and Eastern Ontario: Blackmore MacDonald, 37 Front St. W., Toronto.

For British Columbia: Geo. Campbell & Co., 307 Merchant Bldg., Vancouver.

For South-Western Ontario: D. Williams, 180 Concord Ave., Toronto.

For Western Provinces: G. W. MacFarland, 197 Westminster Ave., Toronto.

For Montreal, Quebec, and Maritime Provinces: P. M. LeMaistre, 16 McGill College St., Montreal.

Head Office and Factory—BEST KNIT LIMITED, BRAMPTON, ONTARIO

Dufferin

(MADE IN CANADA)

Lounging Robes
Bath Robes
House Coats

combine qualities of splendid fit with neat and smart designs.

See salesmen or ask for samples.

Special attention to mail orders.

Dufferin Shirt Co.

Makers of Outing Shirts, Night Shirts, Pyjamas, Lounging Robes, Bath Robes and House Coats.

914 Dufferin St.

TORONTO



ONE DOLLAR

brings this paper to your address for one year. This is the first issue of the New Series of Men's Wear Review. We hope you will find this issue useful. Succeeding issues will be just as useful or more so, as it will improve as it goes along. Get your order in to-day, so as not to miss a copy. Address Subscription Dept.

Men's Wear Review, 143-153 University Ave., TORONTO



BLACK PRINCE

THE BIG SELLER FOR 1915.

The sales of the Black Prince Shirt for the last twelve months rank with the biggest business we ever did in this line.

For 1915, indications promise that this business will be even bigger than any previous year.

The reason—

That in quality the Black Prince is in a distinct class by itself—a big, roomy shirt, cut on large lines, well finished. Guaranteed in fast color.

You can order Black Prince from any wholesaler, it is the big all-year-round seller in work shirts.

Made and Guaranteed by

**The Canadian
Converters Co., Limited**



Who is doing the Club and Military tailoring of your town?

There is always a handsome extra profit to be made by catering to this trade of any town and by exercising vigilance you can materially add to your business turnover. There is going to be a bigger demand than usual this year for military and semi-military uniforms. Home Guards and Rifle Clubs are being formed all over the Country. Hardly a town in the Dominion but has a number of organizations, military and semi-military, and a great many merchants are going to reap a handsome profit through meeting the clothing requirements of these organizations, as well as the class of trade that cannot be suited from made-up clothing stock.

Why not get in on this by securing the Crown Tailoring Agency in your town? Military and semi-Military tailoring with us is a specialty. Our designer having had many years' experience in contract work for the British War Office, we are fully qualified and equipped to turn out orders in the shortest possible time, while preserving our inimitable Crown Tailoring Standard.

Write now for full particulars re our Agency and let us show you how to secure a nice extra profit in your clothing business, without extra cost or trouble to you.



BRITISH WAR COAT



OFFICER'S SERVICE DRESS UNIFORM

The Crown Tailoring Co., Limited
TORONTO, CANADA

MEN'S WEAR REVIEW



May
Number
1915

McClure, Publishing Co.
1015 N. 3rd St.
PHILADELPHIA, PA.



28 "Service" Branches Throughout
Canada.

Canadian Consolidated
Rubber Co., Limited
MONTREAL, P. Q.



"DOMINION" RAINCOATS

are entirely

MADE
IN
CANADA

NO OTHER BRAND IS

Send to our nearest branch for prices
and full information



Canadian Consolidated
Rubber Co., Limited
MONTREAL, P. Q.

28 "Service" Branches Throughout
Canada.



PANAMA CHECKS

The Latest Novelty

The
Season's Newest
Novelty. We
show fifty different
ideas,
all popular
priced.
\$4.25 per doz.



Splendid line
for
window display.
Very
attractive.
Will sell on sight.
Popular priced.
\$4.25 per doz.

Our Salesmen are now making special showing of this Novelty along with many other lines—do not miss seeing our range.

Note—We deliver our latest Novelties promptly.

E. & S. Currie, Limited

Largest Makers of Neckwear in Canada

Toronto, Canada



Have you the sign that will attract the twenty-dollar footstep to your store?

There are twenty-dollar footsteps pointing past your door every day—footsteps of the men who are headed toward their tailor and who are paying on an average of \$20 or more for their clothes.

Tell these men with a "Style-Craft" sign in your window or over your door that they need go no further, but can save money by turning their footsteps into your store and inspecting your "Style-Craft" styles and samples.

The "Style-Craft" Agency costs you nothing. If you want it, with its big money-making possibilities, **write to-day** to find out if the agency has been located in your town. If it hasn't we will forward the complete range of samples, charts, etc.

We're showing a very fine range of fabrics and styles for smart two and three piece Summer Suits

WRITE NOW

E. G. HACHBORN and COMPANY

New Address, 50-54 York St.

TORONTO

CANADA

Suits to Measure

—*military and otherwise*



Yes, Smith is a fat man and he knows it; Brown is a tall "skin Jim" and you don't need to tip him off about his extended appearance—they're both "out sizes" and have the idea that the only man who can fit them is the tailor down the street. These are not the only "out sizes" in town. There are many and their business is good. Then too, there are the men who would not have anything but a tailored-to-measure suit, the men you can't touch with a made-up suit, and last, but very important right now, as the fourth contingent is being formed, the officers who supply their own uniforms.

Beside these there is a big demand for semi-military uniforms; uniforms for rifle clubs, etc.

With the Agency for

Style-Craft
TAILORED CLOTHES

this trade is yours or a great deal of it.

No need to carry a stock, no need to tie up money, simply give floor space enough for a small table on a corner of your counter.

"Style Craft" service is guaranteed to give absolute satisfaction.

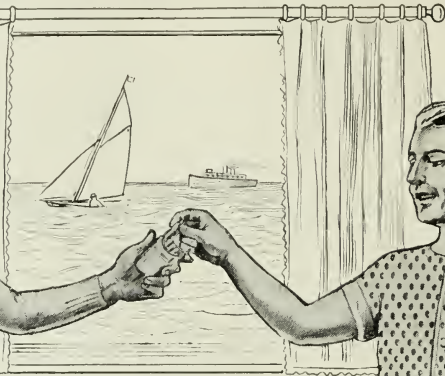
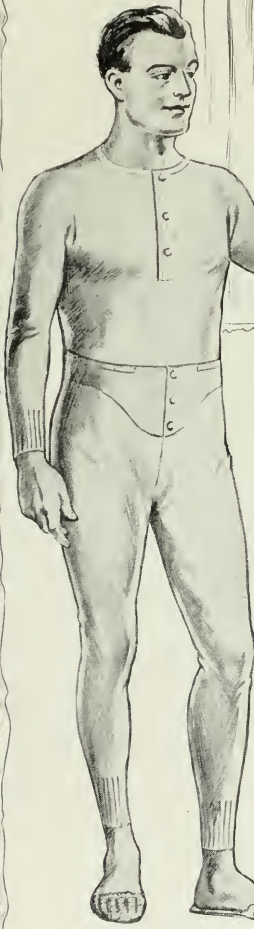
Write for particulars.

E. G. HACHBORN and COMPANY

New Address: 50-54 York St.

TORONTO

CANADA



Pick Summer Winners!

CANADIANS will be more particular than ever about their Summer underwear this year. They will want lines of known quality and they will want them "Made-in-Canada." What garments can so well fill both of these requirements as Penmans Balbriggans in the following lines:

Nos. 8 and 36—Two-thread carded brown Egyptian, made from the best quality Egyptian Cotton.

No. 47—Two-thread combed brown Egyptian, made from long staple best quality Egyptian Cotton. Very soft, smooth finish.

No. 19—Two-thread white combed Egyptian, made from the best long stapled abassi cotton; very popular with the public.



Also many other lines such as mesh and bird's-eye stitches in white and brown Egyptian shades, and a large variety in other flat lines. Made in all styles and cuts, two piece, union suits, athletic, etc.

Penmans Limited - Paris, Ont.



Penmans Balbriggans



Our Fall and Winter 1915-1916 Models are now ready for your inspection

*Representatives will call in good time with a
most complete range*



*This is one of our
Smart Spring and Summer Models*

One of our many popular numbers which is making a strong bid this season for the trade of the better dressers.

Military Officers' Uniforms Made-to-Measure

We are in a position to tailor in our Made-to-Measure Department all regulation garments for officers. Prompt delivery assured.

We will be pleased to forward samples of cloth, cuts, etc., on application from our customers or prospective customers.

Wm. H. Leishman & Co., Limited

Wholesale Custom Tailors

68 Temperance St., corner Sheppard St. - - - - TORONTO



A Store Front

If each of the 308 business days in 1915 could show an increase of 5 people to enter your Store, you would have 1,540 extra prospects. Suppose these averaged a profit of \$1.00 each—that's \$1,540 or 10% on \$15,400. Suppose they averaged but 50¢, that would mean 10% on \$7,700.

We honestly believe you can increase your prospects fully that much. Why, 5 extra people a day is too conservative—and your new Front will cost thousands less than \$7,700, depending of course upon its size and construction.

Kawneer STORE FRONTS

There isn't a Store element, a human salesman, who can show such an earning as a KAWNEER FRONT. And, mind you, KAWNEER is built to last—to "stand up" under the wear and tear of the elements—to resist water and sun. You will never have to paint it and the glass will be held by a "safety first" grip. Then think of the show window ventilation and drainage KAWNEER provides.

You actually pay for a new Front even though you may not get it. Ever think of that? Suppose you allow enough people to pass by your Store uninterested who, if they could be attracted, would mean a profit of \$770.00 a year. Don't you see a KAWNEER FRONT would pay for itself in a few months?

And if you install a new Front, don't let an apparent saving of a few dollars blind you to the real purpose of the Front. If, by installing a cheaper Front, you can "save" \$200.00, for ex-

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q.
GUELPH, ONT.

551

to be Proud of

ample, and will eventually lose many times that much in lost sales, higher cost of maintenance, out-of-dateness and inconvenience (and at no time have a modern appearing Front) do you believe that is economical and conservative buying?

The installation of a new Store Front is of such importance that you cannot afford to rush into and out of the proposition hurriedly. Investigate—find out what other retailers have done, what your business requires, all the time consider your Store Front as a sales power—not a mere partition.

Kawneer STORE FRONTS

And KAWNEER FRONTS—well, 40,000 of them have been installed in less than nine years. Right on your street are some. Why not step in and ask some of the retailers behind them what they think. We will be glad to abide by what they tell you.

Our knowledge of Store Fronts, in the designing and building of them, has been gained by actual experience—working with Merchants, Contractors and Architects. We have compiled a world of information about Store Fronts in a book called "Boosting Business No. 21" and have a copy here waiting for you. Just fill in this coupon and send it to us and the book will be sent to you immediately—without obligation. This is not a book on window trimming or a picture book for your errand boy, but a serious compilation of Store Front ideas published for you to profit by. Just the coupon will bring the book to you at once.

COUPON

KAWNEER MFG. CO.
Dept. Q, Niles, Mich.

Please send us "Boosting Business No. 21" without obligation.


Name

Street and No.

City or Town

Announcement Extraordinary Fast Mail Overalls

BEGINNING first of April the Dodshon Overall Company, Windsor, Ont., will place their entire line of Fast Mail Overalls on a basis of **\$12 a dozen, less 10 per cent. 10 days**, enabling merchants to sell the line either at the special price of \$1.00 or the regular price of \$1.25.

 The "Fast Mail" is the only high-grade overall sold on this basis and this revision of price, which gives the merchants an excellent profit, is made without the slightest lessening of quality of workmanship or material or elimination of any of the **16 patented features which cannot be found in any other garments.**

Remember this: Fast Mail overalls are a high-grade line made of the heaviest materials, and that it is the first and only line giving the merchant this exceptional opportunity.

Dodshon Overall Co., Limited
WINDSOR, ONTARIO



Dufferin SHIRTS

Made in Canada

The dial points to a big season sorting for 1915 in Sport and Reversible Collar Shirts.

We are well equipped to supply the trade with a neat, extensive range at prices ranging from **\$9.00** to **\$42.00** doz.

Our showing of Soft Shirts with French cuffs for street wear is complete. A nice and attractive stock can always be selected from these.

Mail orders always receive our prompt and careful attention.

DUFFERIN SHIRT COMPANY

Makers of Outing Shirts, Night Shirts, Pyjamas, Lounging Robes, Bath Robes and House Coats
914 Dufferin Street, TORONTO



Style, Fit, Finish Attention to Details

These are points you cannot overlook in selecting odd pants for men — men who know good from poor garments.

Poole's Paragon Pants

go farther than this. They represent the name of all "round value—right goods, at right prices. They are made of selected British fabrics, and all at popular prices.

Samples are waiting for your request.

We specialize on men's and boys' pants.

Geo. C. Poole and Company

Successors to Andrew Darling Company, Limited

DARLING BLDG.

TORONTO

Attract Business To Your Store



If Mr. Smith of your town were in need of a suit and he saw one in a window that instantly appealed to him, the chances are he would buy that suit. Are you losing sales by not having your clothes effectively displayed in your windows and store?

This Dale Coat Form here illustrated conforms in every detail with the styles now worn—the narrow shoulders; slightly form defining waist line.

Brings more business into your store by ordering a few Dale Coat Forms.

The Dale Wax Figure Co.
Limited

The Largest Manufacturers of Display
Forms in Canada

Formerly Dale & Pearsall

106 FRONT ST. E.

TORONTO

Sales Booster

THE FOURTH

Ah! here he is—the boy just budding into manhood—the boy to yesterday, the young man of to-day, the man of to-morrow.

You know him and his, what you might call premature ideas; we all know him and perhaps if we look back we might see him in ourselves—most of us were "tarred with the same stick."

Well to get down to sawing wood, how are you going to deal with this "young-old" man? His wants are many and though his actual purchases may not aggregate into a fortune his trade is worth while.

First he starts out by selecting a collar, a linen one for Sundays and holidays; he selects a style that he sees his older brother wearing, his taste is set, but linen is too expensive for everyday—they wear out too quickly and the laundry man is a "hold up" man to

him. Then he decides to wear waterproofed linen—ah! that's the thing—now for the right kind.

Sell him one that hugs his tie so affectionately that he forgets his Sunday School lesson and you're in wrong first thing—but sell him an **Arlington** and you're his friend, for the Arlington has the easy-sliding tie space which produces a smile that starts the day right.

How about setting up a little display of **Arlington Collars** in your window and making a ticket like the one here shown, using a black or blue pencil, or better still, a brush and paint, if you can? Use the collar cut shown below, "The Eclipse." It's a popular Summer model. There's a style for every taste, young and old, in the Arlington range.



Better send for catalogue.



Try an
**Arlington
Waterproof
Collar**
and wear the
contented smile

Use this cut to illustrate your show cards.



The Arlington Co. of Canada, Ltd.

54-56 Fraser Avenue, TORONTO


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

We will supply handsome display cards on request. Write to-day.

You know Overalls, Uniforms,
Shirts and Coats are



OK

if they
have this  REGISTERED
mark on the back
of the material
on the inside of
the garment.

*It's the cloth in the
garment that gives
the wear.*

Stifel's Indigo Cloth

Standard for over 75 years.

Its continuous sale for over three generations is certain proof of extraordinary quality. Stifel Indigo wears like leather. Every washing makes it like new.



This little mark is put on the back of the cloth on the inside of the garments for your protection and your customers'.

Look for it before you buy, and you'll be sure of the best business builders in the trade.

All printed Denim patterns are protected by patents.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Printers and Dyers WHEELING, W. VA.

— SALES OFFICES —

New York . . . 260-22 Church St. St. Paul . 238 Endicott Bldg.
Chicago . . . 223 W. Jackson Blvd. Toronto . 14 Manchester Bldg.
San Francisco, Postal Telegraph Bldg. Winnipeg, 400 Hammond Block
St. Joseph, Mo. . . Saxton Bank Bldg. Montreal . 489 St. Paul St.

No Men's Wear Outfit is
Complete Without a Watch

No Watch Is Better Fitted For A
Man's Wear Than An

Ingersoll
The Watch That Made
the Dollar Famous



Practically every man carries a watch. He wants it, not as a jeweled ornament, but as a **timekeeper**. It must companion him in his everyday life—must go through all his activities and exertions without missing a tick. Like modern clothes, the modern watch must allow for freedom of action.

Such a watch is the Ingersoll. Thoroughly accurate and reliable, timing as closely as a man needs to be timed, it will yet stand harder usage than any other timekeeper made. Even the extreme strains of military campaigning affect it little, as scores of letters from the front have testified.

The opportunities for Ingersoll sales are almost limitless.

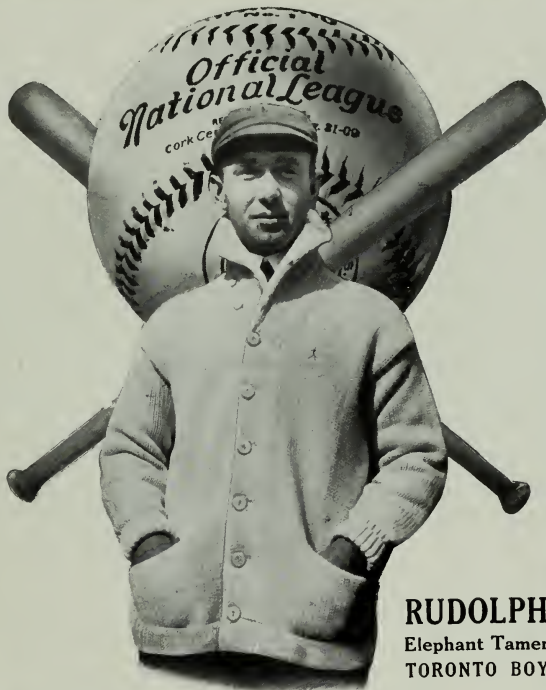
The man purchasing outing clothes doesn't need much persuasion to add an outing watch. Every buyer of haberdashery is a watch user. In fact, hardly a customer coming into your store isn't an Ingersoll Prospect. A display of the watches in your window, a case of them on your counter, is usually a sufficient reminder.

You do not have to buy Ingersolls in large quantities to get Ingersoll selling helps. They are included in every order, however small. Ask your jobber for particulars, or address

Robt. H. Ingersoll & Bro.
200 McGill Street, Montreal, P. Q.

BASEBALL and other out-door sports are taking the field and again is ushered in the indispensable Sweater Coat adapted to this class of wear.

The illustration shows RUDOLPH, the big hurler of the Bostons for 1914. He is now in Vermont working out for his 1915 campaign. RUDOLPH is wearing "MONARCH-KNIT," the ideal Sweater Coat for comfort and service.



RUDOLPH
Elephant Tamer
TORONTO BOY



Your customers will ask for "MONARCH-KNIT." We will be pleased to submit samples and any order will receive our prompt attention.

"MONARCH-KNIT" the Standard for Style, Quality and Workmanship.

The Monarch Knitting Co., Limited
DUNNVILLE, CANADA



"Made in Canada"



This Store Equipped with Taylor-made Rack System



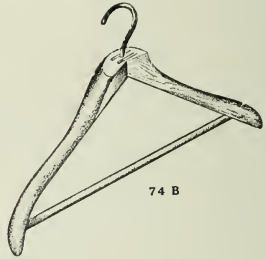
33 I.B.

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

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

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

A Perfect Hanger



74 B

Made of Polished Steel Tubing

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

- Six feet long, six-post \$10.50
- Eight feet long, six-post - - - - 11.50
- Ten feet long, six-post 12.50



Made of Oxidized Steel Tubing

- Six feet long, six-post \$13.00
- Eight feet long, six-post - - - - 14.00
- Ten feet long, six-post 15.00

Suit Racks, 5 feet high, 26 inches 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.

New lines of Spring and Summer Underwear from the 1916
IMPERIAL RANGE



1915 sees us planning on a greater 1916 business than ever before. With this idea in view we are adding new lines to our already wide range, including: Men's balbriggans, lightweight merinos and worsteds in either two-piece or combinations.

These new garments come in elastic-ribbed or flat.

Plan ahead on your 1916 needs and aim at bigger business by writing for an early inspection of the New Imperial lines.

Kingston Hosiery Company
 KINGSTON, ONTARIO

Canada's Best

In every way—is Ceetee Underclothing. It must be—we are the only ones that have the machines to make underclothing like it. A real underCLOTHING—that fits—each person accurately, snug, yet comfortable and the wool—soft, eh? and fine and clean, you never saw anything like it in mere underWEAR—it costs a little more—sure—but it's worth it, and you really pay nothing for the fit and comfort of

“CEETEE” UNDERCLOTHING

The price is based on the quality of the material we use. When the British Imperial Representative came to buy Army Underclothing he found that we had the only machines in Canada to make Underclothing like his samples — they were the CEETEE Machines. Of course, he was particular—had to be—men's lives depended on it. Good stuff this—don't you think? Old to you? maybe—but some of your customers haven't heard it—why not tell them?—More money for you and us if you do—boost!



The C. Turnbull Co., Ltd.
 of GALT, ONTARIO

We want to SHOW you.

If you have not bought from us before, we ask an opportunity to show our samples.

We have written advertisement after advertisement about the reliability of our merchandise, our exceptional values and our care in filling orders—perhaps in this way have raised your expectations.

We do not desire to evade the issue—rather we invite your criticism.

Prove our statements by a trial order, through our traveller or by mail, and judge us by our goods. Will YOU do this?

THE W. R. BROCK COMPANY (LIMITED)
MONTREAL



A Dollar Umbrella worth branding. Feature the DOLLARSWIRTH umbrella and increase your sales. Window posters and display cards supplied.

CANES

We are prepared to help you take advantage of the present unprecedented demand for walking sticks. You can reap a large profit by featuring our styles. Prices range \$4.50, \$6.00, \$9.00, \$12.00, \$15.00 and better. We supply a fine counter display stand in either oak or mahogany, with every \$25.00 order.

Swagger sticks also in stock, to retail at 25c.

BELTS

We pay particular attention to style, quality, and workmanship. Our range is complete in all styles.

The Brofhey Umbrella Co., Limited
206 KING ST. WEST, TORONTO

Umbrellas, Canes, Suspenders, Belts, Garters.

Haugh BRAND

Duck Clothing

insures you against counter-soiled garments.

At this season of the year there is a splendid demand for Haugh Brand Duck Clothing from the Butchers, Grocers and their clerks. Every white garment bearing the Haugh Brand trademark is wrapped in individual dust-proof packages, thus ensuring cleanliness and loss from counter-soiled goods. And each Haugh Brand garment is full size, shrinkage being allowed in cutting.

Write for Catalog and Prices.

Defiance Mfg. Co., Limited
College and Bathurst Sts., TORONTO

Craftana

Registered No. 282,17



THE HALL-MARK OF

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.

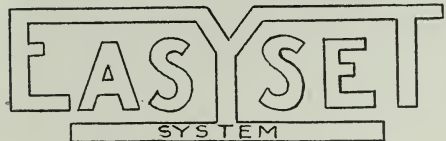
ANOTHER STEP FORWARD

BY A ST. CATHARINES MERCHANT



ROBT. BIGGS

FOR INCREASED SALES AND PROFITS INSTALL AN



METAL STORE FRONT

"MADE IN CANADA"

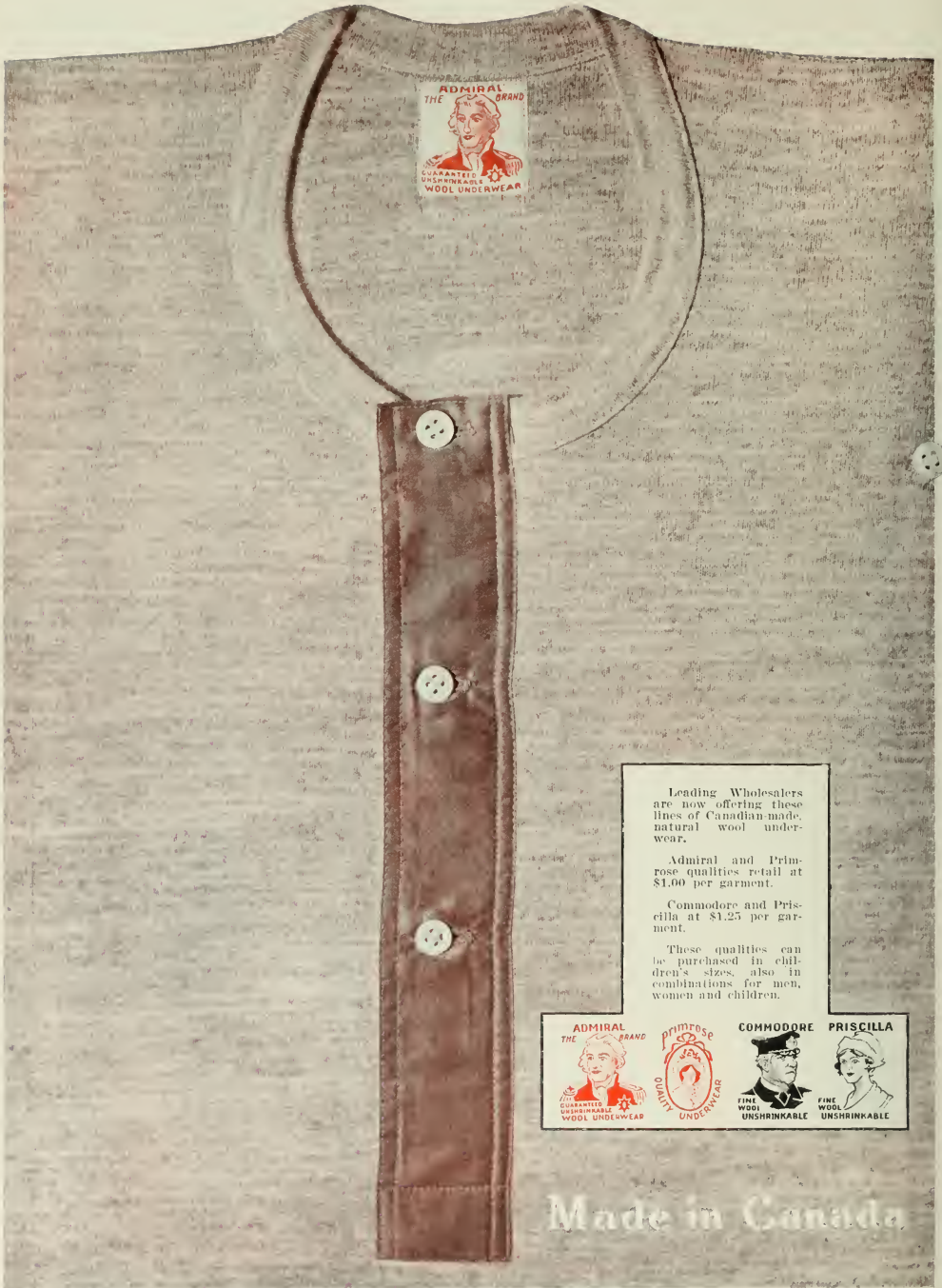
A Postal Card will bring Catalogue "M" to you—without any obligation.

H. J. ST. CLAIR CO., LIMITED

69 TORONTO ARCADE

TORONTO, ONT.

MEN'S WEAR REVIEW



Leading Wholesalers are now offering these lines of Canadian-made, natural wool underwear.

Admiral and Primrose qualities retail at \$1.00 per garment.

Commodore and Priscilla at \$1.25 per garment.

These qualities can be purchased in children's sizes, also in combinations for men, women and children.

<p>ADMIRAL THE BRAND</p>  <p>GUARANTEED UNSHRINKABLE WOOL UNDERWEAR</p>	<p>PRIMROSE</p>  <p>GUARANTEED UNSHRINKABLE WOOL UNDERWEAR</p>	<p>COMMODORE</p>  <p>FINE WOOL UNSHRINKABLE</p>	<p>PRISCILLA</p>  <p>FINE WOOL UNSHRINKABLE</p>
--	---	--	--

Made in Canada

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5

TORONTO, MAY, 1915

No. 4

EDITORIAL CONTENTS

WINDOW TRIMMING

Window Trims in New York, Illustrated
Dressing Windows for Local Events
Men's Wear Subjects at C. A. D. M. Convention
Series of High Class Trims

SPECIAL ARTICLES

Advertising Stunt to Get Motorists
Using Living Model for Suit Orders
Type of New Style Store Front
Keeping Track of Hat Sales
Mutual Credit Reports From Merchants
Selling Clothing in the Country
The Gentle Art of Persuasion
Card Writing Series—Continued
How Canadian Men Dress—Concluded

STYLE NEWS

Boys' Department
What is Shown in New York Shops—Special Correspondence Starting in this Issue
What is Shown in Montreal and Toronto Shops
Back to More Staple Lines in Straws
Latest in Canes, Jewelry and Other Accessories
Loose or Close-Fitting Overcoats for Fall?
Summer Shirts and Ties

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.*

H. T. HUNTER, *General Manager.*

T. B. COSTAIN, *Managing Editor.*

(ESTABLISHED 1888)

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

F. M. Alexander, *Manager*

H. H. Black, *Editor*

A. B. Caswell, *Montreal Representative*

Hugh S. Eayrs, *Associate Editor*

F. A. Cockburn, *Toronto Representative*

Chas. W. Byers, *Associate Editor.*

S. S. Moore, *Ontario Representative*

CHIEF OFFICES

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7231; Winnipeg, 34 Royal Bank Building. Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 1290. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huettli, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607. Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies \$1 a year; United States \$1.50 a year; Other Countries, \$2 a year; Single Copies, 1¢ cents. Invariably in advance.



The Batwing's The Thing

Never before in recent years have the Batwing Bows been so much worn as at present, and each month towards Summer increases the demand for this style of cravat.

We are making a number of novelty ideas, any of which will add stimulus to your trade, novelties that are not freaks, but different from the past, and ordinary styles and still within bounds of good taste.

The above Batwing Bow is Black and White Shepherd's Check, with Black bias stripes.

Note the pointed ends, a smart change from the square.

Three sized checks, assorted to the dozen.

Price \$4.25 per doz.

Send for an assortment of our various novelties in Batwings, priced at \$4.00 and \$4.25 per doz.

A. T. Reid Company, Limited

TORONTO

Makers of Reid's Real Bengalene Cravats

"40 Shades."

The Aristocrat of Neckwear

MEN'S WEAR REVIEW

THE RECOGNIZED

AUTHORITY OF

THE CANADIAN

MEN'S WEAR TRADE

Published
MONTHLY



143-155 University Av.
TORONTO-CAN.

VOL. V.

TORONTO, MAY, 1915

NO. 4

WINDOW TRIMS IN NEW YORK

Illustrations of the Most Approved Methods of Displaying Goods — Windows Showing Cravats and Clothing—Details of Their Make-Up.

By The Review's New York Correspondent, C. M. Keech.

WITHOUT question the efficiency of window dressing may be measured by the number of customers who ask to be shown the identical article seen in the window. Record of how often this happens may easily be made, but the sales lost by unimpressive trims are unknown factors in the equation of silent salesmanship.

Some men are attracted by a display wholly on account of its decorative qualities, while others actually study it to find out what are fashion's latest tendencies and what the shop has to offer. Both classes of observers must be favorably impressed if you expect to realize your share of patronage. It is necessary for every man to spend a certain amount of money in attire every season but where he spends it depends largely upon inducements. Men are led more easily than driven, and the time when a business could flourish without any persuasive outward demonstration is chronicled in the archives of Ancient History. When some businesses prosper while others stick in a rut there is a reason which, in many instances, can be traced directly to the "personality" of the shop.

The demands for attractive windows are even more exacting than the ability to make a sale. Anyone can make an initial sale if he has what someone wants to buy and with a few exceptions, such as "old stand-bys," who may methodically come and go as their needs compel, the window invites the customer to make his first purchase and continues to persuade him to come again and again.

The suggestions here offered are examples of effective trims depicting the most approved methods of prominent

New York concerns which have burrowed their way through strong competition and by experience have refined and defined themselves in the eye of the public.

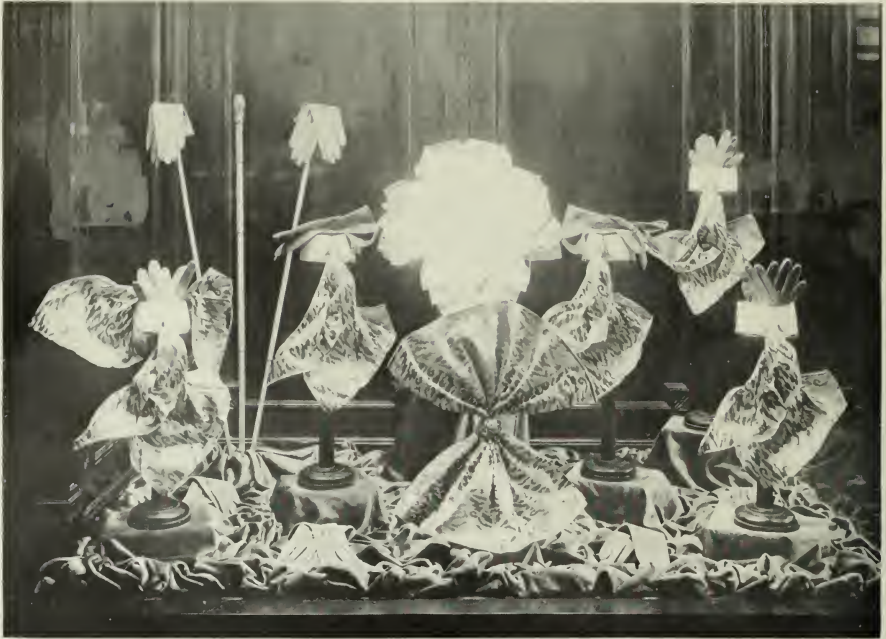
Impressive Poses of Cravats.

Excellent taste is manifest in the arrangement of cravats in the window here illustrated. Not only is the silk itself of beautiful quality, but the pose of each unit is impressive. Unlike the usual exclusive shop trim, elaborate drapes are avoided and space is also well filled. The very handsome cravats here displayed exemplify the tendency in the exclusive realm toward exhibiting the very choicest goods instead of locking them up from public view as has heretofore been the usual custom. This effective display was the means of disposing of almost the entire line of this particular pattern of neckwear in a single day. In other words, "show your hand," and if you "bold the cards," you win.

Several attractive colors are shown but all the cravats are the same in pattern, revealing tracings of a rich color on a delicate ground. As is evidenced in the picture, the tints and shades interchange in these colors when the light plays upon the silk.

Description of the Details.

Each suit includes a smart fold collar and a pair of putty suede gloves. The rosette of fancy handkerchiefs seen in the rear of the window reflects an assortment of colors harmonizing with the cravats. A cluster of walking-sticks on the left adds variety to the design and the unpretentious drape in the centre foreground is a pleasing



Impressive pose of cravats in excellent taste, by A. Sulka & Co., New York. See description in article.

touch of finish to the trim. This drape consists of a square of silk simply knotted in the centre around the stem of a collar stand and flared out at each end. Plush is used for the foundation.

The Clothing Trim.

Clothing is well posed in the next picture. This display of new Spring apparel consists of sack suits, gloves, a soft hat, and walking-sticks. The suits are the chief exhibit, while the accessories are included largely to emphasize the attractiveness of the garments.

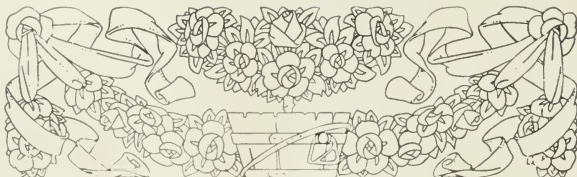
Lightweight, three-piece suits are shown in a most impressive manner. Each of the three units shows the utmost care in adjustment. Two distinctive ways of posing coats are shown. The centre unit is worked over a form which displays the form-fitting lines of the garment. In each of the other instances the garment is draped on a coat stand, which method is usually favored as it looks less stiff. White chamois gloves are used to cover the top

of the stands. The soft hat is well placed in the centre foreground to receive individual attention.

Prevailing Vogue, Requirements, Taste.

A noticeable failing with many trimmers is to crowd or overdress their windows. The main difficulty, it seems, is to know just where to stop. The art of displaying merchandise in such a manner as to inspire the passers-by with confidence in the shop and with a desire to buy is not merely drawing the curtain, as it were, but possessing a concise knowledge of correctness in fashion, color harmony, symmetry and balance. To be able to put in an impressive and resultful display, the trimmer must devote himself to the study of the prevailing vogue, the particular requirements of the clientele catered to, and the art of tastefully arranging the materials in hand to look their best and to compel the interest of the casual observer.

C. M. KEECH.





An approved New York clothing trim, by Weber & Heilbronner. See description previous page.

DRESSING WINDOWS FOR LOCAL EVENTS

Horse Show is One of the Occasions Where Advantage Can Be Taken of Public Interest and Connect It Up to a Merchandise Display.

THE question of how far it pays a window trimmer to go in deviating from a strict showing of goods for sale in the store is one that probably will always find difference of opinion amongst the men's wear trade as in all other businesses. There are some who maintain that the window trimmer should attend strictly to business of a store itself and not introduce any outside subjects, however close they may be to the minds and hearts of the public at the time. They declare that a window is good only for what it sells and that a representation in a window of a subject that is foreign to what the store has for sale is not only useless in itself, but is simply wasting space and time that could be devoted to merchandise trims.

On the other hand, there are other window trimmers backed up by merchants who thoroughly endorse the idea of a store window reflecting something of the spirit of big events which are stirring the people, men's wear stores, and others, in Canada and in England and in the States, have frequently during the past eight months shown windows that represented some of the phases of the big struggle that was going on over in Europe. There were

windows showing outfits for soldiers, khaki windows, windows whose chief constituents were selections from placards, posters, and newspaper illustrations, urging men to enlist. These did not sell goods directly. Probably they distracted attention to a certain extent from goods that were in the store windows at the time, but merchants claim that they identified the store as an institution in the community and that their indirect effect was very great. Some went so far as to lay out a map of some description in the window, with different-colored tiny soldiers stationed here and there, indicative of the nationality of the force which was occupying the area in question at the time.

Obstructing View of Inside.

There is always one point, however, that should be guarded against in such displays and that is against using the glass of the window for what may be called extraneous matter in such a way that it obstructs, or entirely cuts out the view of the goods or other display in the window itself. This has been frequently seen during the past few months where illustrations of war scenes or drawings from English papers have sometimes covered up the whole of a

A Bright Window Display in Horse Show Colors



A very tasty display of men's clothing made during Horse Show Week by Fitzpatrick and O'Connell, Toronto, with the colors blue and yellow. The introduction of the whips and bits gave a "horsey" flavor to the display while a breath of Spring was added by the addition of the bright flowers resting on the table. This with whips, tied by a bow of ribbon, makes a very effective centerpiece, and provides a lay-out into which the other units fit readily.

The color scheme is carried out in an artistic manner in the silk puffs rising above the coats on the individual stands.

men's wear window so that it was impossible for anyone to see what goods are shown inside. This is objectionable from any standpoint and unprofitable, and if displays of this kind are to be made, the pictures should be shown at the side or arranged in some way that they will not prevent a view of the window.

The disinclination shown by some merchants to digress even a hairbreadth, often includes a refusal to show a silver cup or a photograph of a baseball team on the ground that it is not merchandise. Other merchants lay up these connections with live sport and attribute their favorable attitude in this direction in a large measure to the support and patronage they receive from the young men. One of the occasions during the month of May that lends itself to a special display are horse races, as held in Ottawa, Montreal, Toronto, Hamilton, etc., and horse shows, which have extended themselves to a number even of the smaller towns. Frequently there is a local contest for the best window and those who add skill to enterprise win considerable prestige as a result. It is a valuable and inexpensive form of desirable publicity.

Tasty Horse Show Window.

Men's Wear Review shows in this issue a very tasty window display that reflected considerable credit on Fitzpatrick and O'Connell of Toronto, and the more so as it was a very short time after they had started business in Toronto. The event that they were interpreting through their windows—and the two were employed for this purpose—was Horse Show Week, and the purple and gold colors gave them an admirable opportunity for bright and

pleasing effects, as can be judged from the illustration. The use of the ribbon was extended even to the show card.

Sometimes in men's wear stores this event is taken advantage of for a display of business suits that the average man would wear to the races. Others would make a showing of the more formal costumes, just as women's stores show the gayest of suits and hats with the decorative touches of the club colors. The whole purpose, of course, is to attract public attention by connecting up the display with the idea uppermost in the mind of a large proportion of the public at the time. If the goods shown can be made to fit in with that idea, as is certainly the case with clothing, hats, gloves, ties, shoes, etc., so much, ever so much, the better. This will mean the most effective kind of advertising.

Some Decorative Effects.

One variety of decorative effects is shown in the window illustrated herewith, and a very attractive one at that. Often the whole background of the window is made up of the colors, blended, in plush, silk, etc. Variations of these would be panel effects, showing here and there, perhaps with the club colors alternating, one on each panel.

One store, using the yellow and blue had a background of yellow, "trimmings" of blue and a floor of yellow.

Another introduced the figure of a man on horseback, too ambitious a project for any but a very large window. The rider was dressed for the hounds with bright red coat, tan breeches, etc.

A third window was worked out with ribbons in com-

Effective Unit Trim of Early Summer Ties



THIS was a good selling display of ties and may be taken as a model for this type of unit trim,—a single range of ties, with a harmonizing color scheme of accessories.

There are six tie stands used, but these are helped out by collar boxes, set up under the velvet, which provide the varying heights in front, relieved by gloves. The color scheme includes ties of white ground, with bars of green, royal blue, red, gray, brown and purple; velvet of navy blue, in contrast, and gray suede gloves. The price card is in black and white, with the monogram "S" (Stollery) across the top band.

The tie units consist of collars—all alike—with one tie attached, and another thrown lightly over the top of the collar, showing the wide end on one side and the narrow on the other. The gloves are set in lightly on top.

A neat arrangement provides for the three cones. In the absence of a cane stand a collar-box was utilized and an extra piece of cardboard put inside, through which the canes were stuck, steadying them with the double layer of card. Trimmed by C. W. Balmer.



BLACK AND WHITE REPP SHIRTS.

In this unit trim the color scheme is black and white in the shirts, black in ties, and purple for the velvet draping in contrast. The shirts are of pique repp, which to some extent is replacing English Oxford in shirtings. The shirts are of varied stripes, small, medium and wide, showing the full "range" of this line. The collars are all the same style, preferably too, with the V centre. The cuffs of the shirts are puffed gracefully in front, and the varying height element is well arranged. This trim is by C. W. Balmer.

bination with whips, riding crops, silver bits, and stirrups, and was surmounted with a pair of riding boots and a bridle.

Another form of decoration is to use horseshoes in different colors trimmed with the horse show colors.

Sometimes the colors are run along the window, sides, bottom and top, and in the corners as a braid decoration.



C. A. D. M. CONVENTION IN NEW YORK.

Special Demonstrations for Men's Wear Trimmers—Prizes for Men's Wear Windows.

MEN'S wear trimmers will be interested in the preparations that are being made for the combined convention of the Canadian Association of Display Men and the International Association of the United States, which will be held this year at the Waldorf-Astoria in New York, commencing the third of August. As many of the window trimmers know, it was decided at the Canadian convention a year ago to accept the invi-

tation of the International Association to hold a joint convention and specially favorable terms were given the Canadian Association. The program which has been prepared for the International Association will contain several Canadian names and will be open to all the Canadian members. An effort will be made to secure a special car at Toronto to take the Canadian members down to New York. Special rates will be secured and reduced hotel charges.

The draft of the program has just been issued and this includes several demonstrations that will be of particular interest to men's wear trimmers. One of these is on "Something Different," in men's and boys' merchandise with show cards—a demonstration by Samuel Friedman of the S. Bloch Co., of Birmingham, Alabama. The announcement states that Mr. Friedman will "show you what kind of display to make in order to interest the refined and high-class trade. He will show what constitutes a display that would draw the shekels out of the public and cheaper class of trade. Accompanying each demonstration he will explain what show cards to use for different classes of display, how they should be lettered and made."

New Stunts in Men's Wear Trims.

Walter Wehner, head display manager for Brill Bros., Broadway and 49th street, New York, will give a demonstration on "New and Practical Stunts in Men's Wear Units." Mr. Wehner's work is considered amongst the best in the country.

Among the features of the convention will be a Merchants' Day, in which members will demonstrate to merchants the value of the work of the window trimmer, and several merchants, including one from Canada, will address the display men. It is announced that 70 booths have been reserved by manufacturers of equipment and supplies, and this will mean a very interesting display during the convention.

The Canadian Association, while uniting in the general meeting with the International, has retained its annual prize competition for window dressing, card writing and advertising. Last year the card writing contest was won by a men's wear card. This year, as then, two prizes will be given for card writing—a gold and a silver medal. Similar prizes will be given for the best advertisements.

A special class, No. 9, is made for men's wear windows, "open to men's wear trimmers in Canada for the best men's wear unit and furnishings table, or window dressed, showing arrangement of units in completed trim." The first prize will be a gold medal and the second prize a silver medal.

Any men's wear trimmer who feels like entering the contest and joining the association, even if he is unable to attend the demonstrations in New York City, should communicate with the secretary of the C. A. D. M., Mr. F. J. Thompson, 52 Stanley street, St. Thomas, Ont.



AN ONTARIO RETAILER WRITES:

"I have misplaced my copy of April Men's Wear Review. Please send another, as I want to put in that trim shown on the first page."

Retailers are using this paper,—not merely glancing over it.

Doesn't this publication appeal to you as the most logical medium for your announcement—that is if you have anything to sell to the men's wear stores in Canada.

This Trim Sold Stock Out in Two Days



SEVERAL points distinguish this trim of ties, besides the strong selling value it developed. One is the skill with which the eye is focused on the new line of patterns that are being shown: an odd cubist design in printed silk crepe with very large patterns mainly in dark blue on canary yellow, with a tinge of gold and lavender in the centre of one set of figures. They are so distinct a line that they are allowed to stand out with few accessories. Note too, the ties shown at right angles to the canes, emphasizing, again, the strange pattern. This is done by a piece of hat wire attached just below the collar at the back and running out to support the tie.

The trim runs up highest at the left side, a pleasing variety. Note too, the use of bow ties of the same material attached to the canes, and also loose ones below at the left, to indicate all are hand-tied.

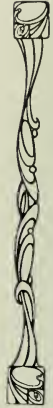
The puffs above the collars are handkerchiefs to match the ties, while the velvet is of green in suitable contrast.

The trim is by no means a flat one, as in the foreground is a small table, on which are set up one cane and one tie unit.

Note also, as in so many displays nowadays, even of exclusive designs, the use of a price ticket, "London's Latest Cravats, \$1.25." The card is a yellow to match the ground of the ties, with blue lettering, and an ornamental design of red.

The trim was by Mr. Sleeth for Bilton Bros., and had to be removed at the end of the second day as the stock was exhausted.

General Sales Window of Shirts and Ties



This is a well arranged trim for a Hamilton store, by Mr. Keller, a window dresser who recently came up from Trenton. It is intended to draw transient trade, and is what is termed a stocky window, with a variety of merchandise. Note, however, that each line of ties is kept distinct, thus retaining its impressing power which a medley nearly always destroys. The window has two fronts, as it is at the entrance to the store. The goods rise on stands, arranged in pyramid style, while towards the top glass shelves are available for unit trims. A dash of Spring is secured by the flowers and a local interest is added by a silver cup on exhibition. Price tickets are appropriately used as well as two special announcements signed by the firm.

TRADE JOURNALS FOR COMMERCIAL ATTACHES.

The following is taken from the Trade and Commerce reports, Washington, D.C., and comes from Commercial Attache A. E. Baldwin, London, England:—

“The commercial attaches of the U.S. Department of Commerce stationed at ten important trade centres throughout the world are under instructions to make every effort to keep informed of current trade conditions in the United States. It is certain that their work will be more effective in specialized lines of trade if they are currently in receipt of journals devoted to such branches of commerce.”



ADVERTISING COMPETITION.

An advertising competition is being run by C. D. O'Connor, The Men's Shop, of Gananoque. He offers a stylish suit made to order free of charge for the winner in the advertising competition. Anyone, except a profes-

sional ad-writer, may enter the contest and each person may submit as many ads as he pleases.



BUSINESS PROBLEMS IN THE WEST.

In Saskatchewan the retail merchants' associations are amongst the most active in Canada. The provincial association has been able to bring about the small debts court. It is now endeavoring to get the limit of \$50 in the small debts court raised to \$100, and also to bring about legislation whereby if judgment is obtained, execution against a debtor's lands could issue. The members are also seeking to obtain continuous garnishee proceedings and the raising of the pedlar's license in the Province, the producer and grower of meat, fish and farm products to be exempt from such legislation; the Food and Supply Bill and the forcing of a debtor to return to settle his accounts where they were transacted.

The plan to turn the clocks on one hour so as to save artificial light at night, is being endorsed generally and will be given trials in several centres.

ADVERTISING STUNT TO GET MOTORISTS

Montreal Clothing Store Sent Out Circular Letter Which Had a Striking Effect—Novel Way of Reaching Automobile Owners.

By The Review's Resident Staff Correspondent.

SOME time ago, a well-dressed young man walked into Robinson's Clothes Shop, corner of Peel and St. Catherine Sts., Montreal, and asked if there was anybody working there named "Jack." He added that a letter had reached him, in which a complaint was made that "Jack" had been seriously inconvenienced in a motor accident. He wished to look into the matter, as his "old man" was down in Florida, and his mother was a little worried over the matter. Would they mind looking up their books and see if they had an employee named Jack?

Would Look the Store up Soon.

The well-dressed young man was gently told that the letter "Jack" wrote was merely an advertising stunt, and that no accident had ever taken place. It was merely sent to arouse interest in Robinson's \$15 suits. Whereupon the well-dressed young man laughed heartily, and said he thought that was the best advertising scheme he ever came across. When it was suggested that he take a look at the \$15 suits, he said he wasn't open for one just then, but when the time came along, he would certainly look them up.

Ten Minutes for French-Canadian to Laugh.

The next day, or the day after, a French-Canadian gentleman was seen wandering up "the stairs which Save Ten," and lead to Robinson's Clothes Shop. He seemed to be looking for somebody. In his hand he carried a document, and on entering, asked if there was a person here named "Robinson."

"That's he," said a clerk, observing what he carried in his hand, and knowing that a certain ad. had been bringing striking results of late. To Mr. Robinson the individual showed the document, saying:

"Why did you send me that?"
"Oh," said Mr. Robinson, "that's merely an advertisement for my \$15 suits."

"Your what?" exclaimed the French-Canadian.

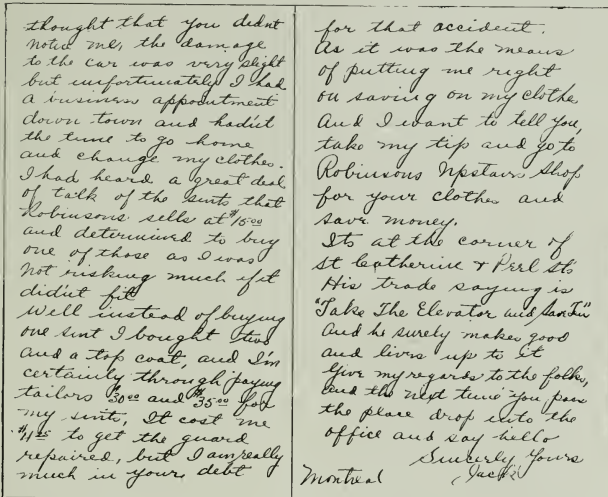
He could not see it, and as he appeared to be in a belligerent mood, Mr. Robinson used every ruse known to man to pacify him. It was ten minutes before he understood, and then he retired into the hallway to have a big laugh to himself.

The Montreal representative of this paper heard that a circular had been issued by the Robinson Clothes Shop that was bringing excellent results but did not know the details. So he sent the office boy up for a copy. It was on his desk when he returned. He did not connect the circular with this "letter," so that when he read it he went up in the air, like the French-Canadian. He declared he had never run into anybody with his car. Could this be his friend "Jack" from New York? It was "one on the Men's Wear Review."

These rather startling results have almost ceased, and now the value of the circular is beginning to be felt. It was mailed to every automobile owner in the city of Montreal, the list having been secured from a local newspaper. Mr. Robinson had the idea that owners of automobiles were not accustomed to paying \$15 for their suits, and the object of this letter was to bring home forcibly to their minds that \$15 would buy them the same suit as would \$25 at a ground floor store. It takes some drilling—this idea: "Take the Elevator and Save Ten." Most men come and go with the idea that fifteen dollars will buy a fifteen dollar suit, and nothing more. Mr. Robinson says he puts suits into stock that cost \$22 to \$25 in the ordinary way, but that his customers—

at first—have difficulty in believing it. The large turnover, and paying cash for his stock, he says, with a big saving in rent, enable him to do this.

However, the object of this article was to tell about this very effective advertising stunt, and not about the good value in the Robinson \$15 suits. It brought results from a class of men he has had difficulty in reaching; men who were in reality looking for something cheap, which had the style.



This shows the two inner pages of a "letter" sent to motorists in Montreal, as explained above. The first page reads: Dear friend—What's the matter with your eyesight of late? You seem not to recognize your old friends when you meet them. Last Thursday morning about ten-thirty, just as I turned the corner of St. Catherine street and University, I almost ran dead into your car . . . and a badly torn suit of clothes," etc.

St. Catharines Store that Makes Good Use of Display



This is an interior view of the new men's wear store of R. H. Biggs, St. Catharines. It impresses with its neat and attractive appearance, and especially the use made of every opportunity for the display of goods. Note the trims on the improvised ledging, a suit, shirts, underwear, a dressing jacket, with accessories, a hat, an umbrella,—meeting the eye at every strategic point and carrying a tempting suggestion of purchase. These trims are changed frequently and thus never allowed to pall in their effect on customers entering. The right-hand side is used for men's furnishings. On the left on a rack are models of suits, and back of these, samples of suitings and fashion plates. A mirror in the centre at the back is an attractive feature as are wall lights in mission finish.

USING LIVING MODEL FOR SUIT ORDERS

Very Effective Means of Showing Good Points in Models for Young Men—Five Suits of One Model Sold in Single Day—Careful About Build, Age, Etc.

Written for The Review by R. H. Biggs, St. Catharines.

IT is just six months since we moved into our new store and started taking orders for clothing. Our experience so far has been very satisfactory and in fact business has been far better than we anticipated. Not only is it steadily growing, but there has not been a single suit thrown back on our hands of the large number we have sold since we added this to our men's furnishing business. Our clothing outfit consists of samples of cloth-fashion plates and a few models of the more popular lines of suits. This appears to us as the ideal position for a men's wear dealer, without being enumbered with a large stock. The outlay is practically nothing under this system, nor is there a lot of capital tied up.

You asked for our method of dealing with the men who come in to look over samples and models of suits. There are, of course, two classes regularly found. Those who know just what they want, or think they know, and those

who are dependent upon the merchants to tell them what is what in men's wear styles. For the latter, of course, we point out what we feel would suit them best, taking account of their size and build, etc., and our advice is usually taken. We depend not only on stowing them models from the houses we represent, but all the authoritative news we can get of men's wear styles we keep ready to hand for backing up the advice we give. For instance, the findings of the National Merchant Tailors' Association of Chicago we preserve and show, as we feel that they have some weight with our customers, as well as ourselves.

Two Types in Windows.

We try to be careful to suggest a suit that will fit the person of our customers, making allowance, as I said before, for height, age, etc. For instance, in our windows at the present time, there are two models of suits, one in

Modern Store Fronts Aluminum Finish and Leaded Transom



It would require a view of the store front that this replaced to convey a fair idea of the superiority of the present one in this store of R. H. Biggs, St. Catharines. The door in the old one was at the left side and two broad, wooden pillars obstructed the view of the window as well as horizontal sash divisions, cutting it up into small lights.

The new one gives the double window display, slightly slanting towards the door. The whole width is 13 feet 6 inches; the front lights are 4 feet 6 inches and the depth of the windows the same; the height

is 6 feet 6 inches, with an attractive transom of clear, leaded glass. The metal of the front is of aluminum finish, giving a bright appearance and singling the store out on the street. The entrance is tiled.

The windows are of a type that are not enclosed at the back, even by a low railing, but give a free view into the interior as is seen in the illustration. Condensation on the glass is prevented by a ventilated sash, by which a current of air circulates all the time, coming in at the bottom and passing out at the top, preventing steaming or frosting.

each window. The one is a model with wide lapels on the coat, and the other with more narrow lapels. We would not advise the slender young man to take the suit with the wide lapel, as we feel it is more fit for an older person. Should a customer refer to these suits we show them the different points of likeness and contrast in the two models and our suggestion and advice on the subject is usually followed. Even where a customer is determined to pick out a certain model, if we feel it will not suit him and therefore that there may be dissatisfaction afterwards with the clothing he gets from us, we try to use tact in suggesting that he change to some other and invariably succeed in our point.

So far as cloths are concerned, it is more a matter of personal choice, though even here we are frequently asked for advice as to what is the proper thing. We are very careful also in taking measurements so that there may be no alterations or scarcely any when it comes back.

Would Not Make Many Alterations.

This matter of satisfying the customer is, in a sense, the most important one with us. If a suit comes back, it may be the trousers are too long, or probably the sleeve too long, something any customer would readily see could

be altered without damaging the suit itself. But if the coat did not fit around the shoulders, or in the back, or there is any other defect which would make it probable that a good deal of ripping up and cutting would have to be done, we would not think of suggesting that the tailor make the changes. We would tell the customer that the coat did not fit him properly and at once make arrangements for getting him a new one if he wished. We would in that case place the suit in stock and sell it out at a considerable reduction. We would not suggest making any radical changes in any suit that came to us, feeling that not only might it not fit finally, but the customer would get the idea that even if it was made to fit that somehow we had made a miss in the making of the suit in the first place and a certain feeling of dissatisfaction would be the result. A motto which we put into practice, and which we invariably announce to our customers, is "A perfect fit or no sale."

Using A Living Model.

There is one plan which we have found very successful in inducing men who come in to buy to a conclusion and give their order. That is, by the use of a model. On Saturday evenings for two or three hours, we have a young

man in the store who is simply to show off the different types of suits for those who want to make a purchase. Fortunately he can wear a 34 or 36. He will put on, for instance, a certain model and walk up and down the store several times with it for the benefit of the intending purchasers of a suit. Then he will put on another model and follow the same course. In this way, the young man knows exactly what the suit will look like when it is on. This method is much superior to the ordinary one of showing the cloth or a drawing of the suit, or even the suit made up, by holding it out ourselves. The method has a certain novelty in it, in St. Catharines at all events, and this, along with the idea that we are ensuring a better knowledge of the suit, has been responsible for considerable success in this direction. During a single Saturday, we sold five suits from a single model to young men who came to the store to look over our samples and styles.

This is in addition to others of other types which were sold during the same day.

Mention has been made of the use of windows. We make it a rule to have only one suit in each window, surrounded by appropriate shirts, collars and other accessories, so as to have what you might call a unit trim. We feel that one suit in a window, so far as ours are concerned, at all events, is quite enough and that any other there would detract from the one as compared with the importance to it if it is there by itself. Just as now we often have a model suitable for an older man in one window and a younger man in the other window, even although both are built pretty much along the same lines and very frequently we will use the same pattern of cloth in both suits at the same time. We have frequently had men come in to tell us they want to buy a suit just like the one in the window, even to the cloth itself. We thoroughly believe in making our windows talk for us."

KEEPING TRACK OF HAT SALES

Manager in Montreal Store Has Easy System Which Gives Him a Daily Inventory--
Thinks It Better Than Hamilton One.

By The Review's Resident Staff Correspondent.

THE manager of the men's wear department of Goodwin's, Limited, Montreal, Mr. J. Rubine, after reading an article on keeping track of hat stocks in last month's issue of Men's Wear Review, stated that he had a system which he considered superior to that of A. R. McMichael, Hamilton, which he had also applied to men's furnishings.

His system is to enter the hats as they are received, in a ledger, according to style number, size and price. The hats are then placed in the hat case, a small ticket being inserted in the band of the hat, on which are written size, style number, and selling price.

When a clerk makes a sale, he naturally takes this ticket away from the hat. He places it in a small box, which is kept locked or in a place where it cannot be tampered with. At the end of the day, the manager places these tickets before him, and can say immediately, "I have sold so many hats. There were so many of this style, so many of that," and so on.

He goes to his record of each one of these styles in the ledger, and reduces the amount of stock by the number of hats sold. After he has done this simple piece of work, he knows exactly how many hats he has in stock, how many he has sold, what styles he has in stock, their sizes, in fact every day his inventory is ready.

For instance, in the sample page given above, there were three hats, size 6 $\frac{7}{8}$ sold. At the end of the day the number on the page, 2 $\frac{1}{2}$ dozen, was struck off and the balance, 2 doz., marked down.

That it enables the dealer to keep close track of his daily sales, and because of its simplicity, the system will be valuable to any hatter or haberdasher. If he has a good style which is going very well, by using this method, he knows the number he has sold every day. He may be selling hats all of one style.

Such a system serves two purposes: it shows how much stock is held in reserve every day, and gives a record of the sales that have been made. One of its strong points is the box. The system described in our last issue might make it necessary for the clerk after making a sale, to cross out a figure underneath the size of the hat sold, in his ledger. When a store is busy on Saturday, there is a danger of clerks neglecting to do this, whereas he would hardly allow the man to go out with a ticket in his hat. The task of putting this small ticket into a box requires neither time, effort nor thought.

The only requirements are a ledger, a wooden box with a slit in the top, and the small tickets. In a large store, it would be best, perhaps, to have a separate page in the ledger for each price or each line.

STYLE	QUANTITY BOUGHT	COST	SELLING	6 $\frac{7}{8}$	6 $\frac{7}{8}$	6 $\frac{7}{8}$	6 $\frac{7}{8}$	6 $\frac{7}{8}$	7	7 $\frac{1}{2}$	7 $\frac{1}{2}$
1597	12 doz.	15.00	1.75	年	年	年	年	年	年	年	年
						1	2	2			
1820	6 doz.	15.00	1.75	年	年	年	年	年	年	年	年
									0	0	

7 $\frac{1}{2}$
1597
1.75

HATTAG

Sample of page record for hat stocks. When reserve stock is moved forward amount is deducted and balance set down under.

MUTUAL CREDIT REPORTS FROM MERCHANTS

How Retailers Work Together in Berlin, Ont., to Keep Track of 1,500 Names With Confidential Reports on Each.

To the Editor, Men's Wear Review,—

Niagara Falls, Ont.

We are trying to arrange some system for keeping track of credit customers, by means of mutual reports, either from the retail merchants as a whole, or men's wear dealers by themselves. Can you give us any information of any place where a local system is being worked out, as, generally speaking, the Retail Merchants' Association can hardly cover each place sufficiently in detail to serve our purpose.

TO the merchants of Berlin, Ont., for a perfected organization and co-operation credit must be given for one of the best local systems of a perfected organization for dealing with credit customers, that has come to our attention. The result is that each one of over 125 merchants in Berlin,—a very large number for a town of that size, has a book containing confidential reports on fully 1,500 citizens who are accustomed to ask credit. The character of these people in their relation to the payment of their debts is worked out systematically under five heads, as explained below. This grading is done as a result of records made by merchants with whom they have dealt, and all of these reports are tabulated. Thus the merchant can judge for himself whether he wants to extend credit to them, and whether also, once he has extended credit, he will be justified in taking strict measures to enforce payment of his account.

To illustrate the kind of information that is given, it should be explained that these books are divided up in alphabetical order and each page is a loose leaf style, and is typewritten so that additions may be made to the list from time to time as reports are received. Take for instance one name, Henry Jones. The report with his name might read as follows: 2 1; 5 2; 1 4.

Five Make Him Second Grade.

This means that two merchants have reported on Henry Jones as first-class credit, five have reported on him as being second-class credit, and an eighth with whom he has been dealing, considers him fourth class credit. The merchant of whom he is asking credit for the first time would probably size this man up as second class credit, which accordingly to the definition laid down means: "Prompt payment; considered safe credit." This report would justify a new merchant in extending credit to this man. However, if the last two were reversed, and one had considered him second grade credit, and five had marked him fourth, it would probably be an advantage to the merchant to refuse credit. Because fourth grade, according to the definition means, "Very slow, considered doubtful."

The Five Grades.

The following is the basis of credit laid down.

1. Prompt payment; financial standing good.
2. Prompt payment; considered safe credit.
3. Slow payment; considered safe credit.
4. Very slow; considered doubtful.
5. Demand cash.

It has been mentioned that the names of 1,500 customers are contained in this list, and this in a town of considerably under 20,000 shows that the field is unusually well covered, especially as the list does not include a large number whose credit is well known, people of long standing in the community, many of whom have dealt for years

with the same merchants and who have never given any trouble as to payment. The list is rather one of persons of whom the merchant might be in ignorance, or of whom past experience has shown that it is advisable to be careful, even if they are well known and receiving good salaries regularly.

The list is one naturally that is built up gradually. For instance a merchant will apply to the secretary or whoever is in charge of the financial agency for information on a certain person whose name is not on the list already. The agent then makes enquiries of other merchants to see whether they have had any dealings with him, and their reports are based on their experience with this party. These are tabulated by the agency and the reports sent on to the merchant with whom a new account is desired by this customer. Thus the merchant is able to deal intelligently and can feel safe in granting credit if the reports warrant it. The next step after getting a report on this party is to add it to the typewritten lists, so that the information will be distributed to all the merchants. The books in Berlin are made up by multigraph machine, and new names can be added as merchants see fit, bringing the lists nearer and nearer to completion.

Of course it will be realized that the credit system cannot be worked unless there is good feeling between the merchants. In many cases where there is jealousy, it seems impossible to carry out any co-operative work, even where the object and result can only be to the mutual advantage of all concerned.

Who Shall Conduct System.

A point may arise as to who should conduct this system, whether the merchants can do it themselves, by appointing one of their number, or engaging a young man to do the clerical work, or whether it should be done by someone outside. In the case of Berlin, it is done by the head of a collecting agency, who is in close touch with the merchant on other matters. Here, as the system has only been in operation for a year or so, a very low rate is charged, approximating \$5 each per year, which does barely more than pay expenses. This may be expected to be raised somewhat now that the system is in good working order in order to net a little profit for the agent himself. Of course, the merchants might engage someone and pay him a salary for doing the work if they felt they could secure a competent man.

The application of this information is usually not difficult.

"What do you do under this system in the case of a person coming in and asking credit?" The Review asked of one of the merchants who is most interested in this scheme.

"The clerk is not allowed to give credit to any one who is not on our books without permission from me or the head of the firm," was the reply. "The clerk comes to me or the person who is asking credit, and if I know at once that the case is a safe one I give credit. Or I look up the information in the book, and if I find the name is safe, the request is granted. If not, I tell the customer probably that we considered that we have sufficient names on our books already, and do not wish to extend the list.

WHAT THEY ARE WEARING IN LONDON

By
"The
Lounge"

WHERE is the silk hat of yesteryear? Time was when a man's respectability was denoted by the silk hat he wore. It was the hall mark of respectable business standing. How on earth could a stock broker buy and sell stocks and shares without a silk hat? Or how could a tea man buy and sell tea without a silk hat? A lawyer would as soon think of going to the Old Bailey in his pyjamas as in anything but a silk hat. Up to a few years ago fashions might come and fashions might go but the silk hat, like Tennyson's "Brook" went on for ever.

But alas and alack for hat manufacturers, a silk hat is no longer the general fashion. It is fast becoming the distinguishing mark of the minority. There are still some to be seen, notably in the British Museum, and on one or two gentlemen who refuse to change their way of dressing at the behest of any modern. The average member of the Stock Exchange now conducts his business wearing a fedora or a bowler or in Summertime a straw hat. Here and there the silk hat still marks the man who won't change his mind, but he is now the exception rather than the rule. Even at St. Stephen's, the last place one would imagine which would change its mind in matters sartorial, Keir Hardie has appeared in a linen suit and a gray hat. 'Linen Suit!' Shades of Gladstone and Dizzy! The House recovered from the shock and then proceeded to go and do likewise to a certain extent.

A Court Incident.

A rather laughable thing occurred here the other day. At the Guild Hall Police Court a defendant in reply to Sir Thomas Crosbie said he was a silk hat manufacturer. Said Sir Thomas "Ah! there is nothing doing in those tall chimney pots just now. (Laughter.) My opinion, Sir, is that the silk hat is doomed. I haven't bought one for three years and I never mean to have another. (Laughter.) There are plenty of other caps and hats you can make—but the day of the pot hat has gone by." (Laughter.) As the defendant was about to leave the Court, Sir Thomas remarked, "Why, you don't wear a silk hat yourself, Sir." The defendant replied, "No, Sir, I don't think it would suit me."

Some of the silk hat people have been frightfully upset about these facetious remarks of Sir Thomas Crosby, and the manager of Lincoln & Bennett & Co. Ltd., those deans of the silk hat trade—has delivered himself of some remarks. He says that to say the silk hat is doomed is nonsense. But in the next breath he says that there are not so many silk hats worn now as were worn 10 years ago and anybody but a silk hat dealer would admit the truth of this. I am afraid the average man has said, "Adieu" to the silk hat for anything but extremely formal wear.

Gray and Green.

It is going to be a race for popular favor between gray and green as a color for men's wear this Spring and Summer. In both cases the shade will be dark and incon-

spicuous. Any bright colors in suits and overcoats are taboo. I saw one of our younger Peers the other day in the Row very smartly dressed in a dark gray lounge suit. The lapel was cut long and narrow and fastened with a single button on either side the coat, in link fashion. The shoulders seemed to me to slope a little bit more than is usual with Lord B——'s suit, but the change is all for the better. I noticed that the outside breast pocket was absent. I think I took this up with you in one of my former letters and pointed out that it is not really an English custom. The outside breast pocket until two or three years ago was not taken up by the average man over here. And several of our very smartly dressed men at present prefer to have the two inside breast pockets rather than the one outside for the handkerchief.

There is some attempt to impose the waist-coat with a long lapel. This of course is double-breasted. I don't think it will be popular for general wear. Possibly some men who want to be distinct and individualistic will wear this kind of waist-coat but for the average man who dresses a la mode it is unlikely that it will have very much run. The tendency towards green suits that I remarked is possibly more pronounced amongst our younger men. At that, the shade is a dark one. In fact the only bright color in a man's attire at all this year is in the cravat. These are unusually bright, inasmuch as regimental stripes are being very much worn. The khaki background with dashes of color for your favorite regiment is au fait.

In a New Light.

The age of miracles is not past! I saw Mr. Churchill the other day and he was actually decently dressed. Winston has always been regarded as a man who does not care a continental about matters sartorial. Besides his predilection for weird headgear he was known for some time—that is in the estimation of a great many people—as the wearer of the shabbiest frock-coat in the Cabinet. But I saw him the other day, as I say, in a morning coat of irreproachable cut. Either he has changed his tailor or his tailor has superseded Mr. Churchill's instructions. The inevitable huge wing collar is still there and Winston's head, as he strode along, with his umbrella for a cane was pushed as far forward through this wing collar as possible. I believe the reason he wears this ugly collar is that it displays "the bull dog" look!

The suit was of gray cheviot and the pants were of a gray striped material. The hat by the way, was a silk hat.

There is one important development in the question of cloth for suits this year. That is, that whipcord appears to be coming into its own more and more. This has been popular heretofore with a few good dressers but has not been by any means universal for a number of years. It is a revived fashion. It is, however, a material that wears exceptionally well and I notice in the different shops in Savile Row this Spring, a great many varieties of this material.

HOW CANADIAN MEN DRESS

A Sketchy Review of the Dress Practices of Prominent Canadians Compared With Englishmen Similarly Placed.

Concluding article by Hugh S. Eayrs.

THERE is another reason, too, lying behind the fact that while Canada is well-clothed she is not well-dressed in the Mayfair meaning of the word. It is that Canada is democratic. When you come to think of it, we have no fashion-setters in the Dominion. We have first no distinctive style of dress. Secondly, we have no particular class of the community from whom we take our instructions in this regard. In England, the Parliament is, for the most part, filled with well-dressed men. There is a dress for the politician. The Stock Exchange abounds in business men who have distinguishing marks. That is, they did a very few years ago. But in Canada our Parliament dresses as it wills and it is so heterogeneous and variegated that no man may point to the mote in his brother's eye. And our Stock Exchanges are filled with men who dress as they will, not according to some schedule of tradition. Sir Rodolphe Forget does not buy shares with a plug hat rakishly settled on his head. It isn't necessary to the buying of shares. It doesn't regulate their values. Even London is now recognizing that a stock-broker may pursue his avocation in a straw or fedora, and not be one whit the worse business man for it! The stock broker is no better or worse, no higher or lower, than the rest of humanity. The novelist who writes about the Canadian business man cannot with truth describe him as "Boarding the car to the city, faultlessly attired in silk hat and morning coat." If the Toronto Stock Exchange opened its doors to a score of members so attired there would be no business done for the rest of the day.

IV.

AS for our Parliament—it is the sanctum sanctorum so far as democracy goes. Here is a democracy of the democracy. Here is no replica of Westminster. Here are no long lines of frock coats and silk hats. You may sit in the Gallery down there at Ottawa and count the number of silk hats on the fingers of one hand and ten chances to one, you would have four fingers left then. Most of the members make the laws in loose sack suits. It would be difficult to tell their financial standing from their dress, or their Parliamentary standing either. When the Honorable Robert Rogers wears his Derby so far over his eyes the greenhorn may be pardoned if he attributes Yiddish ancestry. And in the old days when Glen Campbell



Winston Churchill and Lord Crewe, Liberal leader in the House of Lords, leaving a Cabinet Meeting. Churchill shows a departure from parliamentary dress etiquette by his fur collar and cuffs. Lord Crewe is of the standard.



Mr. Buchanan, member from Lethbridge, in his dress is typical of the average member at Ottawa.

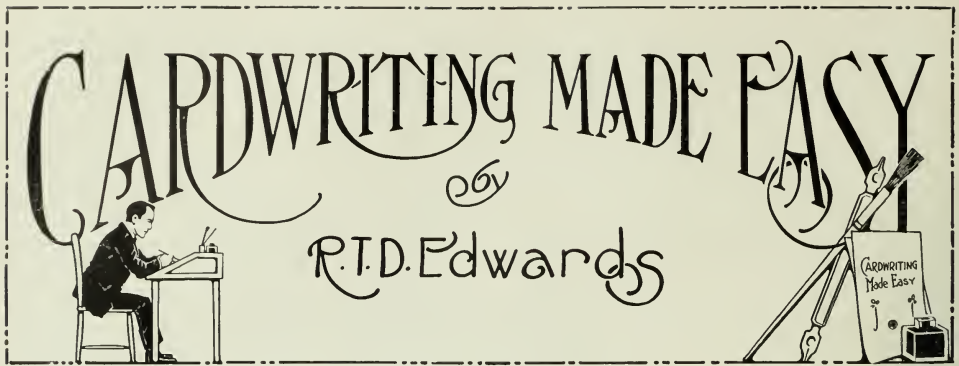
viewed his fellow-members from beneath his Stetson it was hard to put him down as a legislator, if you were used to seeing the prim precision of the British parliamentarians. He looked as if he came from Texas, and a callow youth might be forgiven if he expected to see a shooting-iron.

There are few primly proper men in the House, and there are few outstanding men on the point of dress. Sir Wilfrid Laurier is frequently clad in the grey frock suit, relieved by a splash of red in his tie;—in its turn—ornamented by the familiar diamond horseshoe pin. In England when he was there at the Imperial Conference, he was described as "a symphony in gray." Sir Robert Borden wears the regulation frock coat and gray trousers, and looks for all the world like a lawyer of the old school. In the winter he is addicted to a fur hat. In the summer a panama of fedora shape or a soft fedora is his choice. Unlike his counterpart in the British Parliament Mr. Asquith, he does not wear trousers for the making of which his tailor ought to be ejected from the union.

We have no "Winnie" here to give copy to the illustrated papers by the hats he wears; Mr. Churchill, if he comes to Canada, had better leave his weird headgear behind. Nor have we an Austen Chamberlain, immaculate and resplendent in monoele and orchid. The nearest approach is Mr. W. E. Northrup, who emulates Mr. Chamberlain as far as the button-hole goes, but backs down at the monoele. Nevertheless Mr. Northrup, is accounted the "Beau Brummel" of Parliament Hill, with Mr. R. B. Bennett, the member for Calgary running him a close second. Hon. Mr. Rogers is easily the best dressed man in the Cabinet. There are times when Mr. Rogers "gets himself up regardless," as Artemus would say, and dazzles the eyes by the superb fit of his braided morning coat, and the perfect set of his tie and collar. He is rather extreme and adopts the latest ideas sooner than any other member.

Last summer Sir George Foster threw a bomb-shell into the camp by appearing in the House in an "ice-cream" suit. As Sir George usually wears dark grey or black, the sombreness only relieved by the white vest, the House wondered what this strange and wonderful innovation portended. It was nearly as epoch-making as the appear-

(Continued on page 36.)



LESSON NO 4

IN this article, No. 4 of the series, I am going to dwell at some length on one of the most important features of card writing viz., brush work. The brush is the most important tool of the card writer's equipment. The card writing pen is quite satisfactory for some kinds of lettering, but if a card writer is a master of the brush he can get along much more easily without pen work than he could without the brush. With a brush it is possible to do heavy one-stroke lettering or very small work, and this can be done rapidly by the man who is able to master the brush. The brush can also be used for making large outline lettering such as used for posters or large cards. For work of this kind a pen is not the correct tool, but it has been shown in previous articles that the pens will do the work if brushes are not available.

In selecting brushes, I would recommend "red sable writers." The hair of the red sable brush is arranged in such a manner that it works out to a chisel point. The round ferrule can be secured in nickel-plated or brass. When testing a brush wet in clean water and draw the hair of the brush gently between the thumb and forefinger. Thus, the length of the hair is shown and in a good brush the hair will be of uniform length, such as shown in Fig. 1.

The Best Brushes.

The five illustrations accompanying this article show the regulation sizes of the best red sable lettering brushes. The illustration is made from an actual photograph which shows the ferrules and hair of the brushes. The black stroke above each brush indicates the width of the stroke made by the brush below. Of course, the width of the stroke is very often regulated by the quantity and thickness of the paint carried in the brush while lettering.

In buying a brush be careful you do not get a brush with an uneven tip. In Fig. 2, note the centre brush. A brush like this is absolutely useless for good card writing. It is well to

remember that the hair at the end of the brush is, or should be, the natural ends of the hair as it grows, and this is the reason why it can be brought to a fine wedge point. If the hair is uneven it is necessary to trim the ends and this makes a hard point in the brush. The hard point is not satisfactory in doing good lettering.

Select the first brush I have shown in Figure 2. I would also advise the use of a sable brush with a round ferrule. The round brush is more easily controlled than the flat and will carry more color; it also has more spring and life.

Two, or at the most, three, brushes will be sufficient for the beginner to purchase. The card writer should always keep his brushes in good condition. Neglect will ruin brushes. Always wash the brushes thoroughly when through work. Paint left in the brush at the root of the hair will split the hair and cause it to fall out (see illustration in Fig. 2).

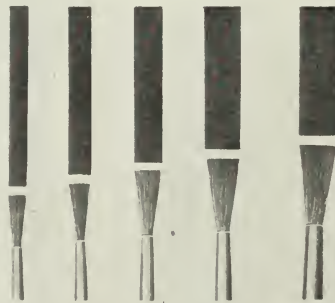
After washing the brush be sure and see that the hair is straight and in proper working shape. If stray hairs get out of shape and are allowed to dry the working quality is impaired. Should the paint at any time harden in the brush, let it soften in water for five minutes before attempting to clean it. Do not bend the hair if the paint

has dried on it, for this loosens the hair from the ferrule and causes dropping out, thus rendering the brush useless for card writing.

Caring for the Brushes.

Do not allow the brushes to lie on a piece of cardboard or glass long enough to allow the paint to dry. Should the paint become hard and stick to the cardboard or glass, put a few drops of water on it and allow it to soften before attempting to remove (see Fig. 4).

Brushes should not be allowed to stand very long in a glass for this bends the hair and makes the brush unfit for good work. Should a brush become bent from standing in a glass it sometimes takes a considerable



5. 6. 8. 10. 12.
These are the regulation sizes of the best red sable lettering brushes

Fig. 1.



length of time to get it back to the original shape (see Fig. 3).

The card writer should treat his brush just as the careful mechanic treats his tools—as though his job depended on them.

In Lesson No. 1 I stated that the card writer should have a slanting table. If a special table is not available you can use an ordinary kitchen table by cutting about three inches off the front legs. The height of the table should be such that it would not interfere with the free swing of the right arm. Always sit square in front of the table and keep the top of the card on which you are working slightly toward the left, so it will be parallel with your right arm.

Fig. 5.

Keep your pot of color at your right hand, with a piece of scrap glass or paper near it. This can be used for working the brush to a flat point after it has been dipped into the color. Do not attempt to letter in card by using

the color direct from the paint pot to the card. To begin, lay out a blank card as shown in Fig. 5. Mark out lightly with pencil guide lines two and one-half inches apart. Then proceed to practise the exercise and figure separately as indicated. Remember, you cannot practise too much. Follow the instructions keep the brush flat and do not be afraid to spoil a little cardboard.

Chart No. 4.

Chart No. 4 shows the complete set of figures, dollar and cent marks necessary for making price tickets. These are made by the one-stroke method; each stroke is numbered, and by following the numbers you should not have difficulty in doing the work.

The "1" is composed of three strokes, the main down stroke and the top and bottom finishing strokes. The "2" is a five-stroke figure, the small cross lines indicate where the strokes join. The "3" is composed of seven strokes; in this figure the top loop should be slightly smaller than the bottom.

Making the Figures.

The "4" is also composed of seven strokes; this figure requires a great amount of careful practice. Care should be taken in making figure "5." This is a hard

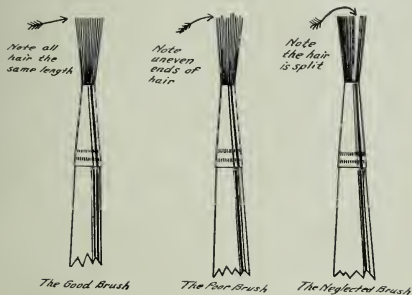


Fig. 2.

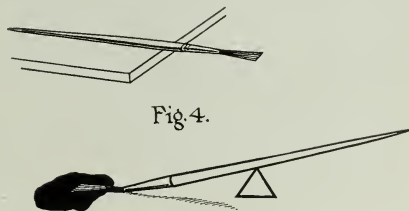


Fig. 4.



Fig. 3.

figure to balance properly. The illustration shows where the strokes are joined; this figure is composed of five strokes. In making figures it is important that all joints be hidden as much as possible, and each letter should look as though composed of a continuous stroke.

The "7" appears simple, but to make this letter correctly considerable practice is required. The hardest part in making this letter is to get the plant stroke at the right angle. As shown in the chart, the top loop of the figure 8 is smaller than the lower one. Four strokes are required in making this figure, but each stroke must be made correctly or the figure will be spoiled.

Collection of Price Cards.

The collection of price cards shown in Fig. 6 gives a fair idea of the work that can be done by a student who has mastered the foregoing lesson. The ruling on these cards was done with the stub pen shown in a previous lesson.

In buying materials I would advise the card writer to buy prepared show card colors as they are the best for brush work. These can be purchased in dull or gloss finish. The former is most desirable. Do not use pen ink for brush work.

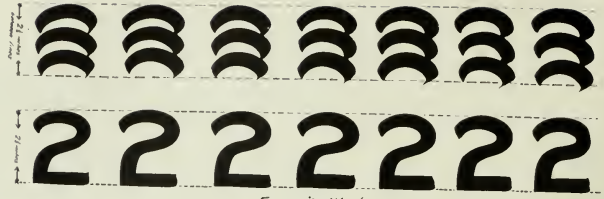
HOW CANADIAN MEN DRESS.

(Continued from page 33.)

ance of Mr. Keir Hardie, the Socialist leader at St. Stephens, clad in a straw-colored linen suit. The British Parliament have forgiven Mr. Hardie a lot, but this was the last straw—and the first, too! Mr. Hardie's action wounded the House of Commons in its tenderest spot.

Across the country there is Sir "Dick" McBride, the Premier of British Columbia, wearing a hat which might be worn by an impresario—and a broad smile.

We have one gentleman in business circles in Toronto who looks any time and every time as if he had stepped out of Lombard street, in old London. Behold Mr. P. C. Larkin, a prominent tea-man, clad in the shiniest of top hats, the most immaculate of cheviot morning suits, cut by a tailor who knows his business. Every inch of Mr. Lar-



Exercise Work
Fig. 5

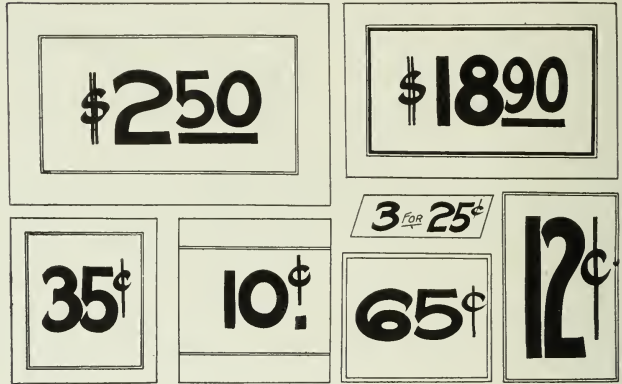


Fig. 6.

kin's six feet is dapper, smart, a la mode. Mr. Larkin has never been known to visit his office without his silk hat. He is one of the few survivors of the sartorial "old school."

Not all of our millionaires are so particular, Sir William Mackenzie is well dressed—usually in a grey suit—but would never attract notice. He is small, to be sure, but then so was Zachaeus and he managed to make himself prominent. Z. A. Lash, when he hurries along King street, might be a prosperous business man, but nothing more. The same applies to J. W. Flavelle, E. R. Wood and a score of our business leaders. Sir Thomas Shaughnessy may be head of the biggest railroad in the Empire but that is no reason, he thinks, why he should live in a top hat. J. C. Eaton may be head of the biggest department store in the Empire, but it does not impose upon him a morning coat, and white linen spats.

And so one might go on. The big men in Canada are rarely de rigueur in their dress. Their point of view is that they have come to the time when they may dress as they will.

WINDOWS IN SCAFFOLDING.

A men's wear store, in Detroit, Mich. during a re-building sale, made use of the scaffolding adjoining the store by putting in temporary windows for 110 feet, thus securing additional display.

Fire Losses.—H. F. Debone, tailor, Halifax; John L. McKinnon, tailor, Sydney Mines, N.S.

Harry Glube, tailor, Barrington St., Halifax, died on Sunday, April 11.

Mannis & King, Toronto, tailors, have dissolved partnership, Mr. H. Mannis continuing.