

# THE GENTLE ART OF PERSUASION . . . . .

By E. A. HUGHES

TIME was when "the animal who wears clothes" did not wear clothes. A few beads and a winning smile were considered sufficient for our forebears—some centuries ago. They recked nothing of whether the collar should be straight up and down, or cut-away. To them it mattered not whether the lapel of the coat was long and rolled, or short and pressed. Cuffs on the pants were details which didn't concern them. They never bothered about the latest decree of the divinity that shapes our ends—meaning the shoe manufacturer. For those were the days when there were no men's wear stores. Imagine it! Instead of your forefather and mine blowing in his pay-check on tics and suits and shirts and boots, he simply went out into the garden and procured a fig-leaf. If he lived in Canada, presumably it was a maple leaf. Of course, the "nuts" went in for something better. A string of beads or a few extra smart dashes of paint—these were au fait for the man who would be a sartorial top-notch a couple of thousand years ago. But outres temps, autres mœurs. Civilization has changed all that. Civilization thinks it has improved on it. Perhaps it has. Put a Bond Street Johnny alongside a native of Somaliland, and you are sure that civilization is a blessed thing. Incidentally, what a sensation there would be if the Bond Street Johnny and the Somali changed clothes!

You are sure, I say, that civilization is a blessed thing. In this regard it is—particularly for the haberdasher, the tailor and the men's wear dealer. (I wonder if there were any in the days of the beads-and-winning-smile?) For "clothes make the man," so 'tis said. And since we are all after being men we buy clothes and lots of clothes. As the years go on the genus homo spends more and more attention and time and money on dressing well. Every year outdistances its predecessor in this connection. Every decade we become more ornate, more "dolled up." And, therefore, every year the men's wear has more and more opportunity to make money. The craze for dress always waxes, never wanes. It's a far cry from a string of beads to the complete wardrobe that a man needs to-day. Fortunes and fortunes have been made out of dressing humanity. Are you getting any of these fortunes? Somebody is getting rich because men want to dress well. Are you? And if you are how did you? And if you aren't, how are you going to set about it?

There's no time like the present, in more senses than one. Spring is here. In the Spring the young man's fancy lightly turns to thoughts of love. It does! And since dress plays such an important part in making a man acceptable to his fellows—of both sexes—the young man's fancy lightly turns to thoughts of Spring suits and Spring neckwear and shirts and so on. Go down Yonge St. in Toronto or St. James St. in Montreal and notice the number of love-lorn young men with their noses pressed against the windows of the men's wear stores, and with one hand in their pockets, their brains working overtime to know if they can afford that suit or that hat or those silk hose, which they know would enhance their appearance in the mind of ye ladye faire. Then set about luring those young men into your store.

For salesmanship depends primarily upon the gentle art of persuasion. The wise guy in the men's wear business doesn't sell dollar shirts for sixty-nine cents if they cost him seventy-five. No sir, not even to get the business in hard times. The brainy men's wear salesman doesn't

force the business. He is rather an adept at the gentle art of persuasion.

Consider the average man. He is essentially a social animal. Two thousand years ago I warrant it was the endeavor of every man to outdistance every other man in the chic appearance of his fig leaf or maple leaf or string of beads. There were, I wager, fashion-setters in those days too. Man is intuitively fond of the game of "Follow my leader." Someone sets the pace and the rest will follow. There is a good deal of the sheep in us yet. The appeal to Eye-gate is very strong. Catch a man's eye and you are half-way to his pocket. It is not half so necessary to have a luxurious store, and expensively paid help as to make the most of display, by power of suggestion.

They say times are bad. So they are. But when circumstances are pulling harder against, the men's wear man has got to buckle to and pull harder—for. If ever there was a time when ingenuity was at a premium it is now. If ever there was a year when every device along this line of power of suggestion should be employed, it is this year. Take a day to sit down and think up new stunts. Devise fresh and catching window displays. Consider how attractive you may make the inside of your store. Put all your ability into pleasing your customer. You can't afford to spend much money, perhaps. Very well, don't. But make the money you can spend go further along this line of pleasing the purchaser. And do it consistently and untrigingly. Make that window of yours the best-dressed, the most attractive in your town. It isn't always a matter of spending money. It is rather a matter of spending time, and using brains. I believe it pays far more to have such display of your goods in the window, in the silent salesman, in the store that the customer involuntarily wants to buy what you show than it does to lean over the counter and say: "Any thing else to-day?" till you are blue in the face.

The successful ploughman studies his furrow. The successful advertising man studies his prospect. The successful men's wear man studies his customer. He finds out what is the most natural thought for him to think, the most probable point at which they can both meet. This point is the weakness—if it be a weakness—for emulation. If the average man sees one of his fellows well-dressed, he wants to go and be likewise. The successful men's wear man knows this, and knowing it, he acts accordingly. He woos his customer, he gently persuades his client. If ever stress was laid on the two words "Good display" it should be laid right now. The last few months have not been too good. That wasn't your fault. But you have got to ride over it. Things are a little better; trade is looking up, and Spring has created a better feeling. The average man feels inclined to lay out some money in the Spring in clothes and so forth. See that he does it at your store.

And the gentle art of persuasion—by attractive display of what you have got to sell—will get the business.



The death took place the first week of April of Mr. C. H. Nelson, president of Semi-Ready, Limited, Montreal.

M. A. Dawson, head of the Tooke Bros. shirt department, Montreal, has gone on a buying trip to Europe.

# EDITORIAL VIEWPOINT

## MEN WHO HAVE DONE THEIR "BIT."

IT is refreshing to find at this time, when the public is disposed to form hasty and general conclusions and when there is a tendency to exaggerate on the one hand, and to minimize on the other, in regard to contracts for war supplies, that there are large sections against which not even a hint of suspicion has been directed. Millions of dollars' worth of khaki clothing have been turned out; millions in sweater coats, to name only two lines of supply, and not even a single charge to form a basis for investigation has been entered. Because a few of the manufacturers have been in the limelight many of the public have been disposed to hold them up as a class to condemnation and to scorn. This attitude is a grave injustice, which, perhaps, it will take months to rectify, but which deserves a strong protest on behalf of men who, in the vast majority of cases, performed their part honorably and with full measure. As the men of Newcastle said to Kitchener, they have done and will do, their "bit."



## WHAT NEW YORK SHOPS ARE SHOWING.

IN this issue of The Review there commences the first of a series of articles on "What New York Shops are Showing," by Mr. C. M. Keech, a men's wear authority in that city. A perusal of this letter will show the valuable information which it contains, the very kind of information that retail dealers in Canada are looking for, particularly when one considers the close relation existing between styles in New York and Canada.

It has been the aim of Men's Wear Review in arranging for this letter to find someone who could supply our readers month by month with exact information as to what styles are being introduced in New York, and the quite as valuable information as to what styles that have been strong are weakening or have disappeared. Unquestionably in the majority of cases the information which is thus furnished will be invaluable to the Canadian retailer in enabling him to size up the situation so far as styles are concerned months ahead of the season.

We commend this New York letter to our readers as an authoritative resume of New York styles of to-day.

This letter, we may add, is one of many features that Men's Wear Review has introduced in its new-style business paper for the men's wear trade of Canada.



## UNFAIR TO THE RETAILER.

AN ignorant, short-sighted and unfair policy towards retail business is under discussion in the city of Saskatoon, and already has received considerable municipal support. It is nothing short of a proposal that the city council enter into competition under a cut-price scheme with the local

tailoring establishments. Estimates have been prepared to demonstrate that uniforms could be secured more cheaply by the city if they went into the manufacturing business themselves.

Of course they could, on the principle that the merchant is in business for his health, and if the city should compete under a favored clause of no taxes and no profits—a straight cost-price proposition. On the same clever theorizing the city could supply its people with tea and coffee, eggs, bacon and bread for less than the grocer if it cut out practically all his necessary overhead expenses. This would be working along the lines of the misguided and misunderstanding zeal of a few ladies of Toronto who last year persuaded themselves that they were doing citizens a mighty service by borrowing the use of a hall and selling turkeys a cent or two cheaper by the pound than the storekeeper was doing. And to achieve this lower-cost-of-living triumph they got their rent and their advertising free, did not pay their "help" one cent, and did not deliver the goods they sold! And yet they heralded themselves as public benefactors.

What right has a municipality to interject itself as a competitor into retail business, where business is being carried on legitimately, and there is no evidence of a combination for excessive returns or the existence of monopolistic conditions. The making of clothes is not a "public utility" and the principle of public ownership and operation has no proper application here.



## A MOVEMENT AGAINST THE FREAKISH.

THERE are encouraging signs that for the Summer season at all events, the retailer will not need to be on his guard constantly against the introduction of some immoderate development in style that will compel him to purchase, while he knows full well that every one he takes in will mean that much dead loss on his staple and earlier stock. It was so in the straw hat game last Spring, and hundreds have put off buying this season from a fear of a similar calamity. The Review has no intention to decry novelty lines. They play their part in stimulating a public that may have become jaded; they force buying in the new season by driving the worn lines of the public into the discard. Often they permit of quick and larger profits.

But there is a limit and it is not a desirable condition for the retailer if he is liable at any moment, when his usual stock is bought, to be made the victim of a sudden movement of style in a totally different direction—when the season is upon him.

There would appear to have been a recognition of this claim on the part of the manufacturer this year, and the new straw hats, to cite one instance, show a universal tendency to get back to more staple lines. The absence of freaks will curtail expenditures and win gratitude from the trade.

At last comes this men's wear paper with the one idea of being useful to the retailer, a paper with the one object to helping the dealer in his efforts to build up a successful business.

Our first effort—the April issue—was received enthusiastically by the trade and many kind things have been said about it.

If you are still skeptical of the possibilities of a good, practical, Canadian men's wear paper, we offer this May number for your further examination, which we hope will prove to you that we have a paper worth while and one that the trade will read and benefit by so doing.

# WHAT NEW YORK SHOPS ARE SHOWING

Wide Lapels Strong Now But Look Weak for Fall — Bow Ties a Feature in Smart Neckwear for Day Dress.

*Special to The Review by C. M. Keech.*

## THE VERDICT— FOR.

*Grays and blues the most accepted colors in clothing.*

*Effects lean towards stripes and shadow designs.*

*Narrow, long effects in lapels.*

*Cuffs revived on sleeves and trousers.*

*Covert cloth in Spring top coats, cut semi-fitting with closely clipped shoulders, patch pockets, very broad lapels, velvet collars.*

*Only perpendicular effects in shirtings; narrow and in single effects or clusters.*

*Bow ties a feature of Spring; in stripes and polka dots.*

*Wing collars for day dress revived.*

*Novelty: a combination in straw crown and felt brim.*

## WHAT NEW YORK SHOPS ARE SHOWING

New York, April 17, 1915.

**A**STROLL along the great shopping thoroughfares of New York City where smart shops vie with one another in displaying the latest apparel, gives one an excellent opportunity to study the sponsored styles for the coming season.

Now that the fashions for Spring and Summer are fully launched, one is fairly safe in drawing conclusions from what he actually sees; therefore, the following notes of showings in prominent shops will undoubtedly prove interesting and profitable.

Clothing is always an important item, and by close observation it is noticed that it has lost none of its tendency toward colorful effects and youthfulness in cut. Cheviots, worsteds and homespuns, in quiet tones of blue, tan and green, illuminated with cheery stripes of silk, are prominently shown, but as a whole bold, conspicuous patterns are absent. A great many checks and overchecks, particularly in grays, are shown right now, and a marked feature of all new suiting materials is the tendency for somewhat smooth surfaces. Color is always an important factor in clothing styles. Grays and blues seem to be the most accepted colors. Rather subdued tones predominate and not many stripes are in evidence. The effects lean toward checks and shadow designs.

### Narrow, Long Lapels Replacing the Wide.

In cut the vogueish, semi-form fitting lines are evidenced in the latest models shown everywhere. One very noticeable change in the very newest models is that the extremely wide lapels which characterized the early spring jackets are giving way to the narrow, long effects. The wide lapels were similar to the style worn about sixty years ago — though, of course, somewhat less exaggerated. In some instances they covered almost the entire front of the shoulder. No sooner did the ready-made shops exhibit the extremely broad lapels than the exclusive custom tailors sponsored the narrow, long shapes with a slight roll which immediately changed the drift of fashion. The narrow effects now coming in are not extreme, but a striking modification of the wide lapel. Another change noticeable of late is that sleeve cuffs on sack coats and cuffs on trousers are again being revived. On many of the early Spring models these were absent. Snug-fitting trousers are also shown.

Summer suits of Shantung silk appear to be coming in vogue stronger than ever. White flannel suits, and especially white flannel trousers and blue serge jackets, are prominent exhibits just now.

Early in the season many fancy day waistcoats were evidenced throughout shopdom, but they seemed to have dropped out all of a sudden. An occasional display, however, shows a liking for double-breasted effects in plaids and checks.

In Spring top coats, those of covert cloth are most shown. Pebble cheviots, in tannish green mixtures are also seen. The covert overcoats now in demand are cut semi-form fitting with closely clipped shoulders, patch pockets and very broad lapels. Many of the smartest models are finished with velvet collars.

### Perpendicular Stripes Replacing Cross.

Haberdashery is always interesting and evidently is never still a minute. The windows of all prominent Broadway shops are aglow with attractive, refulgent colors — not loud colors. There is a difference between attractive and loud colors; the former is refined, while the latter is merely bold. Even the most exclusive shops are now showing bright colors, heretofore deemed impossible, but, of course, these high lights, so to speak, are merely touches. For instance, stripes in shirtings are rich and contrasting.



# GOTHAM'S STYLES, COMING AND GOING

Conservative Shapes in Straws — Grays and Dark Greens in Softs — Wing Collars Getting Stronger for Day Dress.

*An Authority's Review of Fashions.*

but not the broad, bold effects introduced last Spring and Summer. Nor do we see many cross stripes, practically none in the better grades. They swung into vogue last Spring like a cavalry charge and made inroads in the resisting fashion line for a time. Like many quips and turns to which style is heir, cross stripes have evidently had their day. Good taste soon exercises its power by dethroning anything that smacks of vulgarity. Thus we find the best shops showing only perpendicular stripes and, though bright and contrasting in color, only narrow ones, either in single effects or in clusters. Where broad stripes are noticed, subdued colors, such as the new shades of dull blue, old rose, neutral gray and the pale mint green are sanctioned.

One thing particularly noticeable is colored grounds. These predominate chiefly in silk shirtings and flannel mixtures.

## Bow Ties a Feature This Spring.

Bow ties are one of the foremost features this Spring in smart neckwear for day dress. They are usually shown knotted on a wing collar. Bows of bright silks, in both stripes and polka dots seem extremely popular. In four-in-hands, grenadine silks are very conspicuous. Cut silks in narrow shapes and patterns, comprising chiefly stripes, seem to be more prominent than the broad open end styles. Four-in-hands showing subdued grounds and horizontal stripes in rich colors such as orange, crimson and brilliant blues and greens are also prominently displayed.

Wing collars for day dress are being revived in all the classy shops. Both square and round pointed medium tabs are seen. In fold collars the low cutaway shapes with either round or square points are still the favorites. Soft collars are of course shown for outing wear. These are made with medium long points but not nearly so elongated as last season.

## Gray and Dark Green Soft Hats.

A radical shift in style is noticed in soft hats. The multitude of fabric effects so popular last spring and fall are practically an obsolete item in the new spring displays. In their place the soft felt hat is seen. Pearl gray and in fact every conceivable shade of gray together with mellow shades of green rule as prime favorites. Dark rich browns and some navy effects are also included in the better grades. It is noticed that the bow is strictly placed on the side.

Straw hats are beginning to loom up on the horizon of approaching summer. Many shops have already made their initial display and (lo and behold) the frivolous conceptions in fancy straws that made a hit last summer are no longer countenanced. The conservative shapes in sennit and split straws are designed with fairish high crowns and wide brims. Lezhorns and Bangkoks and Panamas are prominently featured. The very newest creation in headgear is a combination effect consisting of a straw crown, either Leghorn or Bangkok, and felt brim. This innovation appears to be a very dressy hat and will doubtless be a novelty of notable character for the coming season as it is made only in the expensive grades.

## Only Oxfords in Footwear.

In footwear practically nothing but Oxfords in both tan and black are being shown for day wear. Many of the smart models are made with gray or tan suede uppers. White buckskin Oxford outing shoes with rubber soles and low heels are conspicuous in every first class shoe shop. A distinctive novelty that seems to be taking well is the combination of white buckskin with either patent leather or tan trimmings, such as toe caps and fancy piping effects.

## THE VERDICT— AGAINST.

*Conspicuous patterns in clothing absent.*

*Extremely wide lapels in latest models giving place to long, narrow effects.*

*Fancy day waistcoats have dropped out.*

*No cross stripes in shirtings in better grades.*

*Perpendicular stripes do not show bold, broad effects of last year.*

*Soft collars not as elongated as last year.*

*Fabric effects in soft hats an obsolete item in Spring displays.*

*Three-quarter and back bows give place to bow on the side.*

*"Frivolous conceptions in fancy straws" no longer countenanced.*



C. M. KEECH.

# WHAT IS BEING SHOWN IN MONTREAL SHOPS . . .

By THE RAMBLER

**M**ONTREAL, April 18.—A large consignment of Spring neckwear has reached the store of Max Beauvais, St. James Street, and as this is one of the most exclusive men's wear stores in Montreal, a description will reveal what the better class Montrealer will be wearing during the next few months.

One of the most attractive of the new arrivals is a gray grenadine, the bars of which are inclined, and interspersed with bars of watered silk in a variety of shades. A photograph of the black and gray appears elsewhere in this issue. Grenadine is a silk remarkable for its durability, and has been very much in favor for six months back. Neckwear such as those described, retail for about \$2.

Faillé silk ties are arriving in various designs. One of these is the heavy black and white stripes which have been so much in demand in New York, and recently made their appearance here. These are described as a "sure thing." A sample of one of these is illustrated, the stripes of which are not so heavy as have been shown in Montreal during the Easter holidays.

Another tie, photographed in a Montreal store, also of faille, is shown in various colors, having a heavy diamond design.

Amongst the new lines is a watered Bengaline silk tie, in plain shades—purple, green, orange, dark red and blue. Plain shades have not been so popular this Spring, but this watered silk is new. There is also a crepe de chine, with dots in broken cross rows, the space between each row being about an inch wide, the bars being at an angle of about 45 degrees. These are being shown in a number of shades.

## Poplin With Cord Straight Down.

New arrivals also include an Irish poplin, in two tones, and instead of being crossed like the ordinary poplin, the cord runs straight down the tie. It is a four-in-hand.

Mr. Beauvais has repeated on club stripes, the demand has been so heavy. These are shown in stripes about an inch wide, white and green, orange and black, blue and black, gray and tan, red and blue, and old rose and black. These formerly retailed at \$1.50, but are now bringing \$1.

English foulards have had a splendid sale through the holidays. Bandana ties are now made of this silk, hundreds of dozens of which have been bought by the best houses here.

## Ordered Knitted Ties Heavily.

We don't hear so much or see so much of knitted ties nowadays, yet Beauvais reports that he sold more of this line during Easter than any other, and has ordered heavily for the Summer. A new knit is coming in, one that is finer, and lacks the shot effect. These are shown in much darker shades, with regimental stripes. They are very dignified.

## Foulards to Replace Wash?

Wash ties have not yet made their appearance here to any extent. Last year they were not very popular, and this year dealers are inclined to be a little afraid of them. Foulard ties are taking their place, being light and suitable for Summer wear.

Some of the most successful Montreal dealers believe that Palm Beach ties will be good this year. Last year trousers of this color were sold, and this year dealers will be able to offer ties and shirts to match. It was the fashion

to hold these trousers up by means of a bandana handkerchief, but this year a Palm Beach belt will be used instead.

The new collar placed on the market by several Canadian makers, the collar which is narrower in front than behind, is having a good sale, but it has not yet ousted its predecessor. There was a collar before this, which was less cutaway than the one following; this is selling well yet, in fact is one of the best sellers. The new collar is liked, but will be liked better when the warm weather is here. Another Summer collar, having no lock front, is selling well. It has no flap, a narrow band, and was a product of 1914.

A plain silk or pique with long points seems to be about the best seller among soft collars, but there is a new arrival on the market which I believe will have a big run. It is shaped like the last linen collar, with a marked cutaway, fairly deep, and has no pin. A band through which the tie passes, keeps it closed. Colored collars of any kind do not seem to be popular, unless it is a collar made specially to match the shirt.

## Soft Cuffs Strong.

Dealers can safely put their money on the soft cuff. I have not spoken to many Montreal dealers on this point, but those to whom I spoke said that the number of shirts with stiff cuffs received were few. There are soft cuffs for shirts of flannel, zephyr, Oxford and of twill. Shirts with short, stiff bosoms have now almost ceased to move. Pleated shirts are no more. For dress the mushroom is still being worn to a certain extent, but there have been so few society functions this season, it has put the crimp in this business.

## Outing Shirts.

On my rounds I saw a soft shirt, made of twill,—an excellent imitation of taffeta wool, which sells from \$1.35 to \$2. Outing shirts are shown as follows, with collar attached: one of Japan crepe in a plain blue, white, and a few stripes; another a fine English Oxford, with low turn-down collar, and a military collar; another of a cellular material, with very low neck, and another of white zephyr, with large sailor collar.

## A New Glove.

Considerable difficulty has been experienced by haberdashers in securing supplies of fabric gloves for Summer, these having come in former years from Germany. Canadian manufacturers were successful in securing supplies from the United States, and have put a glove on the market which, while it is slightly heavier than the German product, is nevertheless very welcome. Those seen in Montreal stores, illustrated in this issue, are a light gray fabric, with heavy embroidered silk backs. White fabric, like white chamois, is not selling this year as in former years. No doubt this is due to a desire to economize. Instead, men are buying tan capes, which is a more serviceable glove. The only chamois selling to any extent is the natural, with black back—and this is a dandy seller. Black backs are the thing this year, and it seems the heavier the better.

A big demand is felt in the best stores for unlined mocha, in three shades—gray, tan and fawn. One house almost cleaned out on a line retailing at \$3. Gray Sabians, silk-lined and unlined, have taken the place of chamois to some extent.

# WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By THE MAN ABOUT TOWN

**T**ORONTO, April 18.—In the Spring the young man's fancy lightly turns to thoughts—sartorial. In the decorous, chivalric fifties they may have turned to thoughts of love, but, alas, our romance runs to Spring suits, new cravats and the latest thing in shirts nowadays rather than to the sweeping eyebrows of Cynthia or the wholesome charm of Betty or Maude. And in wily accordance with this change of mental attitude the retailer dresses his window with novelties galore.

## Summery Neckwear.

The window devoted to a display of goods sold in the Annex of the T. Eaton Company has some very attractive crepe de chine neckwear. This is in softest of sand shades, quiet and rich in its very quietness. The material is very soft and, as is well known, being crepe, it makes up into a well-tied cravat. The pattern, small flowerlet or unobtrusive design, occurs about two inches below the knot. The knot itself is quite plain and the space immediately underneath it is plain too. Dark red or blue or brown is the shade of the design. I understand these ties are selling exceedingly well and, so far, at any rate, better than the wash tie. The only possible complaint against this sand color in neckwear is that everybody can't wear it. It is an awkward shade for a sallow-complexioned man to wear.

## The Slip-on Overcoat.

I see that the window of Fairweather's men's department is showing some of the latest Durward coats for Spring. Gray seems the predominant note, and an unobtrusive, though quite large pattern the outstanding feature. These lightweight coats are built on the loose plan and allow very free play to the shoulders and arms. They are not exactly kimono coats, though they approximate this style, which will sell well to the elite dresser in the Fall. These slip-ons have, for the most part, the big patch pocket, and many are finished with the leather buttons. Durward has long been recognized in England as the last word in light overcoats and covert coats and the samples in Fairweather's certainly keep up his reputation. There is, too, the advantage that all these coats are distinctive in design: no two are alike. So the man who likes individuality is thus catered for.

## A Comfortable Shoe.

Unknown, apparently, to most Canadians is a shoe possibly most comfortable of any. I refer to the brogue. I have never seen this anywhere in Toronto but at Daek's store, but I should imagine that the British element in the city would be enough to make this line a very paying one. The brogue, primarily intended for golf or walking, is much beloved of the Britisher. A strong, low shoe, it is reinforced as well as enhanced by its excessive patterning. There are several lines of welts. The shoe can be had in both brown and black. It is more popular in the former; and though expensive it is an excellent wearing shoe and well worth the money.

## Braid on Coats.

The Spring models displayed by Fitzpatrick & O'Connell, at the Cambridge Clothes Shop, are as usual very

smartly cut, but—also as usual—most of them have the braid or cord on the turned-up sleeve of the coat. This braid idea has never been popular here on lounge suits. And quite rightly. Braid is an adjunct to a morning suit and the only other place it can appear and be correct is on a dark cheviot cloth which, though lounge, is dark and precise enough to be formal. A braided cuff on a check suit is not "the thing." It is true that some dressers in the States ran heavily on it six months ago, but Canada did not take it up—which is a tribute to our sartorial good sense.

## For Spring Wear.

Having got, in some sort, the spat habit, wearers of this very smart etcetera find it hard, apparently, to let go, although with the warmer weather there is really no need for it. To meet the difficulty, spats of much thinner material may be obtained, in all shades. The smartest at this writing is a sand color, quite distinct from Fall. One store, I hear, is selling quite a lot of olive-green spats. This "Tipperary" or "Green" idea is epidemic!

## "Wearing o' the Green."

Talking of green materially leads to hats. There is no doubt of the preponderance of this color for Spring. The smartest thing in a soft hat just now is a quiet green, Alpine Fedora style. I see Holt, Renfrew's have a mighty nice display of this hat in their window. L. J. Applegath featured them a month ago. Green—in hats—is the thing.

## Wider Stripe Returns.

The English Shop, Stanley & Bosworth's, is featuring the very wide knitted tie, with, of course, the horizontal stripe. I mention this because the horizontal idea is coming back in more ways than one. Some very smart hose I have seen recently have the pattern running across instead of down, and this is true, partially, of shirts, particularly pleated shirts. The horizontal idea shows to no better advantage than in these wide knitted ties. And the samples at the English Shop are certainly dandies. They run in bright colors and obviously produce the best effect with a dark suit. Orange, yellow, maroon and other shades are blended in attractive combinations.

## Zebra Effects.

The run on stripe effects in both neckwear and shirts continues very heavy. I see Mr. Hickey is showing black and white stripe effect in shirts. These shirts are mighty attractive and well displayed. A well-drawn announcement stretches across the window, itself a white and black stripe effect. These shirts are of differing patterns; some have the stripes close together, some fairly wide apart. Black and white is an exceptionally good combination for a background for the brilliant ties which are popular now, and which make the only dash of color in present attire. Moreover, a black and white striped effect in a shirt is a good accompaniment to and is in consonance with the "gray idea." Gray is the color for Spring; so the fashion people say. These shirts of Mr. Hickey's are very natty.



# HATS *and* CAPS



THE hat business for the Summer and Fall appears to be in a more satisfactory condition than it has been at any time during the past two years. The craze for novelty stuff, or as it had better be called freakish models, seems to have spent itself both with the manufacturer and the public. There was never any particular sign from the retailer that he was anxious to lay in a stock of these uncertain goods, but unfortunately he was compelled to follow the example of his neighbor and stock up with the newest things out, knowing full well that this could only be done at the expense of the stock that he had bought several months previously in the more staple lines. One of the most noteworthy examples of this was the flash in the sky caused by the taper straw hat last Spring. It came late, as most freaks do and must do in order to get any sale. It sold well. The public took to it. For some reason or other they seemed to want something out of the ordinary line and the dealer in all the cities and towns who was fortunate enough to get a stock in a few days before his competitors cashed in and found that he could hardly get enough to supply the demand. The taper subsided as suddenly as it had appeared and six weeks pretty well saw its finish. Then the dealer found himself with a stock of the more staple lines in straws which he could not sell in June and was forced to get rid of them at a great sacrifice sometimes as low as 50c. or 75c. late in July.

## Why Retailers Have Held Off.

This experience was not a comfortable one, and the result has been that the buying of straw for this season has been put off until very late, so that a great many retailers have not even looked at samples yet, contenting themselves with the remark that



See dimensions in the sketch, the popular summer hat: 3 1/2 inches crown, 2 3/4 inches brim. The staple split straw: 3 1/2 by 2 3/8. Flat taper crown, pencil curl. Open telescope, pencil curl. Shown by The Crown Hat Co.

they would wait until the novelty lines were on the market.

So far as The Review has been able to learn from a number of manufacturers there are no real novelty or freak lines on the market this year and none so far in sight. This does not prove that some will not be brought out at the last moment but the

most hopeful sign of hat conditions in Canada at the present time is that the manufacturers are all moving in the direction of a staple line and the presence of this as a rule is not compatible with any strong tendency towards what may be termed the bizarre in fashion.

## Medium Height Straw Hat.

For example, the straw hat which last year ran to a higher crown and narrower brim in direct contrast to that of two years ago, which had a low crown and correspondingly wide brim, has returned to the medium height of crown and width of brim. This is essentially and in the past has been accepted as the mean between the two extremes and its adoption this year by the majority of manufacturers and designers is a good omen that as far as they are concerned—and the retailers have backed them up so far—they believe that staple lines are in for a considerable run. This is quite as it should be at the present. Business for some time to come cannot afford to take many risks and the acceptance of more staple styles on all sides will ensure the dealer the maximum of profit from his business and the minimum of waste in having a stock left over on his hands which he knows will be unsaleable in the succeeding season or which may be rejected in the height of the present season if styles became at all wobbly as they were last year.

## Greys Coming Stronger, Greens Weaker.

Before taking up straws it should be noticed that there are two new developments, rather striking ones in the matter of the soft and stiff hats.

In last issue it was noticed that greens were a strong selling feature of the early Spring business in soft hats. Easter saw the



height reached by green and since then they have tapered off somewhat. The new shade that is rapidly replacing them, with the best class trade, is gray, with a preference for a pale, but a demand also for a large number of dark shades.

One of the most exclusive hat stores in Canada about the 10th of April, had a window all of gray soft hats in prices ranging from \$3 to \$5, exclusive lines, of course, but indicating to some extent the coming tendency. Some of the jobbers' sorting orders also indicated a strengthening in grays and a weakening in greens. In nearly every case the gray took the form of the Alpine or Fedora, possibly because this seems the more dignified and not as adaptable to the more sporty trade as is the telescope.

**Movement Towards Stiff Hats.**

The next development, a definite one it would appear, is in the direction of a growing strength for a stiff hat. It was prophesied last Fall that these would come in again for the Winter, but these prophecies fell to the ground. The prophecy also included early Spring wear and Easter itself would show a growing strength in stiff hats, this was only to a certain extent. Since the 1st April there have been indications from the larger centres in Canada that the stiff hat was coming back to a portion of its old popularity. A Montreal dealer in an article elsewhere in this issue is quoted as saying that he has sent in a heavy repeat order for Spring and several jobbers reported that they found business picking up considerably. All now seem to agree that next Fall will see this hat very strong with a corresponding weakening in the soft hats.

However, there will be a movement amongst retailers that will receive the support of manufacturers to create a "double hat" demand which will seek to retain both the soft and the stiff hat, the latter for more formal wear, Sundays and evenings: and so forth, the soft hat remaining the ordinary business hat.

The tendency in the stiff hat both here and in the States is in the direction of greater height replacing the lower hat of last year. It is strange but it is usually the



*Upper row—Fall models: No. 1—Bulldog crown, bow on the hump; 5½ inches by 17½. No. 2—High taper oval crown, bow on the side. Lower row—Panamas: No. 1—Open telescope in 3½ inch crown; No. 2—Flat top, taper crown, pencil curl brim. Shown by Vander Water, Watt, Brown Co., Limited.*

The position of the Panama hat would appear also to be better than it ever has been. The shapes which are illustrated in this issue show the reason for this.

The models which have been gotten out for years past were along lines different from those in the general run of hats, either straws or soft hats. It seemed to be the idea of manufacturers that the Panama hat, being of a distinct fibre, demanded a distinct style from other hats. They certainly carried this out in the designs which they offered to the trade. Many condemned the Panama on this account and it was limited in a number of places and in the opinion of many to more of the sport's hats than one of general utility, although on all sides the wearing qualities were recognized as being one of the best of its qualifications for use. This year, as will be seen, an attempt is being made to get back to more normal styles in Panamas, and although in the United States the old styles with the loose turned-up brims are still being sold, Canadian demand would appear to be along the lines more of the pencil curl brim and telescope in the soft hat, and along these lines there would appear



*1. Cap for Fall. 2. Sennit straw, 3¼ x 2¼, with black band 1¾ inches wide and flowing bow. Shown by C. W. Peck.*

ease that the stiff hat goes in the opposite direction to the straw hat, the one reaching out towards a higher crown and the other to a lower one.

(Continued on page 60.)



# SUITS & OVERCOATS



**T**HERE is little that is new, at this writing, in men's suits for Fall. That is, little that is a departure from the very sharply-defined lines which we discussed in our April number. The manufacturers, however, have views and opinions as to how and what the retailer is thinking and while the broad lines of the trend which men's suits in Canada will take next Fall and Winter are definitely settled, there are things worth noting that have developed.

The color question is one of importance, because as the season progresses and the travelers go amongst the buyers in the country certain sharp lines are defined. Checks are going to have considerable run; browns and greens with browns and dark grays with overchecks, sometimes in blue and purple, and green—particularly olive green—will feature very largely in the orders which the retailers are placing.

As we stated last month worsteds rather than tweeds will have the big call; as to patterns the small checks rather than the loud and large checks are getting the business.

There has been some talk in certain quarters of the popularity of green as a color for suits next Fall and Winter. It might be said right here—and the manufacturers will bear us out—that while green mixtures may go well, straight green, green cast that is, will not take on the Canadian market. It has been tried again and again. This is not England; this is Canada and the man in the street knows what he wants and is going to have it. Greens in conjunction with browns more particularly and some with grays, particularly fairly dark gray—will do pretty well but not straight greens.

## As to Serges.

Some time ago in Men's Wear Review we went into the subject of the scarcity of serges. A prominent retailer in Toronto who is in touch with the market in England and that pretty closely, ventured to predict that serges would be difficult to get and would therefore be higher in price for next Fall and Winter. Moreover,

he suggested that in all probability checks and patterned stuff would take the place with a great number of men that serge has hitherto held. As far as can be judged at this writing—when the travelers have not been out amongst retailers very much—the prediction of this retailer is coming true. That is, in so far as the scarcity on serges is concerned, and in so far too as the price is concerned. Serges are a little higher than heretofore. Also they are a good deal scarcer. But oddly enough—

and yet perhaps not so oddly—every manufacturer is finding that he can sell every bit of serge he has got; the fact that it is scarce and a little higher is making it in distinct demand right throughout the country. This is significant, and we think borders on the larger question of what is the best buy for a man of average pocket during a time of forced economy.

## Public Buying Staples.

It has been proved over and over again, and is being proved again just now, that in hard times the public demand something staple. They cannot afford to go in for a suit for morning wear; a suit for afternoon wear; and another suit for visiting and wear at night. They want something that will do for all the three. For this reason serges are very much in demand, and what there are—though there are less than heretofore—are finding a ready market at slightly enhanced prices. Still serges are not, in the main, figuring as largely in the orders of the average retailer as checks, and so on.

With regard to the question of the broad lapel, we went into this last month and stated that in our estimation there was going to be a struggle in Canada for the life of this broad lapel. Manufacturers' travelers tell us that it is being bought up very largely. Manufacturers are running fairly heavily on it now, although a month ago they were undecided just how heavily to run, and the retailer is buying what is offered to him. So that for Fall and Winter this broad lapel will have a pretty good hold. This is another proof of the fact that we are about one season behind the United States. The



NEW MODEL FOR FALL.

*Brown check, fairly close-fitting, wide lapels, two-button sack with double clasp; narrow cuffs on sleeves. Shown by Randall & Johnston.*

latest news from our New York correspondent is that this broad lapel is going out and there will not be very many sold and seen there next Fall. However, here it is, and it is here to stay until next Fall and Winter at any rate.

With this broad lapel which fits back far on to the shoulders, there has come the tendency—with some manufacturers—to have it finish higher up the coat. This gives

a triangular look. But we understand from one or two manufacturers that in addition to this freakish style of suit a more conservative style is selling pretty well too.

The length of the coat for next Fall and Winter is about average, measuring somewhere near 31 inches. The cuff on the sleeve is only moderately popular, for which the Saints be praised.

## DOES TRADE WANT CLOSE-FITTING OVERCOAT?

New York Calls the Loose to Win for Fall, and Most Manufacturers Got Out Samples, But Many Retailers Are Not Ready For It Yet.

**S**OMEWHAT of a deadlock exists in regard to the overcoat situation for Fall. In our April issue we noted the plans of the majority of manufacturers for a loose-fitting model. This is the favorite in New York to-day—not for Spring but for Fall—and one manufacturer just back from that city declares that there are five loose being bought by the trade for one tight-fitting.

However, manufacturers propose, and sometimes retailers dispose. The result of a month's traveling among retailers convinces some of the manufacturers that the statement that the loose-fitting coat will be the leader next Fall and Winter must be modified. The retailer has not taken just what was offered him first. It will be a leader—but for a certain class of men only. At present—and until the weather-vane of retail opinion changes again—the tight-fitting coat, in the opinion of many, will be the leader for young men's wear. Men's Wear Review gives this view space as deserving of attention; it will be at least one month before the question is settled for young men's styles.

### The Form Fitting Coat.

We have seen several very smart models of this form-fitting coat that is selling so well for next Fall. Mostly it will sell in dark colors. One model we saw was a black rough tweed cloth. The velvet collar was very wide, and sat well back on the shoulders. The lapel was wide, though not ultra-wide, and rolled across—for it was a double-breasted coat—to button at the second of three buttons. The coat was about forty inches long—the popular length for next Fall. One or two details added a distinct touch of smartness to this coat. One was the curved pocket, a relief from the cut and dried square cut horizontal pocket. Another was the vent at the back. Instead of running straight down from the seam, it is—by this particular manufacturer—on the step idea. That is it is made about an inch and a half to the right of the seam, from which it is carried out by a small horizontal seam. It is a neat and individualistic touch. To accommodate the rather wide lapel, the breast pocket was cut on a distinct slant, and it was another natty feature.

### Ornamentation and Such.

Velvet is "the thing" for young men so far as Fall overcoats are concerned, though the predilection velvetwards is not so pronounced for next season as it was last. It is particularly an fait with blue, and there are some very smart blue pilots being shown. The tendency is to get away from ornamentation, but evidently the manufacturers are doing the thing gradually. Velvet will go; it has gone in the States to a marked extent—where the smart coat for next Fall is concerned—and as we are about a year behind New York in many respects, it will doubtless disappear here, too. But the time is not yet. Why, we have only had it for a couple of seasons!

This general question of ornamentation and such comes up because there are several very natty coats being shown for Fall wear which are plentifully bedecked with piping, braid and so forth. One model, and a very smart one at that, had piped cuffs, piped pockets, piped lapels, and a broad velvet collar. It was a four-button double-breasted, form-fitting coat. The cuff was very narrow, and stretched about three-quarters of the way round the sleeve. The whole effect was very smart, and we hear that it is a line that has sold very well, but for any but the young man it is unlikely that it would be a best seller.

### Balmacaans and Near-Balmacaans.

There is not very much new to say with regard to the loose-fitting coats. They are, as we said in another section, falling from favor some this last month or so. But there will be a lot of them worn next Fall, and indeed orders have been placed for them to a very considerable extent already.

It would be interesting to have a forum on the question of which will win out, the tight-fitting or the loose-fitting coat for next Fall. Manufacturers are more or less evenly divided, even at this writing, for though some of



*Single-breasted waterproof, button to neck, military collar with throat tab, raglan sleeves, very deep one-piece pitched seam (thus affording easy movement of arms without lifting body of garment). Full skirt, cut-through pockets on slant with double welts to button; seam in centre of back with long slit to button; skirt tab, facings and pockets, bound edges, seams double stitched and strapped inside and outside, making garment strong and at the same time smart; fancy unproofed gab, deep horse back poke lining, tabs on cuffs, double stitched edges, ventilated under arms. Shown by Canadian Consolidated Rubber Co.*

them have changed their ideas and have gone over to the tight-fitting coat, there are still left those who think the loose-fitting, the Kimona, Balmacaan, and near-Balmacaan are the only coats. Perhaps the most reasoned remark was made by a prominent manufacturer who said that the loose-fitting coat was undoubtedly returning to public favor as a Fall and Winter coat, but that we should have a season of half and half—with a slight preponderance of form-fitting—and then next Spring and in the succeeding Fall, a plethora of loose-fitting coats, probably carried to extremes.

The loose-fitting overcoats are along Balmacaan lines, but the majority of them do not come up closely round the neck. Instead, they have a very pronounced lapel, broad and long and rolling. The sleeves are big enough for two arms and then some, and are of the kimona type. One touch about these loose-fitting coats, that is being added by one or two manufacturers is the double-raised seam down the middle of the back. The shoulders in several of these coats have no seam at all.

Pockets are nearly all horizontal, and not a few of them lined with the heavy, raised double seam

## American and English Clothes Compared

American Styles.



A Style designed for Fall of 1915.



Fall and Winter, 1915.

English Styles.



An English Model in Lounge Suits.



One of the English Overcoat Styles.

### ENGLISH AND AMERICAN LEADING.

WHEN the American decided to dress on the English plan he went in for the thing thoroughly. Three or four years ago the Englishman with his tight-fitting suit, pronounced waist, his long lapel, tight pants, his low collars, and his slender, sline appearance was laughed at in America. The American, resplendent in a broad loose fitting suit, padded shoulders, baggy pants and general effect of mountain-of-flesh could never see the point of view of the Englishman who would compress himself into such small space. It is all different now. It is the fashion to be English. And, as usual, Brother Jonathan has overdone it. He has out-Englished the English; he has become the super-Englishman. Did the Englishman have a waist? The American has a super-waist. Did he have narrow shoulders? The American has super-narrow shoulders.

On this page we reproduce from the "Outfitter" of London, England—a trade journal of high rank among trade papers over there—a cut which shows the essential differences between the American models of a suit and an overcoat for next Fall wear. This cut tells the tale at a glance. Take the suit first of all. Notice the American suit compared with the English one. The lapel is very much broader. The waist of the American suit is much more pronounced. The freakish touches on the American suit are missing in the English suit. For instance the semi-cuffs on the sleeve of the American suit are not there on the other. The lapel of the American suit is broad and flowing, almost grandiloquent; it goes a good deal further, although originally on the same lines as the English long narrow curved lapel. The pockets in the

American are cut on the slant; in the Englishman's suit they are cut straight. In fact just about the only similarity between these two suits is in the pants.

Then take the overcoats. They are essentially the same style of overcoat to begin with. But notice again that in the American's coat the waist is much more pronounced than in the English coat. The lapel stretches right across almost from shoulder to shoulder in the American overcoat. In the English overcoat it gives the effect of length and slenderness, rather than of breadth and squatness. The number of buttons is the same. The character of the coat is essentially the same—it is double breasted—but the American coat gives the effect of freakishness. It is out of the ordinary. The English coat is conservative, unimpressive, quiet. The skirt of the Englishman's overcoat is more flowing. The American's fits more tightly round the person.

This cut is about the best illustration we have seen of our contention. Some time ago our New York correspondent wrote in his letter that New York was so near to and yet so far from what the Englishmen affected in dress. He pointed out that the American now considers it fashionable to be English, but in trying to be English he overstepped himself. The cut given above proves our correspondent's contention. The American has gone to the other extreme. He has beaten the Englishman at the Englishman's own game. Will the Englishman come back? Will next season see a predilection on the part of the Englishman to affect American dress, with its tendency to freakishness, super-modishness and ultra-smartness?

# KNITTED GOODS

A MEETING of the Canadian knit goods manufacturers was held in the Royal Hotel, Hamilton, at which there were represented about 80% of the knitting industries of the country. It had been felt for a long time that an organization of knitted goods manufacturers was needed, whereby the different manufacturers might be brought together to discuss their mutual interests

There is also lacking there the prejudice over in-between prices that exists in Canada and the States.

In discussing the hosiery situation for Summer a New York authority says:

Just what effect the vogue of fancy shoes is likely to have on the hosiery business this Summer is a question about which there is quite a difference of opinion among men in the retail trade.

There are some who think that the existence of mixed colors in shoes will have a tendency to curtail the demand for fancy hosiery of all kinds, and there are others who take just the opposite view, expressing their belief that novelty hose will be worn because much of their conspicuousness will be relieved by the fancy shoes.

It seems to be most reasonable to assume, however, that the conservative man and the smart dresser who wears fancy shoes this Spring and Summer will endeavor to tone them down, to a certain degree, by wearing quiet, plain hosiery with them. There are several new shades of hosiery in plain solid colors on the market now, such as sand, putty, ivory, etc., but just how much they are going to be worn by men still remains to be seen.

Some of the retailers in the large cities are featuring the new iridescent silk hose, in heather mixtures, black and white, black and red, black and green, and black and blue, retailing at \$1.50 plain and \$2 with embroidered clocks.

## ANTIDOTE FOR THE SALES EVIL.

At a convention of Kansas retail clothiers a Columbus dealer outlined a plan that had recently been put in operation in his store. "We not long ago departmentized our business," he said, "and found that our furnishing goods and shoe stocks were making the money and clothing was holding down the total profits. We found, by keeping records of our business, that trade was diminishing before the start of sale periods and greatly increasing after they were on. We finally decided to never hold another clothing sale in our store, and came out with announcements outlining our new policy of doing business. Under this new plan of ours goods will sell at one price right through the year, in season and out, but this price will be a 15 per cent. reduction from our former figures in season.



MR. I. BONNER,  
President Canadian Knit Goods  
Manufacturers.



MR. C. TURNBULL,  
Vice-President Canadian Knit Goods  
Manufacturers.

in the purchase, manufacture and sale of their respective products. Mr. M. B. Holton, of The Chipman-Holton Co., Hamilton, occupied the chair.

Mr. I. Bonner, general manager of Penmans Limited, was elected president and Mr. Charles Turnbull, of the C. Turnbull Co., Galt, vice-president, Mr. W. J. Westaway acted as secretary-treasurer pro tem.

The following members of the organization committee were among the forty manufacturers present: James Moodie, of J. R. Moodie & Sons, Hamilton; James Thompson, of the Zimmerman Mfg. Co., Hamilton; Chas. Turnbull, of C. Turnbull Co., Galt; W. H. Magill, of the Canadian Knitting Co., Hamilton; G. Smith, of the Mercury Mills, Ltd., Hamilton; W. J. Westaway, Hamilton.

The organization will include the following sections: ladies' underwear manufacturers, sweater coat and kindred manufacturers, hosiery and wool socks manufacturers and men's underwear manufacturers.

## FEW UNION SUITS OVER THERE.

An interested trade report comes from England dealing with the differences between the knit goods market there and in this country.

In men's underwear the preference there is for two-piece suits, the national habit still persisting in clinging to the old style. It is pointed out that in American homes the temperature is kept at a higher point than is usual in England with the result that over here men can wear lighter underwear much more comfortably than in England, where the difference in temperature between outdoors and within is materially less.



# NECKWEAR



1. Novelty bat wing just put on the market, with black centre and colored bats, in differing combinations. 2. Khaki as a background with regimental stripes. The white band with a green and red or blue and green either side is very attractive. Shown by A. T. Reid Company, Limited.

knot. We hear from retailers who are handling them that their big sale is to older men, chiefly on account of the large knot. Just how general this is we cannot say. A sample we saw was an attractive combination of chocolate and deep blue with the white stripe at wide intervals alternating with patches of plain color. The knot was plain; the folds immediately below were patterned with this white stripe. It was a very natty model.

### Regimental Stripes Still Strong.

The bright colors in men's attire this Summer will be in the neckwear, and the regimental stripe in four-in-hands continues a hot favorite. A very new model just out is a khaki background with combination stripes across at fairly wide intervals and running diagonally in different regimental colors: green and red and white; blue and green and white, and so on. Khaki is a color that most

men can wear and the bright splashes occasioned by the regimental pattern make a smart tie. A different kind of tie is the bright blue and white combination. We reproduce a sample here. This is a good Summer tie and will go well with a light shirt and Summer suit. All sorts and conditions of bat-wings are selling and there is a marked run on this kind of tie. Very possibly the shallower and more cut-away collar has something to do with this increased demand for bat-wings. They tie better with the wider opening. Be that as it may there is a heavy run on them. We reproduce a particularly smart model on this page. It is one of the neatest things in bow ties that the season has had to offer so far. Made of silk it is so arranged that the knot is black, while the two bats are in color combinations. The design is a thin but close black stripe on a white or blue or red background. The black and white is possibly the most attractive of all. This tie is conservative in one particular and possibly it is that touch that makes it distinctive. It is not ultra-wide. The tendency in bat wings this year has been to run to wide ends and certainly the man in the street is buying a wider bat. But in the case of this design the manufacturer has been conservative in this par-

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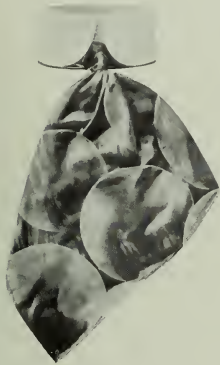
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1. Corded silk, moiré stripe, blue and white in six different grades. 2. Black and white Panama checks with satin over stripes, in fitted ends. Shown by E. & S. Currie.

tiular and we are not surprised to hear of a good demand for this tie.

Another bow which is being taken up is along the lines, so far as pattern goes, of the horizontally designed



**FRENCH NECKWEAR**  
A beautiful imported pattern showing popularity of big designs. Ground is in neutral, with stripes shading off into reds, blues, etc. Courtesy of Stauden and Bosworth.

wide tie which we have noted. It has patches of plain and then of design and certainly looks very attractive. The ends are cut square.

As we noted last month the pointed end bat-wing made a big impression as soon as it was put on the market. We hear from both manufacturers and retailers alike that this tie is selling well. The grenadine in which it is made up is a cloth that lends itself both to the bow and to the novelty pointed end. Blue and gold, and green and gold combinations are very strong.

**PERTAINING TO CRAVATS.**

Colorful effects is the prevailing note in neckwear, and the designs still evidence a reproduction of nature's handiwork in leaf and floral creations. The shades are consistent with the motive, reproducing tints seen in tree and flower life, declares a leading men's wear store in a booklet just issued.

Associated with these effects are many striking ideas in artistic designs, with tartan and handsome plaid effects well to the fore.

Altogether it is a season of color and pattern, with plain shades very little in demand.

Cravats are still very wide below the knot, which is necessary to do justice to the pronounced designs.

Ascots are approved for morning coat wear, and even for such occasions a little color is permissible.

Bow ties are still in favor for another season, and have become so attractive and suitable to most men, that it will be some time before they are relegated to the background.

The cravat is an important article of one's dress. It is the first detail to strike the eye and frequently either enhances or mars one's appearance.

To be pleasing, one's cravat should be distinctive and yet suitable to both the wearer, and the rest of his apparel.

**FLAGS AND KHAKI GROUND.**

**Novelties That Are Being Placed on the Market—Palm Beach Shades.**

Montreal, April 19.—A Canadian maker of neckwear was asked which line had enjoyed the biggest sale this year. He replied by showing a \$4.50 line, with flaring end effect, of good length. This, he said, was specially made for a high vest, and made so as to give a wide spread under the knot. Young men, he said, are puffing their ties out of the vest, with a pin through it.

Khaki, flags, and regimental stripes figure prominently in novelties, material for which arrived in the hands of Canadian makers just as we were going to press. Considerable difficulty is experienced by neckwear manufacturers in securing novelty silks. So much so, many makers are not troubling with novelties, and are buying only domestic silks.

Palm Beach shades are coming more to the front this Summer. These are being made with grenadine effects running through, also with military cross bars, in light shades of blue, green, and red. Both these would look well on a man wearing a Summer suit. There are also dark military khaki grounds, both plain and fancy, with fancy cross bars, the khaki effect running between the cross bars, of a similar family to the grenadine.

Where the Union Jack is introduced, the spacing is good, and not likely to offend anyone on account of it being flashy. The flags are small, and are being made on marine, Tipperary and khaki grounds.

Wash ties are meeting with a fairly good demand. Very few novelties are being shown this year.

**BLACK KNIT TIES.**

Black knit ties are proving very popular in New York and are usually seen with a double knot, especially when the extreme cutaway collar is worn.

Pat wings even of very bright colors, are selling rapidly and the oft-predicted bat-wing season seems now likely to be realized.

**FOR SHOWING NECKWEAR.**

A new display stand for neckwear is made up of four frames, the back ones higher than the front. The ties are hung on a bar. On top of each rack is a row of pins in the shape of a Y to hold the neckwear, ready-tied. These stands are for use on counters on tables and also inside the show cases.



1. A natty bow tie in dark blue and dark red combination. 2. A very neat sample of horizontal stripes. Shown by Sward Neckwear Co.



# COLLARS & SHIRTS



**T**HERE have been heated controversies during the past few years on the respective merits of the soft and the stiff cuffs. The opinion of the trade seems to be that the soft cuff has come to stay, and it is here this Summer as strong as ever. It is both practical and economical, economical because it is a shirt that can be readily laundered in the home, and practical because many men feel more comfortable with a soft cuff than a stiff cuff.

This does not mean that the stiff cuff is in any danger of being superseded. The demand for the two cuffs remains about the same as for the past four years; it has not varied much for either. They are both popular, and each has its use. There has been lots of talk of one or the other pulling out, but as far as the soft cuff is concerned the demand this year is as great as ever. On the other hand, staple lines such as stiff cuff shirts with black and white, and blue and white hair lines, are selling as heavy as ever, and one of the biggest troubles of manufacturers is in keeping quantities required in stock.

## Miniature Flags in Shirtings.

A Canadian manufacturer is offering the trade a line of patriotic shirts and ties, embodying the Union Jack. The shirting goes further than that, having miniature flags, representing the colors of Britain, France and Russia. These are being brought out in both stiff and soft cuffs, and with soft separate collars. These will sell for one price—\$9, retailing for about \$1.25. The material only reached the factory the middle of April, but finished shirts will be ready for the holiday trade. Delivery is promised for May, some time.

Among these novelty lines, there is one with a khaki ground, with hair line colored stripes. Others run more to the lighter grounds in stripes and objects of flags. A line of tartans was not ready in time to be illustrated in this issue. It is difficult to work a tartan into a stripe suitable for a shirt, but these have the real tartan appearance.

In our last issue we illustrated a handsome striped silk fronted shirt with French double cuffs of silk, and cotton

body. This line had a wonderful sale, as was expected, being practically cleaned out. Here was a line suited to the present economic conditions. The same idea is now being followed up in a cheaper line. A manufacturer is introducing a shirt with fancy bosom and soft cuff, having a starched neck band, costing the retailer \$9, suitable for the Summer trade. The bosom and cuffs are of fancy material, of silk or mercerized stripes, and printed body to match. Judging by the demand already felt, this shirt should prove a good seller with the cheaper class of trade. A line at \$10.50 was put on the market a month ago, which has been completely sold out. It was necessary to with-

draw it owing to difficulty in securing material. The \$9 line was introduced to take its place, and should meet with even a better reception.

The collar business showed remarkable improvement during April. Sorting orders came in heavy, causing manufacturers to run full time, which has been rare since the war. The cause, no doubt, was the fact that retailers had allowed their stocks to run down to such an extent, they were compelled to come into the market or lose their collar business.

## Cutaway Replacing Long Point.

Reference was made in our last issue to the fact that a certain firm had put a collar on the market, the depth of which was such as to give maximum comfort during the Summer. Other makers are coming out with a similar collar, in plain and fancy cloths, both stiff and soft. Enough was said in our last issue about the stiff collar, but little reference was made

to the soft collar, which bids fair to be the thing for next Summer. Long point collars, which had a considerable run last year, and will no doubt be worn extensively this year, are giving place to the cut-away shape and will undoubtedly be finally ousted by it. The cut-away collar has been a winner in stiff cloth, and should be just as popular in soft. The advantage of the cut-away shape making links unnecessary is being very much appreciated. French piques and fine poplins look as though they would be big sellers.



*Sports shirt of shantung silk with soft double cuffs.*



**SILK AND LINEN FOR SHIRTS.**

A combination silk and linen is being taken up by some men's wear dealers in Canada and they are very enthusiastic about its use for shirtings, contending that it has more durability than silk and is capable of being made up into quite as attractive and beautiful patterns. Some of those seen were of very large stripes but in delicate shades, some of them approaching even to shadow effects. Generally speaking a jacquard pattern was woven in. Among the combinations was one of mustard and lavender stripes. Another was a combination of pale blue and mustard. Some of these shirtings were made into shirts with fronts in which the stripes were used in a panel effect, one on each side of the buttons.

**TAILORED SHIRTS.**

The well-known men's furnishers whose samples of silk shirtings appear on this page have issued the following to their customers: This season evidences an increased liking for tailored shirts.

Men who dress well are becoming more particular in regard to every detail of their dress, and realize that in having their shirts made to measure, they secure a more perfect fitting garment.

Tailored shirts give one the correct neck slope necessary to securing perfect fitting collar, and also the tight length of sleeve, and size of body. All these details are very essential in permitting one's clothes to have the right appearance.

Quite pronounced designs and coloring are being favored.

We have just received a range of very attractive stripes in fine madras cloths, two tone effects in quite decided stripes which are daring in originality, but strikingly effective.

Starched cuffs are gaining in favor in preference to



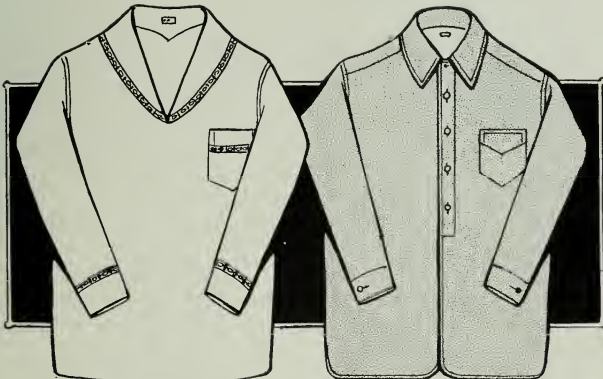
*This is a unique display of rich, English shirtings in silk, with a puff in the centre and the others running off diagonally to the framework. These come in forty different color combinations in delicate shades, with a jacquard pattern, and when made to order retail at \$7.50 and \$8. Courtesy of Stanley & Bosworth.*

the soft French cuff. We have designed a "single" soft cuff which is less mussy than the double style, and smarter.

Monogram on either sleeve or cuff is the mode and favored in almost every instance, as the constant touch of individuality to one's tailored shirts.

**OUTING SHIRTS.**

The demand for outing shirts seems likely to be better this year than for some time past and manufacturers are preparing for a livelier demand. Silk, of course, and a material with a sort of mercerized finish, soisette, will be among the big sellers for the better class trade, with the old favorites in the lower-priced lines. In this issue a suggested advertisement is shown for outing shirts. Window displays should accompany this and carry some outing accessories in the nature of sporting goods, baseball bats, tennis racquets, footballs, thus creating the proper outdoor atmosphere. Many men's wear trimmers carry this out to an elaborate detail with very helpful results.



*LINES FOR SUMMER WEAR.*

1. Middy pjajama, with low V-opening and no fastening; trimming on neck.
2. Sport's shirt, of soisette. Shown by Dufferin Shirt Co.



# BOYS' DEPARTMENT



**C**LOTHING manufacturers until very recently have not been giving the boy the attention he deserves. They have not been catering to him. High-class stores, which were compelled to carry first-class boys' clothing, found it difficult to get the goods they wanted without a search far and wide. But manufacturers have begun to give the boy more attention, with the result that to-day all clothing manufacturers who are in the least bit jealous of this class of business, are looking after the boy as carefully as the man.

In the past, for many years, the feeling existed that anything was good enough for the boy. If a cloth was not moving when made up into men's clothing, it was made up for the boys, who were not so particular about what they wore—or, perhaps, has less to say in the matter than their fathers. This was the wrong viewpoint, for parents usually are as anxious to see their boys well-dressed as themselves.

This opens up a new channel for the designer in which to show his creative ability. In the case of men's clothing there are limitations which bar him from introducing anything novel. Men would not wear the clothes with the features found in boys' clothes. A designer can go a long way towards making the boy look "cute," but woe unto him who tries this on the man.

We see a successful effort of the designer to introduce something novel, in the newest boys' models for this Summer. The tendency is the same as the man's in this particular—that the softer they can be made, the more desirable are the clothes. One of the popular boys' Norfolks for the Summer is a single-breasted straight front, with four patch pockets to button. It has a pleated back, and a stationary belt from side seam to side seam. The nicest way to make these is in skeleton form, with no padding or stiffness in the shoulders at all.

For the youth, the same coat is made in blue flannel or dark Oxford materials, which make nice outfits if worn with white flannel trousers.

Another smart boy's Norfolk is a double-breasted outing jacket with a cluster of set-in pleats to run from the yoke to the bottom. This garment has patch pockets, and is made with centre vent. It differs from the one previously described in that it is not made skeleton.

## PRICES UP IN BOYS' CLOTHING.

The necessity for advancing prices on boys' clothing has existed to the same extent, proportionately, as in men's. For some reason or other supplies of clothes do not seem to have bothered the boys' clothing manufacturers to the same extent as others, and the advance as a result has not been as marked.

## DOUBLE PAIR OF BLOOMERS.

Many boys' departments find it a good idea,—a good talking point in selling goods to make arrangements with the manufacturers to provide an extra pair of bloomers with each suit. These increase the cost 90 cents or \$1, or a trifle more in some cases, but a number of firms that make a feature of the double pair in their advertising and store talks claim that it is one of the best inducements to buy that they have ever tried.

It is obvious to the mothers who are buying that the coat outwears the one pair of bloomers, and usually requires an extra odd pair or is discarded.

Why not, it is asked, get a pair of bloomers of the same pattern now, at a very small extra cost, so as to take the most wear possible out of the coat.

## PLEASING THE BOYS.

A view of the clothing department in the men's wear store of Mr. A. M. Eccleston, St. Catharines, appearing on the opposite page indicates the prominence bestowed on the boys' end of it by this firm. Almost one whole side is given up to boys' clothing, and there it is kept on the most approved racks; handled as carefully and with as keen an eye to display as the best of the men's.

"Pleasing the boys themselves rather than the mothers, is our aim," said Mr. E. Rolls, manager of the clothing department to Men's Wear Review. "That is, in our experience we find that too often the boy's wishes, have to give way to the parents and often they are not consulted at all. Wherever possible, we try to protect them in their likes and dislikes, for if we satisfy them and get them to trust us when they are boys we will get their trade when, as young men, they buy for themselves.



*Semi-Norfolk, patch pockets and two-piece belt, "The Warwick." Shown by C. M. Gilchrist & Co.*

## Where Boys' Clothing Holds an Important Place



*Interior View of Clothing Department of A. M. Eccleston, St. Catharines, Ont.*

**T**HE boy is gradually coming into his own. For too long they, the boy and the girl too, have come under the heading of "children" when clothes were under consideration, and it has taken many years for the dealer in clothes and furnishings to realize that the boy is really a small sized man, and that he is worthy of much consideration. The day is coming when parents will not take their boys to be fitted in the department for infants. The tendency is to give the boy and girl separate departments, departments which are in close proximity to those of men and women.

Goodwins, Ltd., Montreal, are among those who have recently taken a bold step in this direction. The words "child" or "children" are now absolutely prohibited in the store. Mr. W. H. Goodwin, speaking to a representative of Men's Wear Review, said: "There is no such thing as a child, and we have separated the boys' and girls' departments from the babies'. Infants now exist only up to the age of two years. After that age, they are either girls or boys. The boys' department has been moved from the women's section on the second floor, to the ground floor, close to the men's department. We had to do it. Departmentally speaking you cannot have a child. Over two years of age, it is either a boy or a girl."

The reason for this change was that Goodwins were being pestered by people who were unable to distinguish between children and infants. A mother entering the store on the ground floor would ask a floor walker where the children's department was situated. She was told it was on the second floor. Having arrived there, she asked for a pair of shoes for her boy. Investigation showed that the boy had a foot as big as a man, whereupon the woman was sent downstairs to the men's shoe department. This did not please her, and the retort often heard was: "I was sent up here. Do you think I am going to walk up and down stairs all day?"

Circumstances like these compelled Goodwins to eliminate the "child" forever from their store. Recently the carpenters have been at work on the ground floor,

converting a space near the main entrance into a boy's section, for furnishings. Sections for boys' clothing, boys' hats and for boys' shoes are adjacent, so that there will be one big boys' department.

### **Boys' Goods All Together.**

The idea, as expressed by Mr. J. Rubine, buyer in the men's furnishing department, is to have things so that a mother with fifteen or twenty minutes' time in which to fit up her boy, will not have to run up and down stairs. Formerly she wasted two or three hours running around the store, and came away tired out, and saying: "That's the last time I am going to a department store for boy's clothing."

Goodwin's have taken one of the best men in the men's furnishing department, and placed him in charge of this new section. It will be his duty to get in touch with boys, find out what they are wearing, and to study their likes and dislikes.

Special lines are being introduced. They have taken on an exclusive line of boys' shirts, and will endeavor to give the best value that money can buy. These shirts will have French cuffs, and are in men's style. The same with pyjamas; they are simply a small size of men's.

### **The Venture Proved a Success.**

Before the new section had been open many days, it was seen that the venture was a success. As things progress, it is intended to give a long frontage on one of the main aisles to boys' clothing and haberdashery. Boys' business is important just now. People, in spite of hard times, want to see their boys well dressed, and will spend a dollar on them, and only about 20c on themselves. Money is no consideration with parents in cities where their boys and girls are concerned.

Goodwins have always carried boys' clothing, shirts, shoes, etc., but never had a boy's section before.

The success of this move carries with it a strong argument for catering to boys' trade in men's wear stores.



# ACCESSORIES



ALL indications point to a much wider use of canes for Summer and Fall than for many years. The explanation for this revival as generally accepted is a natural one, and it has far more foundation in this case than in most where it is given the credit,—the war. The use of swagger sticks by soldiers in training is having a two-fold effect, for the present and the future; their example acts as a suggestion to others, and they themselves get so used to something in their hands that they cannot do without them so they will become permanent customers after the war. Jobbers report much larger orders and retailers declare that a marked improvement in sales has resulted of late.

Contrary to the expectations of many the light canes promise to be strong favorites for Fall as they are for Summer. The best sellers, as now, will be the natural wood crooks, with silver trimmed or inlaid being reserved more for gift lines. Panamas, natural boxwoods and malaceas will be the favorites. The Panama has an advantage of being a good "bender" without risking a break. A wine colored malacea is liked among the darker canes, and, of course, a few blacks, with the almost inevitable silver trim or inlay to adorn and relieve.

Possibly an additional reason for the present popularity of the cane is the constant and increasing use being made of it in window trimming. The close association given it with shirts, ties, hats and clothing is bound to exert an influence on the buying mind of the public.

## NEW LINES IN JEWELRY.

The handling of jewelry is too often neglected in men's wear stores. Some merchants have a feeling that this should be left—or will be by the public to the jewelry stores, but even if these do not care to carry the most expensive stuff there are a large variety of more moderate priced lines for which there is a ready demand.

Here, again, as in nearly everything, a suggestion, a



## NOVELTIES IN JEWELRY.

*In upper row, stick pins, including cancos. Middle row, new type of cuff link, especially for soft cuffs, drawing both ends close. In lower row pearl tie holders. Shown by R. A. Phillips.*

question, a tactful remark often results in a sale. The display of jewelry in the store is a matter of a very small space, and it not only provides a good profit but is a matter of convenience to the regular customer as well.

Among the novelty lines is a shirt fastener which is in a triangular shape with bulb ends and draws the ends of the cuff together. These have taken well in New York. In the holders, pearl, plain and chased, is coming into common use.

In scarf pins the oval shape is among the most popular to-day.



*Left side: Canes for Summer. Right side: Canes for Fall. Balance, Panama, boxwood; in natural colors; and plain, or with silver trimming or inlay. Shown by Brophy Umbrella Co.*

## SUGGESTED ADS FOR MAY AND JUNE

All these ads, open with an illustration that carries an appeal to the eye of men, followed by a catchy phrase that invites further reading. The body of each ad, is set so as to allow generous white space, thus throwing the matter into relief, instead of being crowded, a common typographical error. The first part of the body matter is written in a light, chatty vein, that might serve to convince the reader. In the first and last samples, each showing a single line of merchandise, a detailed description is given. Electros of these cuts may be had from Men's Wear Review for 50 cents each.



### SPORTS SHIRT

and doesn't it look the part? Cool, comfortable, sensible, made with the soft open collar, the short sleeves and the breast pocket.

This is not the only shirt we're showing for the outing man. We have a wide range of negligees, with and without collars, and in fabrics and colorings for all.

Get ready now for that fishing trip, that game of golf or tennis. *Step inside, Mr. Outing Man—we're at your service.*

(Name and Address)



### My Summery Togs

Are my clothes keeping time with my pulse?

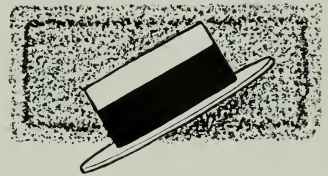
Have they the warmer weather feel? Do they make me tingle with the joy of living or do I feel like the polar bear in the tropics?

These are the questions man is putting to himself to-day (mentally), when he sees "Old Sol" getting in his fine work—the grass shooting, the trees budding, the birds singing.

Put them to yourself and then step in and see how well we have anticipated your thoughts in Hats, Collars, Cravats and the most important of all, Suits.

*Watch for our window display to-night.*

(Name and Address)



### The Sailor is in town

Not "Jack Tar," but the trim summer headpiece that will be of interest to the smartly dressed man this summer.

While we're showing a nice range of styles that will suit every man's "particular style of beauty," we ask you to be sure to see the new model displayed in our window to-night.

This has the 3½-inch crown, 1⅞-inch band and 2¼-inch brim—a truly smart style with the band at the side—plain and fancy straws. *And it costs only \$2.*

On your way home to-night drop in and see this—the latest addition to the Sailor family.

(Name and Address)

# LEADING RETAILERS ON PRESENT SITUATION

General Agreement That the Stiff Hat is Coming Back — No Two Hat Policy? — Light Gray Suitings for Summer.

IT IS only about a couple of weeks ago since we had the temerity to bring out our new Spring hats, but in that time experience has shown us what is being bought, and what is being worn in Canada. Perhaps the most striking fact revealed by our sales of the past two weeks is that stiff hats are the big sellers. It was believed by many during the winter that the stiff hat was coming back, and now we know, for could there be better proof than the fact that for the Easter holidays our sales of stiff hats exceeded those of soft hats? writes a Montreal hatter.

## High Grade Stiff Hats Sold Well.

In going over our sales, we find that our high grade stiff hats were the big sellers, and it looks to me very much as though the stiff hat were coming back to stay. Already we have shown sufficient confidence in the criterion of the past two weeks to place large repeat orders. Furthermore, we understand that the stiff hat will be generally worn during the coming Fall season, in the new taper crown or bullet shape, of dimensions  $5\frac{3}{4}$  by 2 inches, and for the smaller man,  $5\frac{1}{2}$  by  $1\frac{7}{8}$  inches. There is a demand by the higher class of trade across the border for brown stiff hats, in various shades, although it may be some time before these will be big sellers in Montreal. However, we intend showing a few styles among our Fall range, selling from \$3 up to \$5.

## Blues Fall Off in Soft Hats.

What have the sales around Easter revealed regarding soft hats? The biggest demand has been for greens, without doubt, particularly for the darker shades. After greens, the best demand has been for grays and browns. Blues have fallen off at a surprising rate. We did not expect the public to turn against them so quickly, as they were worn right through the Winter, to Spring. Browns, which have been off for quite a while, are beginning to come back, and we anticipate a good demand for them during the coming Fall. As for pearl gray, we still think they will be good sellers, although it might take until well on towards Summer for the demand to become heavy.

In the course of a week or two we shall be showing a very pretty lightweight in pearl gray, with self band; also a pale green mixed (almost a gray) with dark green band, and another, a very light tan, with self band. These retail at \$5, the sizes being  $5\frac{3}{4}$  by  $2\frac{1}{4}$  inches, with flat brim.

## "APPROVED FASHIONS FOR MEN."

UNDER the caption "Approved Fashions for Men," one of the leading men's wear stores in Canada, thus sizes up the present situation:

Lounge suits of which the jacket is form fitting and tailored with a "soft" front to roll gracefully to one or two buttons, is the favored style.

Lapels are wide, and cut with a noticeable curve on the outer edge, coats are slightly longer this season, and many without a vent in the back, although in a snug fitting garment a vent is more practical.

Waistcoats show a collar of some design, are snug

fitting at the waist, and the bottom button remains unbuttoned.

There has been a surprising demand for Navy suitings this season and the many smart details in fashion have resulted in smarter lounge suits than usually possible in plain clothes.

For Summer wear the prospects are in favor of suitings in light shades, preferably gray, also double-breasted jackets in fine serge or blue flannel, with light striped flannel trousers will be the fashion.

## The Morning Coat.

The one button garment is the correct morning coat for the coming season. The shoulders are slightly broader than formerly, but the lapel is also broad and cut with a peak or high notch effect, well upon the shoulder, so that the width of the lapel causes the garment to still retain a narrow shouldered appearance. An outside breast pocket is a smart detail, the edges are hand stitched, not braided, as the braided coat has become too popular to appeal to the careful dresser.

White pique waistcoats for morning coat wear is a fashion in London and New York. Quite a few of our patrons are selecting waistcoats of this kind.

## STIFF HAT MOVEMENT GROWING.

MR. Applegath agrees that the stiff hat is coming in again. It is having a better sale this Spring and he believes that the movement will keep on growing in strength next Fall and will until it reaches the summit, as it did several years ago before the turn was made to soft hats.

The Review asked him whether he thought the two-hat policy was a practical one. He replied decidedly that he did not.

"Take other articles of wear, such as shoes, and it is different," he explained. "A man will have perhaps a best pair of shoes, that he wears for Sunday and evening, and he will have an ordinary business pair and both will be kept distinct. He will have a lot of ties, one perhaps for Sunday and every day in the week, but in hats it is different. You will find that a man has one hat that is his favorite—not two. One hat that he will wear practically all the time, not one that he will use for the better wear and the other for business wear. He likes one better than the other. Perhaps it fits him better, perhaps he is more used to it. In any case there is no possibility that I can see of getting the public to make a double purchase. A silk hat, of course, is different. A man who has a silk hat for special occasions has of course another hat, but not a soft and stiff hat at the same time. If stiff hats come in strong with the Fall, it will mean that soft hats become correspondingly weak and that they will decrease in proportion as the sale of stiff hats increases.

"As a rule, there cannot be two styles of hats popular and both selling well at the same time. It has never been so in the past and I see no indication of the public changing their views in this matter in the future."

## Some Odd Twists and Fancies in Men's Fashions

HEREWITH ARE SHOWN a couple of new belts made by The Western Leather Goods Co. The one is a well-known military line which will also be used for sporting



purposes. The second contains an attachment for regulating the size, coming in copper, oxidized gun-metal, nickel and gilt.

\* \* \*

THE LATEST SPAT is made of very thin cloth—to suit the warmer weather which approaches. The buttons are smaller, and there are five of them instead of four as on the thicker spat which was popular in the colder weather. Sand color is the leading shade. One or two freak lines are in different shades of green.

Gray is a good second to sand. Brown and fawn have fallen from grace temporarily.

\* \* \*

THERE IS A TENDENCY in New York to resurrect plaids for suitings. Plaid fabrics come in now and then and have a short run and go out again. But plaids are very serviceable. The tendency is for dark patterns, quiet, unobtrusive cloths. We may get it in Canada in a couple of years!

\* \* \*

HERE ARE SHOWN SAMPLES of new designs in shirtings: with flags in natural colors, brought out by Tooke Bros.



THE CLOSE STRIPE, in all sorts of color combinations continue the big thing in ties for early Spring. Retailers are selling a lot of these alternating diagonal stripes—

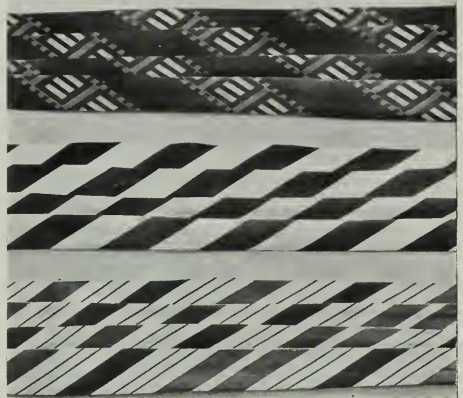
yellow, red, blue, green or white with black. The streets are full of them.

\* \* \*

ONE LARGE HAT CONCERN over the border reports that there is a big call for both blue and brown Derbies. This is something distinctly new. The brown hat has not been fashionable for some seasons. King George has resurrected it in England this year, and it is being worn there. The blue Derby is a try-out.

\* \* \*

IN SOME PARTS of the States, white and black stripes for shirtings appear to be the leader. Possibly the most popular is the close black stripe on the white ground; with thick black stripes, a quarter of an inch apart—a



*Fancy Puggaree bands in club stripes, coming in red and black, yellow and black, blue and black, green and black, and other combinations of bright colorings for Panama hats. Shown by Wm. Wyndham.*

good follow-up line. Some houses are showing black, blue and white in differing combinations.

\* \* \*

ALL THE BACK BOWS of a year ago have vanished from the hats and we seem to be coming around to the half or side bow. This will be seen on only a proportion of the hats this Summer but it looks like next year's majority style.

\* \* \*

A VERY STRIKING DRESSING gown in bright stripes was seen at Bilton Bros., in red, yellow and black, a combination such as appeared in ties. This is a very striking gown and will probably require some courage to wear. Other combinations were green and burgundy with a narrow line stripe of white; and green and black also with a stripe. These were used to good effect in window trims and attracted much attention.

## HATS AND CAPS.

(Continued from page 45.)

to be a good Summer season ahead of the Panama. Another reason why the Panama is likely to have a more successful season than for some years past is that there has been a drop in prices, temporarily at least. This in the case of one line was a cut from \$60 to \$46 a dozen, a material difference. The explanation given for this is that the demand from Europe is almost entirely cut off this year and that the makers must find an outlet in the United States and Canada for most of their stock, hence the cut in prices to induce trade. This point might well be made use of by retailers in advertising Panamas for the coming season.

The movement to get back to staple styles has extended itself, as might be expected, to all kinds of hats.

In straws the variety in bands of last year running say from 12 lines (one inch) to over two inches, has disappeared and now the average is about 17½ inches wide.

Black silk is the prevailing material and shade, keeping to the black and white effects that are still so popular in women's clothing and in ties and suits for men. The position of the bow shows the old time tendency also, and it is probable that there will be more side bows sold this year than three-quarter. The back bow has disappeared almost entirely, although it was fairly strong a year ago. Instead of the three-quarter a good many models show the bow "at the hump," which gives rather a natty effect. The plain bow is strongest of all with some butterflies.

The puggaroo band will find the strongest use in Panama hats particularly in fancy colors. Some samples of a certain variety of these are also illustrated in this issue.

## AMONG THE ADVERTISERS

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

## MR. WOOD'S NEW CONNECTION.

Robert Wood, for many years buyer and sales manager for the Williams, Greene & Rome Co. of Berlin, has associated himself with the Vanderwater, Watt, Brown Co., wholesale hats, 42 Adelaide Street West, Toronto. Mr. Wood will be a director of the company and his long experience and extensive connection with the men's wear trade should be a source of strength to this up-to-date, progressive concern.

## A NEW COMBINATION.

In their range for Spring and Summer 1916, the Kingston Hosiery Co., Kingston, are showing a new combination garment, not only in halbriggan but also in light-weight merino worsted. These garments, which come both in elastic rib or flat knit, will answer a positive demand for well-fitting, comfortable underwear for the warmer months of the year. In this line as in their two-piece suits, Imperial brand will represent the most satisfactory value that practical experience and the best material can produce.

The Kingston Hosiery Co. have just completed a very large military order for underwear. It speaks well for the management and productive facilities of the plant that this order was executed and the goods delivered without a hitch of any kind.

## CANADIAN-MADE HATS UP-TO-THE-MINUTE.

That Canadian manufactured goods are entitled to public support on their own merits apart from any sentiment, is not as well known as it ought to be, and it is not often that a retail merchant waxes enthusiastic in private over anything, therefore the following expression of opinion from a well-known hat merchant is worthy of notice. He writes: "The hats opened up satisfactory in every way; indeed I may say they are a credit, being very classy and up-to-the-minute in every particular. The 'Made in Canada' slogan would mean something if all our manufacturers turned out as creditable products."

The hats referred to are the well-known Wolthausen

hats, which are made in Brockville, Ontario. It just goes to prove that retailers are not antagonistic to Canadian-made articles and will lend their willing co-operation to any manufacturer turning out an article of merit.

## NEW LINES OF WATERPROOFS.

The war had not been waged long before it was discovered that there was going to be considerable difficulty in getting supplies of raincoats from Europe, as those were among the lines likely to be urgently required by the War Office. The supply of finished garments being more or less cut off, Canada was in danger of experiencing a scarcity of these goods, and those offering were in danger of being put on the market at almost prohibitive prices. There plainly being an opportunity for the exercise of enterprise by manufacturers. The Canadian Consolidated Rubber Co., who have manufactured waterproofs more or less for several years, rushed into the breach with commendable zeal, engaged an expert of many years' experience from England, and started the manufacture of waterproof clothing in earnest. In a very short time their factory was re-organized, and in an incredibly short time their capacity had jumped to 2,000 garments weekly, and will before long be in the neighborhood of 7,000 per week.

Among their new distinctive models are the "Balaclava," "Kitchener," "Connaught," "Borden" and "Chesterfield." The Connaught has several features which should interest readers of the Men's Wear Review, particularly now that garments are being influenced more or less by the war. It is adapted equally for walking, riding, driving or for military work.

The Balaclava-Special is a single-breasted coat, with deep double-breasted lapels, with out-patch pockets with flaps and Raglan sleeves.

Apart from these distinctive models, they are also offering the "Kitchener," a single-breasted button neck coat, with military collar, and Raglan sleeves. Several boys' lines are also being introduced, which are patterned in nearly every respect after some of the men's lines.



VAN DER WATER, WATT, BROWN Co., LIMITED

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A lighter touch for Spring—  
Pearl Grey

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The last word in Soft Hats  
with Black or Laurel Green Bands  
Immediate delivery

\$13.75

\$16.00

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VAN DER WATER, WATT, BROWN Co., LIMITED

42 ADELAIDE STREET WEST

TORONTO, ONT.

## DO YOU SELL Collar Buttons?

If so, why not give your customers the best?

We make a close study of the requirements in men's jewelry, and carry a full stock of Cuff Links, Collar Buttons, Scarf Pins, Tie Holders, etc. These are profitable lines for you.

Write for our special assortment of up-to-date goods to retail from 5c to \$1, which will be sent post paid for your approval.

If you only need a few Collar Buttons or Cuff Links, don't hesitate. We are out for your business. You will soon want more. This we know.

## R. A. PHILLIPS

The Notion and Jewelry House

77 York Street

TORONTO, ONTARIO



## Clothes that are Built for Boys

The designers of Lion Brand Clothes were well aware of the wear and tear suits of young Canadian youths were subjected to—so they put in double elbows, double knees, and double seat. That's why Lion Brand outwears the ordinary suit and why the parents who have the buying of their sons' clothes always insist on them.

Build up a good boys' clothing department by stocking the popular and serviceable Lion Brand Clothes.

**The Jackson Mfg. Company**  
CLINTON, ONT.

Factories at: Clinton, Goderich, Exeter, Zurich

## Can You Beat These Prices for Guaranteed Garters?



MADE IN CANADA

- No. 336. Price only \$21 per gross. Made of ¾ cable webb and moire top. Rubber protected button.
- No. 335. \$25.50 per gross. Made of ¾ cable webb and silk top. Rubber protected button.
- No. 375. \$45 per gross. Made of ¾ silk cable and silk top. Rubber protected button.

Arrow Pad Garters are guaranteed to be without defect, made from the best materials obtainable, and any found defective will be replaced.

Arrow Pad Garters should be in your stock this Summer without fail. Send a small trial order and try them out.

WE ALSO MAKE A FULL LINE OF ARM BANDS.

**Arrow Garter Mfg. Co.**  
314 Notre Dame St. West, Montreal

## “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

*Classic*  
HATS FOR MEN



*Made-in Canada*

## Buy your hats direct from the makers

and obtain the very best possible service and values. Crown Hats are made in Canada, for Canadians, by expert Canadian workmen, and are sold on merit.

### CLASSIC No. 5

shown above is one of the very newest sailors for the coming season. It comes in Sennit Straw with  $3\frac{1}{4}$ " Crown and  $2\frac{1}{2}$ " Brim, medium width black band, bow at side—will be a big seller.

Mail, write or 'phone a sample order to-day. Ask for our range of samples.

The Crown Hat Company, Limited  
GALT, ONT.



Dr. Neff's  
Pure Wool  
Underwear

has  
won  
out!

A large jobber recently decided to limit his line of underwear from three different makes to one. Accordingly he put it up to his travellers. The line that sold best in a given period would be the only one retained.

At the end of the time allowed for the competition the travellers' reports showed that the sales of Dr. Neff's Pure Wool Underwear (with price no factor) were three times as great as on the other two. This result positively reflected the dealer's preference for this popular underwear. And Dr. Neff's was found to be giving the best satisfaction to his customers because of the perfect closed crotch which neither binds nor gapes; the smooth, comfortable feel of the pure worsted fabric material; and the snug fit of the whole garment.

Write for samples.

Thos. Waterhouse & Co.  
LIMITED  
INGERSOLL, ONT.

## If your brush is as balky as a mule

and you do not seem to be able to manage it, don't throw it away and "swear off" card-writing, but "back up" and try again, then if you have trouble, it is certain you need the personal advice of our cardwriting expert.

Your troubles have been his, but he has beaten them and can tell you how to do the same. Why not tell him your troubles?

A course of instruction through The Edwards Short-cut System will make you a capable cardwriter in the shortest possible time — the cost is little compared with what you get — the payments will be made easy for you.



Write to-day for free two-color prospectus.

The Shaw Correspondence School  
Yonge and Gerrard Streets, Toronto, Ont.

## An Effective Sales Booster



If you have the clothes that will appeal to the men of your town a mighty effective way of getting them sold is by displaying them attractively in your windows. Displayed on our new "E" Coat Form with the round, narrow shoulder, the close-fitting English-American lines of the coat are brought out to the best possible advantage. The collar stands up without binding, and the front hangs right, buttoned or unbuttoned. Bronze papier mache heads, life size, cost \$3.00. (Fitted to these forms)—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, 1 1/2 standard, for overcoats, oxidized copper . . . . . 7.00
- Coat form with oak stand and revolving motor, as used by New York tailors, oxidized copper finish . . . . . 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, japanned . . . . . 3.00
- Vest form, oxidized copper, round base . . . . . 4.00

A. S. RICHARDSON & CO.  
Old and Tested  
99 Ontario Street, TORONTO

"5 E" Coat Form

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS  
EVENING WEAR

Occasion.	Coat and overcoat.	Material.	Vaistcoat.	Trousers.	Hat.	Shirt and Cuffs.	Collar.	Tie.	Gloves.	Socks.	Boots.	Jewelry.
BALL, PROM, FORMAL, DINNER, THEATRE, WEDDING	Swallow-tailed, single-breasted, livery, or cape overcoat.	Black, dressed, worsted, plain or fancy facings. Blue occasionally worn.	Single-breasted, white, semi-V or U-shaped collar.	Same material as coat, one broad or two braids.	High silk with felt or corded silk band.	Stiff, with white, plain or small plique, two showing.	Poke or wing.	Butterfly, or straight end, plain small plique pattern.	Plain white, grey kid or white suede, white cape for theatre.	Black, grey, or deep blue, subdued color.	Patent leather, cloth or kid tops, leather pumps.	Bead or moonstone links and emeralds in bar chain.
INFORMAL CLUB, AT HOME, DINNERS	Jacket. Same as above or covert.	Black or grey Oxford, or dressed, with satin facings.	Same material as coat, or single-breasted, black and white.	Same material as jacket, one broad or two braids.	Derby, or black or grey soft.	White, stiff or soft, fine tucks, double cuff, semi-laundered.	Plain fold or wing.	Butterfly, black or white.	Chamois, best, or tan cape.	Of silk, to match tie.	Patent or dull leather.	Gold or silver links and studs, gold bar chain.

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, DAY WEDDINGS	Frack or Chesterfield overcoat, single-breasted.	Black or grey lamb's wool, undressed, plain or double breasted, edged.	Same material as coat, double-breasted, or white.	Black worsted, or colored stripes, or checked, or striped, or worsted.	High silk, with felt band.	White, single cuffs.	Poke or wing.	Once-over, or four-in-hand, solid colors, black, white, grey or pastel shades.	White or grey checked kid or white buck.	Dark colored silk.	Button, kid tops, patent leather, varnished, ladders.	Gold or pearl neck, finger ornament, jeweled pin.
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat. Same as above.	Same as above.	Single-breasted, but without braided and material as coat.	Same as above.	High silk, or soft.	White or colored, single and single cuff, may match.	Fold or wing.	Once-over, or four-in-hand, solid shades.	Same as above.	Dark colored silk.	Laced or buttoned leather, plain tip.	Same as above.
BUSINESS, LOUNGE AND EVENING WEAR	Single and double breasted, jacket and cutaway coat. Chesterfield.	Flannels, worsteds, chevrons, or flannels.	Single-breasted, like jacket, or fancy to harmonize.	With black materials, trousers or check, otherwise as coat.	Derby or Alpine cap.	White or colored, single and cuff, may match.	White, with turnover.	Four-in-hand or harmony.	Taupe, chamois, or white buck.	Cotton, wool, fishbone, or harmonize.	Black or brown, plain upper, button or laced.	Something very plain.
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, or double-breasted, Chesterfield, flannel, draped, Highland, or blazer.	Tweeds, chevrons, flannels.	Single-breasted, like suit or fancy, lamb's wool.	Same as flannel; knickerbockers with buckle, knickerbocker breeches.	Cloth, felt, cap.	Flannel or Oxford, single cuffs.	White or to match shirt.	Same as above.	Same as above.	Wool to harmonize, Highland gaiters.	Black or brown, plain tip or full brogued.	Same as above.

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

# Have You Found This Number Useful?

**F**UTURE numbers will be just as useful and even more so, because we have the habit of improving as we go along.

Doesn't the reading of this issue create a desire to see more of this practical men's wear paper (made in Canada)?

Our initial effort — (the April issue)—to give Canadian men's wear stores a paper that was not merely ornamental, but useful, was a big success, if we can judge by the subscriptions that poured into our office from all over Canada, and by the many favorable comments the trade have made on this number.

The standard will be maintained in all future issues. We guarantee this.

It will cost you one dollar for this service, which consists of twelve numbers. If you want to make sure that the June issue will reach you, sign attached coupon and return to us to-day.

SIGN, TEAR OFF AND RETURN TO-DAY.

## MEN'S WEAR REVIEW

143-153 University Avenue,  
TORONTO, ONT.

.....1915

Gentlemen:

Please enter my name as a subscriber to your paper for one year, starting with June, 1915, for which I agree to pay one dollar on receipt of invoice.

NAME.....

ADDRESS.....

## Get in touch with us re MEN'S RAINCOATS

Travellers now out  
with fine range of  
Samples

which offer possibilities you seldom come across values which stand for good round profits and absolute satisfaction. Range of styles very interesting and in



### Ready-Made Clothing

we have a large stock on hand for immediate delivery that will more than reach the high-water mark in values.

We cannot tell you here of the opportunity that is open to live merchants, but will be pleased to submit samples and prices.

They'll talk and good and loud, too.



## The Punchard-Birrell Co.

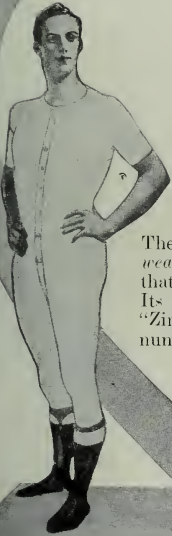
New Address:—545 King St. West, Toronto

One dollar a year is all it costs to have this magazine sent to you for one year.

Can you think of any way of spending that dollar to better advantage?

# ZIMMERKNIT

## HIGH GRADE UNDERWEAR



There's the same satisfaction in *selling* "Zimmerknit" garments that there is in *wearing* them. The dealer whose first aim is to give full value for every dollar that crosses his counter invariably features this line. Its worthiness is backed up by good Canadian money—the making of "Zimmerknit" is a purely Canadian enterprise, giving employment to a large number of Canadian work people.

**Zimmerman Manufacturing Company, Limited**  
Hamilton, Ontario

Agents: E. H. Walsh & Co., Toronto; W. R. Begg, Toronto;  
A. R. McFarlane, Vancouver.

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# The Publisher's Page

By F.M.A.

## Can This Be Said of Your House?

¶ This is a paragraph from a letter received by The Review under date of April 3, from a large retailer in Ontario:

*"Please tell us the name of the manufacturer of \_\_\_\_\_, We have forgotten the name of the firm and have not seen any of their advertisements recently."*

¶ Is there any chance of the trade forgetting about your line and your house?

¶ There is a tendency on the part of some manufacturers of imagining that the trade know all about them and that advertising is unnecessary.

¶ This is a very dangerous attitude for any house to assume. Remember the average retailer has too much on his mind to be expected to remember your house or the particular merits of your proposition, if not kept constantly before him.

¶ Keep your goods and your service in the limelight through Men's Wear Review—the paper the live retailers find necessary.

¶ We employ advertising experts to plan and write your advertisements. The head of the Ad-Service Department has had several years' practical experience with a large retail establishment. This service is gratis and is included in all regular advertising orders.

¶ The most natural, economical and effective way of reaching the real buyers in the worth-while stores is the representative trade paper in any particular field. Ask the man who uses it.

*Write to-day for rates and further information.*

**MEN'S WEAR REVIEW**  
PUBLICATION OFFICE 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**





**KANTKRACK**

**FEATURES**

*The heavy flexible lip.  
Cemented and riveted lip.  
The long slit over back  
button-hole.  
The reinforced back but-  
ton-hole.  
Waterproof but odorless.  
Cleaned easily and quickly  
without cost.  
Made of fine waterproof  
coated linen.  
Made in Canada by expert  
Canadian workmen.  
Try one on the absolute  
guarantee of the makers.  
"We stand back of it."*

## *Feature Number 8*

The day of the **KANTKRACK** waterproof linen collar is gradually lengthening out—all classes are taking to them more as they learn of their superior features, among which is the fact that they are

## **Waterproof *but* Odorless** **Easily and Quickly Cleaned** **without Trouble or Cost**

The old celluloid collar is gone and has been replaced by **KANTKRACK** waterproofed linen collars, which overcome all the old difficulties.

**KANTKRACK** collars are easily and quickly cleaned by using only soap, water and a sponge, or perhaps a little ground pumice stone.

This feature alone recommends itself strongly to men who have outside work.

**KANTKRACK** are made in "one grade only and that the best," but in all styles.

"SOLD DIRECT TO THE TRADE"

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

# MEN'S WEAR REVIEW

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Vol V

No. 5



June

1915

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**THE MACLEAN PUBLISHING COMPANY LIMITED**  
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE, TORONTO



28 "Service" Branches Throughout  
Canada.

Canadian Consolidated  
Rubber Co., Limited  
MONTREAL, P. Q.



Our New Catalogue  
of  
"DOMINION"  
RAINCOATS

(entirely made in Canada)

IS NOW READY

SEND FOR A COPY TO OUR  
NEAREST BRANCH  
OR TO



Canadian Consolidated  
Rubber Co., Limited  
MONTREAL, P. Q.

28 "Service" Branches Throughout  
Canada.





## A Durable Easy Slide Tie At Last

No More Cumbersome Rows of Stitching  
in Neckband.

No More "Joints" in Neckband to Catch  
on Collar Button and Prevent Tie Sliding.

**T**HIS new idea produces a Four-in-Hand that will slide more easily than any pattern hitherto put on the market AND ADDS TO the easy sliding feature of a lined neckband the ability to make a bias cut silk Open End Four-in-Hand, that is DURABLE—that will not pull all out of shape the first or second time it is worn.

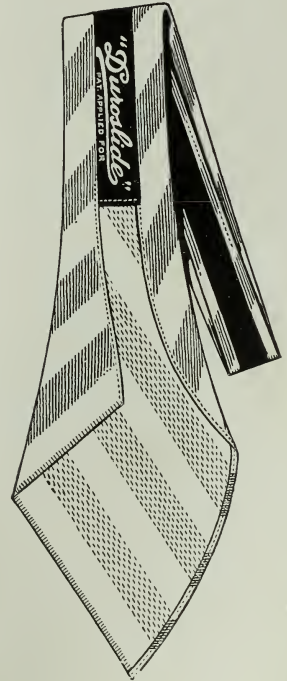
**I**T permits a bias cut silk Four-in-Hand to be MADE OUT OF ONE PIECE OF SILK, thus eliminating bulky splicing in the neckband.

**I**T does away with the necessity for such devices as bar tacking, safety pins and lengthened linings which have been used in an endeavor to make a bias cut tie that will hold its shape.

**M**ERCHANTS who would be the first in their localities to introduce this novelty should write to us for sample shapes and patterns of silk.

**Price \$24.00 Per Gross.**

**Standard Neckwear Company**  
BOSTON, MASS.



**NOTICE TO NECKWEAR MANUFACTURERS**

Patents for above described device pending. Any manufacturer who would like to co-operate with us in manufacturing under "Duroslide" rights is invited to communicate with us.

# Sales Booster

## THE FIFTH

"I wonder if I'm going to get my two weeks' holidays this year?" This is the thought that crops up everlastingly in the mind of the young man to-day as he works away at his daily occupation: the Spring fever's got him, he hears the call of the open.

"What's that got to do with selling waterproof collars?"

Directly it has very little, indirectly it has considerable.

Have you ever camped, Mr. Merchant? If so, you will understand that a good waterproof collar, tucked away in a corner of the suit case, is mighty good insurance against having to travel home with a dirty, moisture-softened and crumpled linen collar.

And this does not apply to the young man alone, but to any man who is holidaying away from the din of the town and city and has not ready access to a laundry.

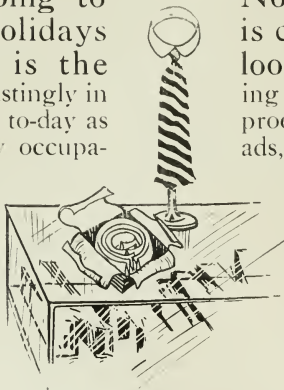
Now that the holiday time is coming it will pay you to look after this trade by drawing attention to your stock of waterproof collars. Mention them in your ads, show them in your windows and devote a corner of your show case to a little display.

Show one of our linen-finished Challenge collars finished with a nicely knotted cravat and your customers will hardly know the difference between it and an ordinary linen collar.

The Challenge is our best grade waterproof coated linen collar. It comes in a fine range of styles to suit every taste. Challenge collars have the easy-sliding tie space, are beautifully finished and are a third heavier than any other make of collar at the same price. (Sell at 25c.)

We also make a complete range of styles in lower priced waterproof collars — all values equal to the Challenge.

**Write for samples and prices.**



Use this cut to illustrate your show cards.

## The Arlington Co. of Canada, Limited

54-56 Fraser Avenue, TORONTO

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



We will supply handsome display cards on request. Write to-day.



*Style-Craft*

TAILORED CLOTHES

## Does Your Business Bear This Stamp of Clothes Refinement

?

It's the lines of a "Style-Craft" suit that "get" the men—the smart, easy touch that puts youthful grace and action into the figure of the man who is feeling the hand of time as well as emphasizing them in the young man.

And here are the points that interest you. In the first place, every man is your prospect if you have the Style-Craft Agency—no figure is too difficult to fit and to fit perfectly. In the second place, the delivery is prompt and the garments come man tailored right up to the top notch, finished handsomely.

In fact, the "Style-Craft" Agency opens up a new, well-paved road to a healthy tailored-to-measure clothing business with practically no investment. Get the Style-Craft stamp on your business by writing to-day for the Agency. We make everything in Military and Semi-Military Uniforms to measure. This business is good right now.



Clothes  
Refinement

E. G. HACHBORN and COMPANY

New Address: 50-54 York Street

TORONTO

..

..

CANADA



## Ingersoll Opportunity

At this season of the year the men are buying new Spring Suits just as they have every Spring. When they are in the store, they see other things they need, and buy them, too. Collars, cravats, scarfpins, cuff links and vest chains are a few articles in this list.

To this list of spontaneous sellers you can easily add Ingersoll watches. A watch is the most necessary article of the modern man's outfit. When he buys that suit, or vest chain, or outing shirt, his buying attitude will help him see his needs for such a watch as the Ingersoll.

The well-known timekeeping qualities, coupled with the durability and inconsequential price, sell the Ingersoll. Besides, it is a very neat-appearing watch which anyone can carry.

Purchasers of outing clothes and equipment have particular need for an accurate watch, which will withstand rough usage, and which if lost is easily replaced.

So you see you have an excellent chance to make substantial sales of Ingersolls. The profits on these sales are also very substantial. Especially so since no longwinded selling talk is necessary. A small Ingersoll show case on your counter gets attention and stimulates desire by attractively displaying the watches. The investment is small—the profit is big.

There is no better time than now to write to your jobber or to us for an assortment of Ingersolls.

**Robt. H. Ingersoll & Bro.**  
200 McGill Street - Montreal, P.Q.



## Lion Brand

Khaki Bloomers and Fancy Overalls will be in big demand this season.

Send in your mail order now.

We have the right shades and at popular prices.

**The Jackson Mfg. Company**  
LIMITED  
CLINTON, ONT.

Factories at: Clinton, Goderich, Exeter, Zurich

## “King George” Suspenders



Retail Price  
50c.

Give Free  
Movement  
of  
Body and  
Shoulders

*Easily the best  
value in Canada*

**Berlin Suspender Co., Ltd.**  
BERLIN ONTARIO



## "Penmanize" Your Hosiery Department!

Feature Penmans Hosiery—make it your staple, standard line—then watch the effect on your Hosiery department.

When you link up with Penmans, you are dealing with a nationally advertised line of smart, swift sellers, with the prestige of years and a faculty of pleasing buyers so they want more of the same next time.

To ensure busy hosiery counters, prescribe the full line of Penmans Hosiery.

For men, women and children—in cotton, cashmere, flisle and silk.

Penmans Limited  
Hosiery  
Underwear  
Sweaters  
107 Paris, Ont.



# Penmans Hosiery

# Eliminate!

That's it. Eliminate the distance between the warehouse and your store. You can do it. Write out your order and mail. We "put ourselves in your place" to fill it. Here are some lines you will like:

S86 Negligee Shirts, 14 to 16½, at \$4.25 doz.

Men's Boot Silk Hose, in black, white and tan, at \$2.00 doz.

No. 300 Negligee Shirts, French cuff, at \$6.50.

Nainsook Underwear, knee length, no sleeve, at \$3.25 and \$4.25.

Heavy Mole Working Shirts at \$4.50 per doz.

And remember, "when you want a thing and want it quick," write to

**THE W. R. BROCK COMPANY (LIMITED)**  
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.

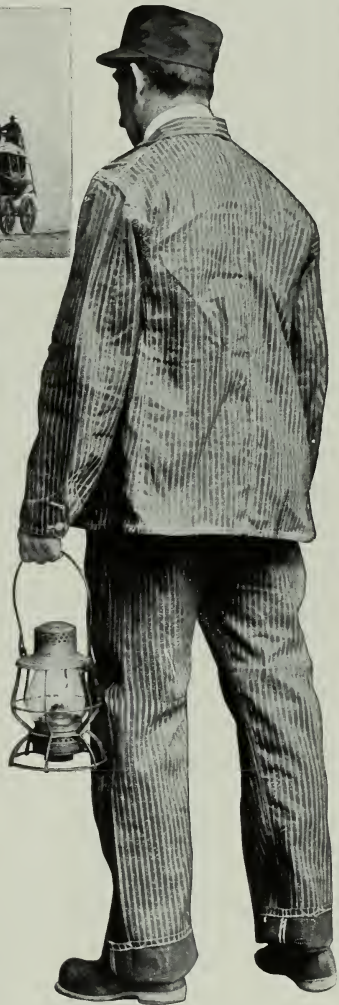
Be sure you see this mark  on the back of the  
cloth, *inside* the garments before you buy.  
It's your guarantee and your customers' guarantee of the  
genuine Stifel Indigo.

*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





## Elegant Clothing and Haberdashery Trims Can Be Made With TAYLOR Fixtures

No Fixture ever produced has ever caused such universal comment and has won such praise as the New French Leg Plateaux.

The biggest and best stores throughout America are using them with splendid results. For years there has been a need for just such a Fixture as this and in production of this piece of equipment a long-felt want has been filled. The Plateaux are made with removable slabs, allowing the draping of any colored plush, as the illustration shows. Magnificent color schemes can thus be worked out for various trims of different merchandise with stunning effect.

We have in stock these Plain French Leg Plateaux in Brown Fumed Oak and Light Mahogany finish.

The three Plateaux in plain finish, together with:

**16 Number 309 Hat Stands, \$22.50**

### THIS IS THE OUTFIT:

- 1 Plateaux, 18 x 18" Top 8" high
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6 No. 309 Hat Stands, 12"

6 No. 309 Hat Stands, 18"

4 No. 309 Hat Stands, 24"



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Back View

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PATENTED MARCH, 1915

**\$4.25 DOZEN**

Less 3%

in all the season's best fabrics and designs—a very choice range of novelties to select from. SHOW CARDS FREE WITH ORDERS.

Order 3 or 4 dozen assorted, by wire or mail, and you will find that a rich vein has been struck. "Stay-in-Shape" Cravats will be wanted by every man in town.

**Sterling Neckwear Co.**

LIMITED

**Toronto, Ont.**

*The House of Novelties*

# Hingham

BRAND

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We are having a big run on Khaki clothing for boys. Why not cash in on this practical, serviceable playsuit by sending a rush order?

The suit consists of bloomers and blouse or shirt, each \$4.50 and \$6.50 per doz.

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which carries the announcements of Canada's best and most reliable schools and colleges. You can make a dependable selection from this directory. The magazine that appeals to intelligent Canadians.

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No. 1—Staple split straw, 3½ x 2¾.



No. 2—The new Sennit Sailor.

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*Classic*  
HATS FOR MEN

CANADA

Write to us and learn  
how you can save  
by buying hats direct

We are the exclusive manufacturers of "Classic" straw hats for men and sell direct to the retail trade, giving values and a service that are without a par.

Whether you wish to place a full Summer order or just to sort up with a few new shapes such as these here shown, it will pay you to see our range before ordering.

*Samples sent on request.*

*Rush orders given prompt attention.*

— THE —

Crown Hat Company, Limited  
GALT, ONTARIO



No. 3—Open telescope, pencil curl.



No. 4—Flat taper crown, pencil curl.

# MEN'S WEAR REVIEW

*Published Third Wednesday in Each Month*

VOL. 5

TORONTO, JUNE, 1915

No. 5

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After all, there are no cravats so pleasing and becoming to all men as those of plain shades, which blend with or match the color of shirt being worn. Spring and Summer always bring a return to favor of solid colored cravats, and the Real Neckwear is "Reid's Real Bengalene Ties," known throughout Canada for their Richness of Color and Perfection in Make. Forty plain shades, embracing every one fashionable. Made into the newest shapes at \$4.50, \$6.00 and \$7.50 the dozen.

**A. T. Reid Co., Limited**

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*A handsome Oak Display Rack furnished free with 8 dozen at \$4.50 the dozen, or 5 dozen at \$6.00 the dozen.*





# Men's Wear Review

*The Recognized Authority of the  
Canadian Men's Wear Trade*

VOL. V.

TORONTO, JUNE, 1915

NO. 5

## This is a Summery Number

**I**N this issue the Editors present the third of the series of the New Style business paper for the men's wear trade of Canada. The reception given the first two numbers, April and May, has been most encouraging, coming from all parts of Canada, both from the retail and wholesale trade alike. When the first number came out, mingled with the congratulations were some expressions of doubt as to whether we would "keep it up." When the second number was seen it was seen it was generally believed that Men's Wear Review had more than "kept it up," but would it do it in a third and fourth issue?

The third issue is sent forth with the confident expectation that it also has 'kept it up,' and we trust has improved in some respects over its predecessors. Men's Wear Review aims to harmonize with that requisite for men's belongings, as the retailer sees them—"Pleasing to the Eye." It aims also to satisfy that other necessity that all the best men's wear dealers demand in presenting goods to their customers, that they must Wear Well and must be of Good Quality. The good quality of a trade paper consists in the service it performs for its readers. The aim of Men's Wear Review is to increase constantly the measure of service which it performs for its subscribers, from one end of the Dominion to the other.

There have been brought out so far some of the best window displays and interior trims that could be secured in Canada and the United States. There have been articles descriptive of these and of general methods in dressing windows—that all-important department of publicity for the men's wear dealers. There have been articles descriptive of advance styles and these have been illustrated freely. There have been suggestions for advertisements with suitable, and what we believe have been, striking illustrations to catch the eye of the reader, and there have been articles, the material for which was gathered by traveling staff writers, dealing with methods that have been employed by the successful men's wear dealers throughout Canada, methods which with some variations for differences in environment could be applied by other

retail dealers to their profit. All of these departments Men's Wear Review aims to strengthen issue by issue and to increase their scope. One of the departments most appreciated, which commenced in our May number, is the Review of Styles written by a New York expert, dealing both with those that are in full force in that centre of men's wear styles for this Continent and those that have had their day and are passing. This news, as we said in last issue, we believe is of great importance to men's wear dealers in Canada, as furnishing them with some indication for the future that will prove of inestimable benefit to them in their buying plans from season to season.

The June issue of Men's Wear Review has taken on a summery tone in its illustrations, window trims, the goods shown and in several of the special articles. The hat season is one of the first outward indications of Summer and there is an excellent straw hat window shown with some valuable suggestions with regard to it.

There is an outing window, an article on lines that will appeal to those engaged in various recreations during the Summer months. There is a special trim made for Men's Wear Review for bridegroom accessories, foreshadowing the great event that occurs so frequently with the advent of June. There are special illustrations that have been sketched for us by a well-known ad. writer such as will be suitable for the coming month of June, and also July and August, for publicity work in retail stores. There is a continuation of the card writing series and special cards for this season of the year. There is a second series on the Boy's Department which commenced in last issue, and two illustrations, one drawn specially for this number, of the newest models for boys' wear.

There is much more in this issue that we believe will prove helpful to the reader and will emphasize the characteristics of Men's Wear Review as the Business Paper of Service in the men's wear trade in Canada. As such we send it forth with a feeling of hope and of confidence.



Illustration No. 1.—An artistic trim of exclusive shirtings and cravating materials by Dudley G. Eldridge, New York.

## WINDOW TRIMS IN NEW YORK

Display of Straw Hats is Lent Refreshing Atmosphere by Use of Flowers—Straw Trim That Was Useless—Air of Studied Carelessness in Shirt and Cravat Trim—Study the Onlookers.

*Special for Men's Wear Review, by New York Correspondent.*

Office of Men's Wear Review, 115 Broadway, New York.

**W**HY some shops succeed while others stick in a rut or flicker out altogether is often portrayed by the character of window trims. Shops, like men, are very often judged by their appearance. In either instance the first impression one gets is usually thus obtained. And with the average shop the first impression is responsible for the larger percentage of its trade. Men are more easily led than driven and the smart shop to-day understands the psychology of impressing the public by inviting displays far better than did the shop of a quarter of a century ago or even a decade back.

It is easy to get a curious crowd in front of a window but it is more difficult to gain the interest of purchasers. The best way to analyze your window is to observe for yourself the class of onlookers it attracts. If you sell one dollar shirts it would be ridiculous to waste time and money on some artistic conception invented wholly to appeal to an exclusive clientele and it would be just as foolhardy to expect a man whose aesthetic taste prompts

him to buy only the most expensive things, to be influenced by the so-called popular type of display. In either instance, nevertheless, the successful merchant has found that the window trimmer holds in his hand the power to sway the mind of the public. It is essential, therefore, to intrust the key to your prosperity to a person of intelligence who is capable of weighing carefully the class of patronage desired and who will use discretion in working to gain their attention.

### Shirt and Cravat Trim.

Your attention is called to the first illustration of a stunning shirt and cravat trim from the shop of Dudley G. Eldridge, where an exclusive patronage is solicited. It may be true that only a small percentage of haberdashers could afford the necessary space covered by this artistic conception consisting chiefly of elaborate drapes but nevertheless it has its value as an excellent guide in planning a refined display even though it is necessary to include more goods. The pose of the shirt is conspicuous and well designed to attract the interest of those who

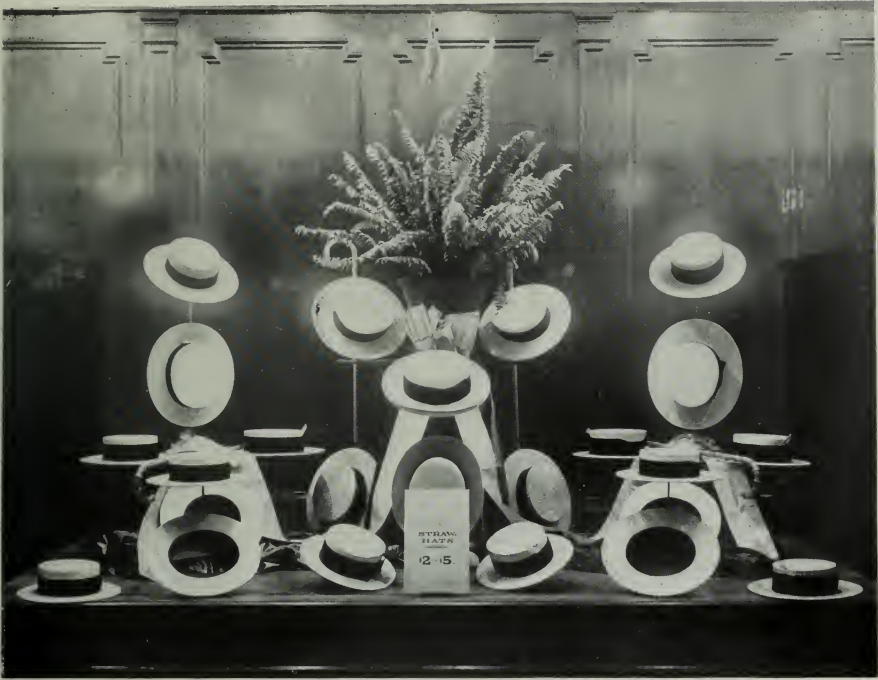


Illustration No. 2.—A striking display of straw hats by Browning, King & Co., New York.

appreciate and weigh the smaller details of a garment. One observes here the latest creation in a high quality shirt which is made with a plain white body and bosom and cuffs of corded linen, white ground with pronounced black stripes. The bosom is box pleated and the cuffs are single with round corners. The garment is accompanied by a voguish wing collar and natty bow tie of shepherd's plaid silk in black and white to harmonize with the shirt.

**Air of Studied Carelessness.**

Shirting material, white with stripes in deepest maroon is shown on the right. As is noticed an entire bolt of this goods is displayed, one end being draped in a somewhat careless studied manner over a high T-stand. Opposite, a similar drape is seen consisting of cravatting silk. It is a striking shepherd's plaid pattern in white and green. A strip of the same silk is used to cover the shirt easel. White chamois gloves and walking sticks are also shown posed with the same "air" of studied carelessness.

Straw hats come in at this particular season for a goodly share of window prominence and in the next example here pictured an extremely effectively display is seen. This impressive window is from the Browning King & Co. shop, where a typical Broadway patronage is solicited.

**Display of Straw Hats.**

As is evidenced by the refined, well-spaced and well-balanced presentation the trimmer has aimed to interest the better class of popular trade. The introduction of a potted fern adds a touch of refreshing atmosphere that differentiates the window from the ordinary hat trim. Distinctiveness breeds personality and the shop that pos-

sesses a "personality" is bound to create a reputation of no little significance. I stated at the first of this article that curiosity is easily aroused by ingenious trims but it's better to arouse genuine interest by inviting inspection of something of material value. You kill two birds with one stone.

The truth of this assertion was well demonstrated by a recent hat display on Broadway. The window contained but three units, consisting of two soft hats on the sides while a striking hat box containing a new straw model occupied the centre section. But the hat was concealed from view by the lid of the box and upon the lid were printed these words "It's inside." The whole scheme was planned to arouse curiosity, and it did, but while it attracted chiefly the sightseers, idlers and news boys other shops were feathering their nest by focusing the interest of the passers-by on an attractive display of straws—something that actually impressed them. It is a case of putting first things first.

A few minutes' thought along this line, a careful study of the details of composition and sufficient confidence to put your own ideas to test will result in a constant improved in your window appeals to the prospect.

*Macleam  
New York.*

## Here are Suggestions for a June Bridegroom Window Trim



**T**HIS is a unit trim that was posed specially for Men's Wear Review by C. W. Balmer as a suggestion for a June Bridegroom display. It is one, we think, that will receive general admiration from window trimmers, not only from the disposition of the articles, but also the high quality of the goods themselves, carrying an air of being thoroughly "correct" for such an occasion.

The main essentials are compactly grouped, the coat and vest, hat, and linen handkerchiefs on separate stands with navy blue velvet drapes adding a touch of softness and richness, and, incidentally, concealing the bases of the stands. The gloves are used to finish off the hosiery and handkerchief trims.

The coat is a single button cutaway of grey cheviot, with long roll; the vest is fairly high cut,—an extremely natty model loaned by W. H. Leishman & Co.

The collar is a new type of wing with small tabs, the tie is grey; the shirt of pique, with pleated bosom; the links and pin are of pearl. Above the collar is a puff of white silk. The gloves are of suede, "wedding" grey. The hose are black silk with self clocks, and the hat is tapered with flat brim edges and a two-inch band of crepe. The canes are of pimento and snake wood.

## A Very Inviting Outing Trim



The goods are arranged in an easy, "neglige" style that yet is quite artistic. It is distinctly a black-and-white display. Note inventory on card with details of prices. Trimmed for Stollery by C. W. Balmer.

## MAKING GOOD ON SUMMER LINES . . .

By E. A. HUGHES

SUMMER is with us. We know it very well. The office boy has begun asking for leave to go to his grandmother's funeral—which we have construed, after long acquaintance, as a plea to go to the baseball game. Straw hats have now displaced silk, felt and derbies. The mosquito has evinced his annual desire to be better acquainted with parts of our epidermis, and instead of freezing in many and swaddling clothes, we are boiling in as thin a vesture as the Board of Censure will allow, so that we know from all these evidences that Summer is here.

How are we to make good on selling Summer lines? That is a question and it is more pertinent this year than ever before in view of the fact that there are bigger hills to mount and greater obstacles to conquer. Selling Summer lines is somewhat different to selling Winter lines inasmuch as in Winter the retailer sells to the consumer such lines of Men's Wear as are more or less necessary. In Summer a good many of them are luxuries. A man is bound to buy good warm underwear but he is not bound to buy novelties in the shape of belts with initial letters on the front. So that it is really harder to sell Summer lines than those pertaining to the colder months of the year. This, of course, dictates that further efforts must

be made to sell the things one is featuring for Summer wear.

### Display in Excelsis.

The first requisite for the attainment of a successful Summer season is display carried to a supreme point of excellence. You have lots of nice stuff this Summer. See to it that you make the very most of your window space, your silent salesmen and your shelves. See that your counters are attractively laid out and, in short, that everything is done to attract the attention of the buyer to any and every possible thing you have to sell. Remember that there is nothing in your store that is there for any reason else than to be sold. Presumably you are not stocking shirts for the fun of the thing, nor hosiery simply because you like it. The stock you have must be sold. A good display is the first requisite. It ought to be a good deal easier in the matter of Summer lines than in that of Winter lines to make this display effective, inasmuch as there are more novelties and these, aided of course by practical selling and display suggestions, will catch the eye of the chance customer.

Along the lines of this idea of getting the very best possible out of the displays, there are several methods, none of them particularly new, that are efficacious. For

instance, the use in your window of flowers is a mighty good stunt.

In the April issue of Men's Wear Review we showed a trim from New York which utilized this idea of flowers for Easter. The flowers in question in that photograph were lilies, but, of course, that is a matter of taste and what time of the year it is. Put a vase or some other receptacle containing flowers or plants to give the re-

plete suit. By this I mean everything a man can possibly require from his head to his feet; suit, neckwear, underwear, hosiery, shoes and all the et ceteras arranged on a model, or, if not that, in such a way that every article is visible and attractively laid out—these will prove business getters. The model, of course, is the best thing. A man sees the combination afforded by all these different articles of dress and noting them in bulk and altogether,



*A well-designed display of men's suits and overcoats. Mr. A. C. Wolf, who trimmed this for Cressman's, Peterborough, makes good use of canes and gloves and dark velvet drapes. The shoes on top add a smart touch.*

quisite brightness and enlist the attention of the passer-by by reason of the fact that flowers in a men's wear window are more or less unusual.

Another good idea for selling Men's Wear is the sports trim. This is not always possible in the case of the smaller dealer, but where it is possible it is certainly mighty effective. Large window space is not necessary for this display to be good. It can be done comparatively as well in a window which is not very large. A couple of tennis rackets and balls or a golf bag, a swimming suit, a baseball bat or camping outfit, and any other appurtenances of Summer pursuits and sport attractively arranged, are a mighty good ad. Summer is pre-eminently the period when people are going to set out to have a good time. They have more leisure—or they make more—to devote to pleasure, and tennis courts, the water, and the golf course all call invitingly. These things, therefore, are in people's minds, and interest can be stimulated by displays such as I have mentioned in men's wear windows. The attention being stimulated, it is half way towards getting the chance customer to buy something in the way of apparel.

#### **A Complete Trim.**

A very good idea—when it can be managed—is a com-

plete suit. By this I mean everything a man can possibly require from his head to his feet; suit, neckwear, underwear, hosiery, shoes and all the et ceteras arranged on a model, or, if not that, in such a way that every article is visible and attractively laid out—these will prove business getters. The model, of course, is the best thing. A man sees the combination afforded by all these different articles of dress and noting them in bulk and altogether,

he is attracted by the trim, and you stand a good chance of getting him in to buy something or other which he has not thought he needed before.

In this connection one is legitimate in pointing out that color is a very necessary element. Select for your complete trim such colors as will not clash. The peculiarly penetrating shade of burnt orange is not likely to match out very well with a delicate puce. Carefully select only the colors that will harmonize with the different articles in your trim and blend them with this harmony in view.

The second point to remember in displaying Summer lines is that from the very fact that they are more or less novelties it is necessary to give them all room to stand out by themselves. This applies to the idea of the complete trim about which I was just talking, but in the case of a sports window, the window helped by the flowers, and any other way of dressing a window, it is a matter of first importance. It is no good to expect a man to judge what a Palm Beach tie looks like if you hide it somewhere behind a plug hat. Arrangement is a matter that needs every attention.

There is nothing particularly new in this harangue. It descants on the old point of display, but that is simply because display this year is as important as it was twenty years ago and will be just as important in twenty years

## Black and White Trim in Corner Window



*A couple of points are worthy of attention in this black-and-white tie trim by Mr. Balmer, for Stollery's. First the type of unit trim: only one line of ties, all connected with the same type of collar. The unit trim does not, of course, prevent the full range of these striped goods, narrow, medium and wide. The dark blue velvet draping provides a well-graded foreground. Note, in the second place, the greatest height in the trim is in the right-hand back corner, by the use of canes, thus giving a slope down from back to front, where ordinarily the highest article in the trim is in the centre.*

as it is now. It is particularly a matter for care and thought and action with regard to Summer lines. If you catch a man's eye you are half way to his pocket.

### SOME STRAW HAT WINDOWS.

Various devices have been adopted by window trimmers to draw attention to straw hat displays through some device other than the merchandise alone. Hamilton store last year used a liberal supply of ears of wheat as typifying the origin of the hat. These also come in artificial forms.

A store in Edmonton used several hatchets in the window, with a prominent card with a drawing on it of an axe or hatchet, and the words "Have you bought your hat—chet?"

Another Canadian men's wear trimmer collected all the old straw hats he could find and piled them up in his window to show the beneficial exchange his customers were making for the new season's goods.

A United States store set up a large straw mat in the centre of the window and painted figures from 1 to 12 like the hours of a clock, and arranged for a hand to revolve rapidly. The letter on the inner part of the "face" was "straw hat time is here; we're on time, are you?"—the very rapidity of the revolution of the hands emphasizing the need for haste on the part of the observer in order to keep up.

### KEEPING SHOW WINDOWS CLEAR.

The following is a remedy that is useful for keeping the show windows clean, that is the outside windows:

1 oz. pulverized whiting, 1 oz. alcohol, 1 oz. liquid ammonia, 1 pint water.

Surface dirt should be removed by spraying the window and this preparation applied afterwards with a soft cloth. It should then be allowed to dry and then be rubbed off, with a polishing motion.

To wash the inside windows, lukewarm water should be used with a chamois but no soap or powder of any kind. When this is wiped off dry with a chamois. The window should be polished with a cheese cloth.

### DELIVER LETTERS WITHOUT WAR STAMP.

Calgary Board of Trade has sent out a circular letter to other Boards of Trade in the West asking the Post Office department to deliver letters less the War Stamp Tax and charge for them as ordinary underpaid letters. They claim that these letters should not be sent to the dead letter office as this occasions a great deal of delay. It is estimated that there are over a million letters sent out from Calgary every year.

### NEW UPSTAIRS' STORE FOR OTTAWA.

Robinson's Clothes Shop, Peel Street, Montreal, the pioneers of the "Take the Elevator and Save Ten" stores in Canada, have secured a good location for a similar store on Sparks Street, Ottawa, and have already opened for business. There is another branch at Winnipeg, and two stores in Montreal.

F. W. Stewart, of Cluett, Peabody & Co., Inc., and A. L. Caron, of Caron Freres, have been nominated for membership on the Montreal Executive Committee of the Canadian Manufacturers' Association.

# HOW I SHALL DRESS THIS SUMMER . . . .

By BEAU BRUMMELL



A wearable hat, shapely and not conspicuous or freakish.

YOU ask me to say how I am going to dress this Summer, from hat to shoes, always supposing I can only have one article for each detail of apparel. This being war time, I suppose I would have only money enough for about one article for each detail of apparel, anyway. I don't know how other men are, but I am not finding any surplus greenbacks lying around in my pocket wherewith to purchase Summer suits, Summer shirts, or Summer linen in superabundance. I guess I have got to be pretty well content with one of everything.

I intend, if the Heavens fall, to have a Panama hat. I have seen the very one I want. It is an open telescope with a  $3\frac{1}{2}$ " crown and a not too wide brim. This brim is curled after the manner of the telescope hat which has been popular for the whole of the Winter. The band is not too broad, has a bow at the side, and is black. None of your freakish, bright-colored bands for mine. And I am going to have just a nice conservative dip in the crown of this hat. Altogether it will be a wearable hat, shapely, and not conspicuous or freakish.

As to the collar, I don't think I can do better than wear the cut-away collar which has gradually attained popularity during the last two or three months. This will remain the big collar for Summer wear. The one I am going to have will not be too much cut away in front, but a nice, easy, gracefully-curving collar. It will be about two-inch high collar. I think we are much better off this Summer than in some seasons that have gone before by reason of the fact that the fashions dictate this low kind of collar rather than one that sticks up in your neck. If there is anything worse on a hot day than a high collar,



If there is anything worse on a hot day than a high collar, lead me to it.

design in stripes running about one inch apart or possibly a little more than that. The stripes are three narrow lines

lead me to it. The collar I am going to have, by-the-by, is plain white. Some men may care for the super-white design, and it is certainly very smart, but I am a little faddy and favor the old style, so I am going to have a plain white collar.

Crepe Shirt for Mine.

Of all shirts for Summer wear I prefer the crepe. A nice crepe cloth in either white or cream with soft double cuffs will just suit me. I saw the very thing I wanted the other day and it was a cream crepe cloth with a design in stripes running about one inch apart or possibly a little more than that. The stripes are three narrow lines

## Crepe Shirt for Mine.

Of all shirts for Summer wear I prefer the crepe. A nice crepe cloth in either white or cream with soft double cuffs will just suit me. I saw the very thing I wanted the other day and it was a cream crepe cloth with a design in stripes running about one inch apart or possibly a little more than that. The stripes are three narrow lines

of very pale colors—this particular one was pale brown, pale blue and black. The cuffs are cutaway, that is the outside part, and I know of no better shirt cuff for Summer than a soft double cuff. The price of this one by the by was \$2.50.

Coming to the question of ties, of course, there are lots of ties possibly that I will wear during the Summer. There is no article of dress in which a man is allowed so much license, or in which there are so many varieties, all perfectly good and perfectly sensible, as ties. One tie that I am going to have is a tubular cord. This can be worn either side. On one side is either black or dark blue, or dark brown, with here and there a patch of very bright colors in a post-impressionistic sort of design. This is not a bright color tie all over by any means. The background is, as I say a plain color. The reverse has more of this post-impressionistic color scheme and less of the plain dark background.

But, of course, I shall want some wash ties. In these I think the narrow panel white wash tie with a plain single pin wire stripe is about the naggiest thing. I suppose that, in accordance with what we are supposed to wear I shall get some palm beach or light sand color ties, with a very small design set widely apart, a floweret or a spot or diamond, or something of the sort.

If I am anxious to display my sympathy with the Belgians, I ought to get a bright Belgian blue tie. A lot of these are going to be sold this Summer and if a man wants a dash of color with a fairly plain suit, nothing can be nicer. There is hardly any pattern of any sort on this Belgian blue tie, just a faint indication of some leaf design in flowing style. This design may be in very pale green or even in white, but the nicest of all is in a self color on a blue background.



In a post-impressionistic sort of design.

## Comfort in a Suit.

Coming now to the matter of suits, if I can only have one suit it is going to be a navy blue light weight, rough tweed. It will not be plain but have a chalk line stripe. If I have two or three suits I might possibly have a Norfolk, in a nice quiet brown or a steel gray, or even a warm green with a very inconspicuous blue all-over design. But being only allowed one suit I have decided on the blue, because it can be worn with anything, and it looks very smart for holiday wear, for business wear, for lounge wear and for tennis, boating and the like. As this is a Summer suit I don't want one that sticks closer



than a brother. I want lots of room and a nice loosely fitting coat is the thing for me. I am pre-supposing it will be a two-piece suit.

I am glad to see that there is a good deal of disparity in the exact cut of the coat for this Summer style. I don't much care for the very broad lapel which sits far back on the shoulder, and it is a relief to find that the long rolling lapel is just as fashionable for the man who can carry it off as is the broad and squat lapel. My coat will therefore be a one-button sack, with this long roll and not too much cut-away at the bottom of the coat. The pockets will not be too long. This is a point to guard against. The pants will not have any cuffs. Pants with cuffs are just as fashionable as pants without them, but my own predilection is for a perfectly plain-bottomed trouser.

I am going to have one of those very natty belts which were so popular in New York last year. It takes about a year for some things to get from New York to Canada, in the matter of dress, and I imagine there will be a number of these initial belts worn in Toronto, Montreal and the other cities in Canada this Summer. The wearer's initials come near the fastening in the front of the belt.

As for socks, I am going to wear shot silk, in red and black, grey and black, blue and black and possibly yellow and black combination. In addition to this—for I am going to allow myself a little

latitude in the matter of hosiery—I am going to have half a dozen pairs of socks with clocks. These are certainly a very dressy thing for Summer wear. Plain black silk socks with a colored clock in pale colors.

The last but not least essential in dress is the matter of shoes. A brown shoe with a white rubber sole and heel, is my choice for Summer. This can be worn either for business wear or lounge wear, and, with a rubber sole, is very comfortable. The toes will be fairly pointed, though not too much so, and will be designed in the matter of pattern rather like the brogue (a golfing shoe.) If I am fortunate enough to be able to afford an extra pair of shoes I will have another pair of low shoes with the tops made of cloth in a very pale fawn shade. The shoes, of course, will be laced.

Of course I shall want a cane, and the one I am going to have will be cream colored, commonly known as a "white" cane. This is very willowy, bends easily and is a very light weight cane. It has a crook. The straight canes have not had as great a run as the round ones and apparently don't meet with so many men's approval. My cuff links will be plain white pearl, and my tie pin a long single bar stick in gold. My handkerchief will be silk, khaki color. My gloves, yellow chamois.

That is how I am going to dress this summer. It is submitted in answer to your request, without prejudice as to how other men are going to dress. It is my idea of a comfortable, classy and yet conservative garb.



*I don't want a suit that sticks closer than a brother.*

## HOW ARE YOUR BATHING SUITS?

One Manufacturer Says He Has Sold Four Times as Many as Last Year—Demand Due to Big Tourist Traffic That Will Turn to Canada This Summer.

ATTEMPTS have been made to draw the vast tourist traffic which annually floods Europe, in the direction of Canada this Summer. It has been pointed out in magazine articles that Canada offers exceptional opportunities along these lines. It has its Rockies, which thousands of Americans have never seen; it has its incomparable Thousand Islands, and the St. Lawrence river, with its lovely side trip up the Saguenay River, which has never ceased to be a magnet for the American people. When an American ex-President (Mr. Taft) finds Murray Bay so alluring as to spend his Summers there, surely it is not too much to expect that our neighbors, now that they are debared from the most interesting countries in Europe, will come north and lose themselves in our Muskokas and Laurentians for a few weeks.

There is already one indication of importance to the haberdasher that we may expect a big rush of tourists during the coming Summer. The demand for bathing suits is this year four times as heavy as it was last year. If there is any water about, the tourist soon turns his attention waterwards, and if there is one thing we have more than another, it is water. Judging by the way dealers have been buying bathing suits, they expect an unprecedented demand.

The tendency is towards a one-piece suit with skirt. That is expected to be the big seller this year. Up to the present, the demand has been mainly for two-piece suits; now it is combinations, with the skirt attached. Dealers are ordering mostly in plain colors, and nine-tenths of their orders have been for blues. There is nothing very fancy about them. Four years ago fancy bathing suits were introduced, and it was almost impossible to give them away. The trimmings are very plain. They are made in sizes from 22 to 44.

Dealers who are located in districts where tourists congregate will do well not to overlook this line. Montreal will have the Eucharistic Congress this year, which will bring thousands of visitors from all over the world. This Congress was fixed for some European city, but the war intervened, sending it to Montreal. The visitors will not confine their stay to the Metropolis, but will likely take side trips on the Quebec lakes, and up the St. Lawrence. Toronto will have plenty of tourists too, with its Exhibition coming along and already, it is reported, the Muskoka hotels are booked up for two months ahead. In Western Canada advance inquiries for accommodation are very numerous. All this will help boom many lines in the men's wear trade.

# A SMALL LIST, BUT A SELECT ONE

Great Care Taken by Exclusive London Store to Send Out Circulars Only to Men That Are Likely to Be Interested—Fine Paper Pays—A Couple of Women's Lines.

*From an Interview With W. F. Boughner, London, Ont.*

THAT it is not the largeness of the circular list of the men's wear dealer that makes for success, but rather choiceness is the opinion, based on experience, of Mr. W. F. Boughner of London, Ont. Mr. Boughner, who has been in business for a considerable time and is the proprietor of an excellent men's wear store in London, speaks what he knows, and has found that care given to selection in the matter of clientele means a good deal more than excessive use of postage stamps.

"We have different lists, for different circulars," said he to *The Review* when a staff writer called on him. "Sometimes our circular list will be larger than others, if it is mentioning a line which will appeal to the average all-round customer. We circularize pretty often. For instance, in a matter of very special hats at \$5 we would send to a limited number of men—possibly three hundred. In the case now of shirts, or ties or, for the matter of that, suits, probably our list would be larger. It fluctuates according to whatever we have to offer.

"Every name on my list is known to me—and the requirements of the man in question. I know pretty well what he is in the market for. I know what he wants, what would interest him. In the case of an old customer I have studied his wants, and see to it that my circular to him deals with the things for which he is willing to spend his money. I don't believe in sending a circular about a certain line to a man who is not interested in that line. It is simply a waste of good time and good money. In the case of a new man, of course, one has to find him out and find exactly what his wants are. I am all for circulars that know where they are at. Haphazard circularization is to be deprecated. Wherever possible, know your man and then go after him. Don't aim in the dark when you can get the light."

### Stream of Reminders.

In answer to questions from *The Review*, Mr. Boughner went on to say that his system has been to keep up a constant stream of reminders. "Don't let a man know," he says, "that you have forgotten him for a day. Keep on at him."

Mr. Boughner has worked this method himself, and on this page we reproduce some of his "Reminders." In the parcels which are sent to the houses of his customers, when they have bought anything, is enclosed one of these little leaflets with suitably attractive drawings of fashions and inscribed with a message intimating the shop from which they come. These leaflets, by the way, are



*Sample of fine stationery used by W. F. Boughner in circulars.*

very well gotten up. They look natty. And they strike the eye at once, so that the man, seeing the drawing of the shirt or suit, or whatever it is, casts his eye at the message underneath, which is almost invariably written on a typewriter. It is worth while noting that these messages which are typewritten are always single. Mr. Boughner has his stenographer type each of these messages on the card itself, rather than do some of them through carbons. This gives the individualistic touch. It is an extra little bit of trouble, but it pays for itself by its results.

### Taking in the Womenfolk.

Now and then, chiefly at Christmas or New Year a blotter suitably inscribed is given away. This is all to the good. No better reminder could be given than either a calendar or a blotter, obviously because either of these things is always more or less before the customer in his home or at his desk.

### Circular to Women as Well.

Now and then Mr. Boughner varies his service by a letter to the women-folk—for he carries a couple of lines for them. We reproduce one of these on this page. It intimates that the store has some panamas and some silk cardigans for sale. Note this letter. It is printed on very fine English note-paper, which has the deckle-edge. The little inscription at the top in royal blue is very neat and very well done and the whole sheet presents the idea of elegance and good class.

"It is better," said Mr. Boughner, "to spend on getting out three or four hundred of these than it is to get out a thousand or more cheaper circulars. It pays to do the thing well."

The point is, of course, that quantity is not everything. What shall it profit a dealer if he gain a whole lot of non-paying customers and lose his select and elite and lucrative clientele? It is true that this "small list but a select one" is the story of a store which has arrived. It is not the story of a store which is struggling to come out on top. But for the latter store the same method will produce a more sure structure. Quality in circularization may mean a business growth more spectacular, but will it have the stability which accrues from a customer-list of solid, well-chosen and proven names?

Judging from Mr. Boughner's store it pays, as he says, to do it well.



While cleaning out the basement of the old Tooke store on St. James Street, Montreal, several journals were found dated 1873.

## THE PARABLE OF THE SWOLLEN HEAD

ONCE upon a time there was a young man who started in to sell men's wear. He had a good location for his store and he was an able salesman. And his ingenuity and salesmanship and courtesy won through, and he made money. And people said: "He's some boy, that fellow" (which is the Americanese way of saying that he had Made Good.) But, alas and alack, when people began to say nice things about this young man his head began to swell and he had to take a different size in hats. And his tailor found that his chest measurement was several inches more, because he had puffed it out so much. Said the young man (about 'steen times a day): "I am It. I am the Successful Man. I have made this business,"—and he looked around and surveyed the store,—“And I think I am Some Man!”

And it came to pass that the Successful One thus developed a mental attitude, and soared to a mental altitude in his own opinion. And he determined to be a Lord High Muck-a-Muck. He was a Successful One, so he didn't see why he should let people be so familiar with him. From now on they must stand off. They must approach him with due respect.

And behold a gentleman came into the store to buy some shirts and such. And being an Old Customer and one who had known the Successful One when he was only a Striving One, he hailed him thus: "Hello! there, George." The Successful One looked at him a minute, nodded distantly, puffed out his chest and retired to his office, saying curtly to one of his assistants as he passed: "Forward! Some shirts here." For he said in his heart: "I don't need to bother with Old Such-and-Such. I am a Successful One now."

"Old Such-and-Such" was rather taken aback, but he bought his shirts and he went home. And that night he went down to the Club and sat around the fire with some of his cronies. Casually he mentioned his experience of the morning.

"It's a funny thing," he said, ruminatively, "how success turns some people's heads. And usually, you know, it is the moderately successful man whose head is most turned. Mr. So-and-So, the Successful One, used to be very particular that he served me himself. And no one could have been swarner and more anxious to get what little business there was to be had from me. But now, a curt nod is good enough, and my business is only a drop in the bucket. The Successful One has let his moderate success turn his head. He is too big to bother with an old customer. Not that I complain because he didn't attend to me. It's not that so much as that he was curt and brusque, and high-and-mighty."

One of the others, a manufacturer, but not of men's wear, joined in: "That chap is suffering from a complaint called Swelled Head," he said. "Strange that you should mention it, but I sent one of my men down there to see if he could sell him one of our lines for himself. My man said, 'Good morning Mr. So-and-So. I wanted you to give me two or three minutes to look at this.'

"The Successful One glared as if he couldn't understand a man daring to bother him with such goods. 'I've no time,' he said, curtly.

"Well, two or three minutes—"

"I've no time, I tell you," the Successful One cut him off. "Besides, your proposition's no good. It can't help me any. Good morning," and he puffed out his chest and nearly burst a button. The idea!

"And then he nearly burst another button and strutted into his private office, leaving my man to look a fool because the Successful One had put on the haw-haw" (which is a Bond St. expression for hauteur).

The first speaker nodded his head: "It's a pity," he said, "that the Successful One should have caught the disease called Swank. It's a peculiar ailment and it grows on what it feeds on. It's a pity, I say, because he's lost my custom, what little it is."

"Nothing can excuse a fellow's discourtesy," said a third man. "If he is a Successful One now, he won't be long if he is so dashed high and mighty. I shall go elsewhere." And the rest of the group echoed this.

\* \* \* \*

Behold the effect of this. A little leaven leavens the whole lump. When one of the five men around the fire met a friend who wanted some furnishings, he would say: "I wouldn't go to the Successful One's store. He hasn't the decency nor the good sense to be polite." And by and by the Successful One began to notice that a lot of customers went elsewhere. They are still going elsewhere. But the Successful One takes a larger size than ever in hats and his chest measurement increases daily.

And the moral of this parabolic harangue is: "A swelled head in time loses nine—customers, and then some!"

H. S. E.

# OPENING HIGH CLASS STORE IN WAR TIME

How Rod Sangster, Jr., Made a Start on St. James Street When Other Stores Were Having a Rough Time—Took Samples to Offices—Getting After Tourists.

*By Resident Staff Correspondent of Men's Wear Review.*

THE business section of Montreal was startled during the month of March when a young man, Rod Sangster, Jr., by name, put out his shingle at a vacant palatial store on St. James street, and announced that he had secured a five year lease, and would open shortly with a full line of men's furnishings and clothing. There were those, naturally, who predicted his downfall inside of a month. It is May, and he is still in business. Furthermore, he claims to be making money.

His idea was that the man who could start in business when things were dull, and could hold out until times were better, would establish himself on a firm basis, and would be able to take full advantage of business later on. Mr. Sangster likens himself to the boy who arrived at the party early in the evening, who was able to see and smile at the other poor fellows who arrived late. In one sense he is late, but nobody is smiling at him. People are not in the mood to smile. In another sense he is early, for the party will take place after the war. Then the other fellows will come in.

## Went Around With Samples.

He came into business on St. James Street with his eyes open, knowing that money was not flush. At the commencement he decided that if the mountain would not come to Mahomet, he would go to the mountain. In other words, if customers would not come to him, he would go to them. And he set out with a sample of his goods, visiting the offices in the financial district. What the goods were he is not saying, as they went so well he was compelled to re-order; and the demand is still good. What an innovation! a haberdasher going from office to office looking for orders. But it looks promising.

Some of his advertising is worth a note. The owner of the store is one of the highest class grocers in Canada. When American visitors come to Montreal, they first go to the hotel, and then to this grocery store for the supplies required on their trip. The grocer has about five hundred Americans on his mailing list. The haberdasher-tenant induced his landlord to include a neat card in his letters to his American customers, introducing Rod Sangster, Jr. This card has already brought direct inquiries from the United States, but the real results will come when the tourists begin to arrive.

On opening his store, he sent a multiphographed letter to all his friends, which was later published in the Montreal newspapers. It is a model of neatness and good sense.

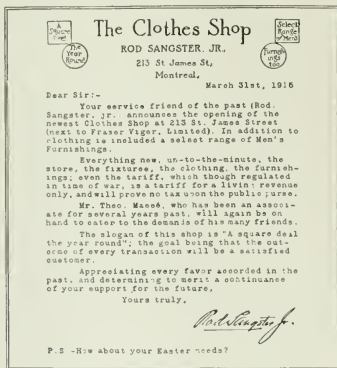
At present, Rod Sangster is not looking for big net profits. Anybody can see that by looking at his windows, which contain novelties at prices that would make angels weep. They draw the young men, and once inside the store they become good customers. People to-day are

looking for the best value at lowest prices. He is trying to give them this. When times were good, men were willing to take anything as a fifteen dollar suit. To-day they want something right up to the minute for that price. Sangster is supplying it.

Besides using the newspapers for advertising, Rod Sangster, Jr., has a mailing list. There is a card for each one in his cabinet. As soon as one on the list enters the store to buy, his card is placed in the list of customers. If he does not come back to the store, there is reason for it. He should come back, especially if he has bought clothes. Sangster figures that every one of his customers should buy a Spring suit, a two-piece Summer suit, a Fall suit, and a Fall or Winter overcoat. That he considers an average year's buying. His aim is to keep all old customers, and then, if he is getting new ones right along, he cannot be going behind.

## Stock Always Fresh.

Stock is kept moving all the time, so that he is able always to have the newest things in his store. He does not need a large stock, and it is always fresh.



*Copy of letter sent out by Mr. Sangster at opening of store.*

## DOLLAR DAY COUPONS.

The Dollar Day idea which has been so successful nearly all over Canada has had its second tryout in Woodstock. The experiment was attended with even better results than last year, despite rumblings and grumbings as to business conditions being bad. The project was tackled in a systematic manner, and the local paper, the Sentinel-Review, is to be congratulated on the trouble it went to to ensure a good day for the merchants.

The usual pennant was gotten out—a red one, in this case—and hung in the stores of the merchants participating. In addition all goods were marked with a red bargain ticket, which bore the words, "Woodstock Dollar Day." An important feature was the Treasure Box stunt. The merchants paid entrance fees of five to thirty-five dollars—according to the grading of the committee—and these fees made up the Treasure Box.

From this between forty and fifty money prizes were furnished. They were won by holders of coupons. Each tradesman, with every dollar's worth of goods, gave the customer a coupon, numbered and registered. Then at night, the committee drew lots for the lucky numbers, and the holders won the money prizes, which ranged from \$20 down to \$1.

As far as the men's wear people in Woodstock were concerned, their words are sufficient guarantee as to the business-getting capabilities of Dollar Day

# THE NEW METHOD IN BUYING

A Retailer's Experiences and Views on the Safer Policy of Keeping Stocks Down.

*After an Interview by Staff Writer With Thornton & Douglas, Berlin, Ont.*

THE old method of buying has gone. Whether it is that 1914, as the year of the Great War, was, on that account the first year in which this new method was noticeable, we do not know. At any rate the plain fact stands that buying relations between wholesalers and retailers or between manufacturers and retailers have altered.

The change, according to the manager of the Thornton & Douglas store in Berlin, Ont., is in the matter of buying. Whereas two or three years ago, when times were good and money plentiful and business all that could be desired, the average retailer dealing in men's wear carried a large stock, he now carries a comparatively small one.

"Two years ago we carried in this store three hundred suits," said the manager of this store. "Now we carry one hundred and twenty-five at most. Two years ago we would order and stock a dozen shirts in one size where now we would order a quarter of a dozen." The same applies to hose, collars, in fact right through the range of haberdashery which the average retail men's wear store carries. Why has this state of affairs come about? And is it general?

## New System Catches On.

As to the second question The Review is able to say that it is applying in the case of the majority of men's wear dealers throughout the country. In very few stores, excepting in such large ones that depressions in general business and unusual cataclysmic happenings are not materially felt, this new method of what may be described as cautious buying has been adopted. As for the reason why, this is apparent. "Take our own case for instance," said my friend the manager, "when the war happened along, nine months ago, my principals found it necessary to retrench. In this they simply followed the trend of general business. Everybody also was retrenching. It is an expensive thing to carry a surplus stock. In times when economy becomes a necessity, rather than a fad, the successful business man cannot afford to be carrying any surplus stock on an off-chance. There must be more or less reason in his buying. It is all very well to give a manufacturer an order for three hundred suits, but if experience shows that—to get down to brass tacks—all he needs is one hundred and twenty-five, why should he get in the extra one hundred and seventy-five, keep them hanging round the store, do his best to sell them but more or less fail, and then sacrifice them at a considerable loss, at a time when, because of new modes, they have become something to get rid of at any cost? That may be all right when times are good. It is for a man to decide then whether he can afford to do it or no. Personally I am of the opinion that he cannot. But whether he can or not when times are good I am sure he cannot now.

"Look at the money laid out in those three hundred suits. Then look at the comparative money that would be laid out in the one hundred and twenty-five suits. The difference, if the retailer buys the larger number, is so much money out from his cash-box, which isn't doing anything in the way of earning. In the new way of buying the manufacturer carries the surplus stock. The difference between the three hundred which he once sold and the hundred and twenty-five which he now sells is

being carried by him. He can better afford to carry it than the retailer, too, inasmuch as the latter is in a smaller way of business, and is necessarily much harder hit by anything catastrophic to trade.

## Also Better for the Manufacturer.

"Nor does the manufacturer disagree in the main with this point of view. It is in the long run, better for him. The new order of things is proving to be more satisfactory. It is better to have small orders placed at regular intervals than large orders at irregular intervals, with a distinct risk of their non-repeat and a still greater risk as to the time when they will be repeated.

"Moreover from the manufacturers' point of view another consideration is that of the money involved. If a man orders three hundred suits he has to pay out considerably more than he would if he only ordered one hundred and twenty-five suits. He therefore wants, say, that much longer credit. A manufacturer allows him that credit. These are the days when long credits are as unsatisfactory as they are uncertain. In times like these the shorter time a man owes another man the better for both men. 'Being sure to come and coming oftener' is a better state of affairs for the manufacturer than 'coming now and then with a rush.' The regular is certainly better than the irregular."

## Will It Last?

Will this state of affairs continue after the War? Men's Wear Review, not being among the prophets, does not feel inclined to say. One never knows. When the return of prosperity is a fact, doubtless we shall go back to some of our old methods of buying. When a man has money the tendency is to spend it with less regard to care and forethought and economy than when a man has little money. On the other hand is it not reasonable to suppose that the new method of buying, having proved satisfactory during hard times, particularly in the way in which it has saved the credit of a good many retailers, who might otherwise have gone under, will be more or less an acknowledged institution by the men's wear trade? We leave the question with our readers to figure out for themselves. "Sufficient for the day—"



## NEW MANITOBA SECRETARY.

The Manitoba provincial board of the Retail Merchants' Association has appointed C. R. Campbell Jarratt as secretary pro. tem. J. F. Kennedy, the former secretary, resigned. The board of directors for 1915 was elected as follows at the annual meeting C. R. Rannard, president; J. H. Threleaven, vice-president; W. A. Templeton, second vice-president, and T. A. Connell, treasurer.

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Ex-Mayor J. B. Dagan, of Sarnia, Ont., has been appointed to the customs staff. Mr. Dagan was in the tailoring business until two months ago. He is chairman of the local patriotic committee.

# WHAT THEY ARE WEARING IN LONDON

By  
MACLEAN,  
LONDON

88 Fleet St., London Office Men's Wear Review.

IT becomes more difficult as the weeks go on instead of easier to discover anything very new in the line of men's wear in London here. The number of men in khaki seems to get greater instead of less. Any men at all of military age who are going round in civilian clothes are looked at askance by the women folk over here. That incident of the girl on the pier at a seaside watering place who went up to a bunch of 'Nuts' and handed them the white feather, because instead of serving their country they were lounging at the seaside, is still true in spirit. Our clubs, theatres, streets, parks and stations are full of soldiers—officers and men. To see a man in a silk hat is to surmise he is either a diplomat, member of Parliament or a parson. Practically everybody who is of ability, so far as age goes, is either training for the War or is home on furlough from the War. All this of course has a very bad effect on the tailoring trade. After the first two or three months of the War, things seemed to get a good deal better for the tailors, but from November and December on they have slumped again. Several tailors, big and small, tell me that trade is very bad.

For Spring and Summer, formal wear remains very much the same. The fact of the matter is that there are so few walking fashion-plates in Bond Street or in the clubs just now that one does not get a chance of seeing anything very new in this line. Anyway we are coming to the time of flannel suits and sporting attire. There is a very effective golf jacket for such men as there can be found to wear it. It is being made chiefly in greys and light green. This coat has a mock belt across the back which is not continued in the front. The back is almost perfectly plain. There are no perpendicular bands but just a broad expanse of cloth. This is radically different to the box pleats about which I was talking in one of my recent letters. In front there are no bands at all: just four pockets. The lower pockets are considerably bigger than they have been for some time and the lapel is cut a good deal higher up the coat. It sits better back on the shoulder and gets away from the long look which we have seen for some time. I might add that this new golf jacket is chiefly for men of middle age and older, for shooting, golfing and the like.

## Patriotism in Socks.

In one of the shops in Bond St. the other day I came across some fancy socks rather staggering in their effect. The Union Jack was worked into the sock all the way up. The dashes of red, white and blue would, I imagine, make quite a showing above a brown or black shoe.

They tell me though that many well-dressed men are wearing these socks, but I have not seen any myself. I understand, by the by, that the sock is also made up in the colors of France, Belgium, and Russia too.

Possibly you know that at the Royal Agricultural Hall they are having the Annual Show. I have been permitted to see in advance some of the exhibits in the clothing and outfitting section of the exhibition, but there seems to be very little new. I suppose manufacturers have been so frightfully busy preparing Government orders that they have had no time at all to devote to exhibition work. Some of the neckwear shown is very attractive. It is practically along the lines of the military stripes. The stripes seem to me to be a little wider than a few months ago. They are, of course, bright—the only dash of color in a man's apparel for the Summer.

I am told that the velours hat will be fashionable again for what remains of Spring. I see a good many of our smart men wearing this up and down town. A warm brown seems to be the most popular color, although some go in for the Englishman's much loved green.

The hats are somewhat expensive, but they make a very good hat for a man who wants something distinctive. This velours hat, by the by, is one of the things we have learned to manufacture here instead of buying from Austria.

We are all greatly excited over here just now over the measure introduced yesterday by Mr. Lloyd-George to stop the trouble which is being given in certain parts of England by men who are neglecting the preparation of munitions for War on account of the quantities of drink they consume. I suppose you will have heard all about it by cable. I mention this because I saw the Chancellor the other day in a grey morning suit, and it was cut a good deal better than usual. The little Welshman is not a man who cares a great deal for clothes and he does not



English neckwear shown at Drapery and Clothing Exhibition, London, Eng., in April. No. 1 group—Cossack stripes; No. 2—Ripple weave; No. 3—Quagga stripes.

bother a great deal about looking smart. He is a little man and somewhat difficult to dress. He was wearing a black Ascot tie, large winged collar and his usual silk hat. He was just coming out of Whitehall when I saw him. With him was Mr. Tennant, Under-Secretary for War, a man who has become very much to the front during the last eight or nine months. Mr. Tennant is related to the Prime Minister, Mr. Asquith, and is a young man who has made a great impression here by the way he has handled things in the House while his Chief, Lord Kitchener, has handled them at the War Office. He was wearing a Prince Albert and a silk hat. His coat was a black Vienna; he wore a double collar and a black knitted tie. He is a very fine figure of a man and his clothes sat well on him.

#### Prospects for Summer.

There is, as I suppose you know, no boat race this year. The men from Oxford and Cambridge are both rowing in the same boat at the Front, against the Kaiser. Cricket will be a good deal interfered with. The Universities will have no team at all, I imagine, although I don't know at this writing. As for country cricket, several of our professionals are at the Front. Some of the shops in London are showing some blazers for cricket and general sports wear. Usually the design of a blazer depends a good deal upon a man's Alma Mater, since a man usually wears his college colors.

But as I said in another connection, there seem so very few men left excepting what are at our Public Schools, and they are not grown up properly yet, that I do not know who is going to carry on the sport of the country until the War is over.

This, of course, is a matter of secondary importance.

#### Khaki! Khaki! Everywhere.

I see a good many of our smart men over here are using khaki-colored handkerchiefs. This, of course, is in keeping with the military tendency in dress, and is really astonishingly smart. Apparently it never struck our fashion leaders what an excellent color khaki was for men until they were compelled to try it. The same thing applies of course to women; there is a good deal of khaki in our streets and it is not all on men by any means.

There is little new in shirts for this Summer, excepting that in Gamage's the other day I saw one or two of the Sport Shirts with a very wide open neck. I understand this is designed for tennis chiefly.

I am told it is of American origin. I don't imagine it would sell very well here because we have no time for tennis any more than we have time for boating or cricket or any sport at all really. All of us are so frightfully tied up trying to help the War along; if we are not at the Front we are doing some work at home because we are incapacitated from serving at the Front. This Summer will be very different from any I ever remember spending in England. There will be no Henley or boating, very few house parties and little or none of the usual round of gaiety on the water and at the Oval and at Lord's which makes up our English Summer. But by next Summer we hope to have smashed the German Bully and resume Summer pleasures under very different conditions from those which obtain at present.

*Macleay  
London*

#### "BETWEEN" PRICES IN CANADA!

"Between" prices for hats will make their appearance in Montreal this Summer. A prominent St. James Street dealer has been thinking seriously of this matter since the additional duty was placed on imported goods. He says he does not see any reason why the public should not be satisfied to buy standard articles at "between" prices, instead of being charged 25c or 75c more. He would ticket his hats \$3.25, \$4.25, and so on, instead of \$3.50 and \$4.50. There are lots of hats, he says, which are selling at \$4.50, which could be profitably sold for \$4.25. The public might argue that if he could sell for \$4.25, he might just as well make it an even \$4. That, says the Montreal hatter, should be left to the storekeeper himself; if he can honestly sell for \$4, he will. The store in question has bought a large quantity of novelties for Summer which, under ordinary circumstances, would sell for \$2.50. They cannot be sold profitably at \$2, and it is the intention of the proprietor to ticket them at \$2.25. They are satisfied to drop this 25c, as compared with a \$2.50 selling price (which in many cases amounts to 10 per cent.), hoping to make up for it on the increased turnover.

#### THE POSSIBILITIES OF OILSKINS.

A WET day is a harvest for the dealer in umbrellas. It is also the heyday of the cabman. Thus, if you are handling oilskin coats, there's little chance of cabbie coming around to look at them when it rains, which is the moment of his weakness for oilskins.

James Ogilvy & Sons, Montreal, recently took on a new line of oilskins, with several good features, making it a very attractive coat to any man whose work takes him out in the rain. It laps right around the front, having a very wide skirt, and clasps down the front in a line which begins at the throat, and runs away towards the left. It is designed so that rain cannot possibly get inside. The coat and sou'wester sell for \$7.

J. H. Roberts, manager of Ogilvy's clothing department decided to try it out at a cab stand one wet day. He donned one, and started downtown. To the first bed-ragged group of cabbies he displayed it. The flap at the front, allowing one to sit on his haunches without getting the legs wet, appealed to them. One paid the cash right there; the others became prospects for the future. Mr. Roberts has much faith in the line he carries, he believes that if he gave up his present position and tramped into the country on damp days, he could make a good living selling these coats.

There are all kinds of possible purchasers of oilskin coats, and none more probable than the farmer. Thus it should be a good line for the men's furnisher in the country. Dealers on the coast will find possible purchasers in fishermen. Everywhere there are teamsters who ride wet or dry. In both town and country there are motor boat enthusiasts who are continually getting wet for need of a waterproof which will keep them dry.

This is an instance where trade may be livened up by developing a single line in the proper direction.

## POSITIVE.

*Contrasting effects with shirts and ties.*

*In two-piece suit the coat is kept buttoned and silk sash used.*

*Summer suits in Shantung, in light tan, black and white checks, etc.*

*Two-piece Tuxedos with narrow silk sash.*

*Silk crepe shirts are hit of the moment.*

*Plated bosom shirts preferred to finely-tucked ones for dancing.*

*Low cut-away shapes in round or square corners best in collars, slightly reinforced.*

*Starched collars in fold and wing accompany white flannel suits.*

*Polka dots in nearly every color combination shown.*

*Black hosiery with contrasting clockings in white, blue or red.*

*Silk gloves strong in greys and light tans.*

*High crowns and wide brims in smart steers.*



## WEARING COLORED HAT IS ONE OF LATEST

**Panama Stands as Peer of Summer Hats—Rough Semits With Saw Edges—Silk Gloves Emerging—Polka Dots Strong in Bows.**

115 Broadway, New York Office Men's Wear Review.

**S**INCE relating my observations a month ago in the shopping realm of New York where one sees every class of merchandise from the most exclusive to the cheapest grades, a gradual transformation has taken place. Late Winter and early Spring goods have completely disappeared and nothing but Summer stuff is now in evidence. Striking colors are still an impressive item which was considered at first by some critics as rather an unscrupulous step in the dignity of masculine attire.

Since colors are strong, particular attention is given to proper mixing. Instead of matching colors there seems to be a tendency toward contrasting effects. For instance, if pink be the predominating color of the shirt a subdued shade of blue or green is considered a good combination. One thing particularly noticeable in smart displays is that care is taken not to have both the shirt and cravat accompanying it striking in color schemes. In other words, if the shirt is colorful the cravat should be rather subdued.

Every shop that sells clothing, from the smallest to the largest concern, is at last showing real Summer dress, breezy, loose-fitting garments well cut and well tailored. This evidences that our latter-day fashions are sensible above all else. For several seasons Shantung silks and washable fabrics for suitings have been gaining prestige, but now they are actually popular. These new Summer materials have been brought to such a degree of perfection that they now retain their shape perfectly and at the same time may be washed without depreciation. Last Summer we saw chiefly Norfolk models in Shantungs, but now we have a varied assortment to select from, as in any other fabrics. Taste seems to favor light tans, but there are numerous black and white checks and black with white hair lines, and vice versa, being shown in the expensive qualities.

### Two-Piece Suits With Silk Sash.

Tuxedo suits of tropical weight cloths for dinner and dancing are seen aplenty. In the smart shops one can buy coat and trousers, the waistcoat being eliminated for warm weather dress. In this instance, the coat is cut high and kept buttoned. In place of the waistcoat a narrow silk sash is worn. Black is being shown as the only proper thing to wear for evening dress, although white has been introduced several times, but on each occasion it has gone well with the well-dressed man.

Shirts of silk crepe are the hit of the moment. They come with either light or dark grounds with contrasting perpendicular stripes. Pleated bosoms are not so much in evidence as plain bosoms which tend to give full value to the effectiveness of both design and color scheme. Many plain white and solid tinted silks are also shown, which harmonize well with the vogue of tropical suits.

The printed shirtings so modish last Summer are now little shown. Fancy Madras and corded linen are conspicuous and in these single-starched cuffs are much more favored than the double kind.

Mushroom pleated bosoms for day wear have been relegated to the bargain counter. The finely tucked effects, however, are still used for dancing, to which they owe their original popularity and will undoubtedly continue in favor for dancing as long as the craze is on. In smart shops nevertheless, we notice a preference being shown for pleated bosom shirts for dancing. In silk or fine material the pleated article is quite as comfortable and practical as the fine tucks and certainly they look less effeminate.

Soft collars in every conceivable style are in the limelight. Long points, not extreme but medium, are prominent, although the low cutaway shapes with either round or square corners fashioned after the popular styles of starched fold collars are most sponsored by the better class shops. These low cutaway soft effects now come without either buttons or safety pin devices which add a tendency to cast an effeminate reflection on the dress of the sterner sex.

Some of these soft creations are semi-starched, but in the better grades they are left quite soft in effect which is considered very modish. The new article is not limp, however, like the first of these productions, but enough reinforcement is used to hold the bands thoroughly rigid, yet yielding and comfortable, possessing a character of their own. Wrinkles and creases are not so objectionable, after all, for negligee dress, especially if one knows how to wear his clothes. For instance, the soft collar and the soft shirt look best accompanied by either a silk bow, tied in a somewhat studied careless knot, or a fondard four-in-hand rather loosely adjusted. If a long-pointed soft collar is worn it is considered very smart to have the points flip up a bit. Soft collars are being worn with the tropical suits, while starched collars in both fold and wing effects are used almost entirely to accompany white flannel suits as well as other dress.



# BANDS TO SUIT CLOTHES NEW YORK STUNTS

Contrasting Instead of Matching Colors for Shirts and Ties—  
Silk Crepe Prominent—Mushrooms in the Discard Except  
for Evening Wear—Soft Collars Getting Very Strong.

## Polka Dots in Bows.

Bow ties are gallantly defending their earlier gains on the enemy. The manufacturers evidently hit the nail on the head when they prepared for an unprecedented demand. Polka dots in almost every color combination are shown and stripes in contrasting color schemes are prominent exhibits in every shop.

Crepes, grenadines, foulards and rumshundas are important showings in four-in-hands. The grenadine silks are taking extremely well. They are made either with or without lining. If lined, a bright silk is used which appears through the open weave of the grenadine producing a very effective color scheme which is constantly being subdued or intensified as the light plays upon it.

The reported revival early this Spring of knitted neckwear was a false alarm. Notwithstanding the many virtues of the better class qualities the cheap imitations have driven them to utter rout. Some very expensive qualities and unusually handsome effects as regards both color and design in the knitted article were seen in shop windows about the close of Winter, but that is about as far as they ever got.

Amid the ensemble of colorful things men will wear this Summer, hosiery is not the least attractive. It comes in all the tasteful colors with perhaps a particular liking for black with contrasting clockings in white, blue or red, or for soft tans and champagne effects with either tan or with black clockings. Pure white half hose are weakening and are little shown this season except in the cheaper grades.

Silk gloves seem to be emerging on the surface of fashion as if washed up by an under-current. Early in the season silk seemed to be a poor second to chamois and its various imitations, but now even the exclusive shops are showing silk effects in both greys and light tans. Black or brown embroidered backs are extremely popular in all Summer gloves.

Appropos of straw hat season it might be well to mention right here that the old custom of recognizing an "official day" to don straw hats has been over-ruled by the "court of appeals." Among those individuals who dress by rule, June 15th is the appointed hour for straws to make their appearance, but with the majority of smart dressers, sanity foreruns vanity and comfort is the keynote to fashion. We have already had many Summer-like days here in New York and likewise have seen many straw hats. Some even before the 15th of May.

Now that the windows are bedecked with straw headgear, all the secrets of new shapes are out and behold we gaze upon a maze of tasteful styles. As stated last month, the extremes in both fancy braids and shapes are noticeably absent, but many quite rough sennits with saw edges are shown and a very wide assortment of soft straws with flexible brims are seen. Wide brims are more prominent than last year, but the very low crown which usually accompanied the wide brim is completely out, thus we have high crowns and wide brims in almost every smart variety of straw. Tapering crowns which characterized the high shapes of last Summer have lost caste with well-dressed men. Colored hat bands are coming in strong, quite in step with the note of vividness in other accessories. Now that hat bands come detachable, it is quite the thing to use a band to harmonize with one's suit just as you carefully select a shirt or cravat to look well. Worthy of note is the fact that the three quarter and back bow effects popular last Summer are an obsolete feature in this season's styles, that is in the better qualities.

One of the newest creations for Summer is a Madras hat. It is shaped much like the Panama and is exceedingly light and durable. Also a very good imitation of a Panama is made of Cactus fabric which will stand any sort of weather. The Panama itself stands as the peer of Summer hats. Its undiminishing elegance and air of dignity is manifested by its presence in every prominent hatter's display in New York.

There seems to be nothing new in shoes of late. The craze for fancy Oxfords, particularly for outing wear, is still pronounced.

## NEGATIVE.

*Both shirt and cravat must not be striking in color scheme.*

*Cheap imitations have "driven knitted ties to utter rout."*

*Pure white half-hose weakening.*

*Few printed shirtings shown.*

*Mushroom pleated bosom for day wear relegated to bargain counter.*

*Fine tucked effects give way to pleated for dancing.*

*In best grades of soft collars no starch used.*

*Waistcoat eliminated in tropical-weight suits for dinner and dancing.*

*Very low crown which usually accompanied wide brimmed straw is completely out.*

*Tapering crowns have lost taste with well-dressed men.*

*Three-quarter and back bows obsolete in better qualities of straws.*



Maclean  
New York.

# WHAT IS BEING SHOWN IN MONTREAL SHOPS . . .

By MACLEAN, MONTREAL

Montreal, May 17.

A MEMBER of a wealthy family entered one of our best stores recently, and asked for a soft hat. He was shown a brown, the size and shape of which suited him right down to the ground. The shade, however, was wrong; he wanted green. Well-dressed young men have gone almost entirely in for green. On the other hand, stores which cater to a medium class trade have a demand almost exclusively for blue. William Currie, Ltd., Notre Dame Street, an old-established firm, with a growing business in a fast decaying district, reports an almost exclusive sale of blue hats. Blanchet, further along the same street, who caters to a fair class of trade, finds an almost equal demand for greens and blues. Currie carries a hat which retails for two dollars. This seems to be the class of trade which is going in for blues, while the greens bring three, four and five dollars. Some of the best stores continue to show pearl grey, and it is fairly certain that the demand will be a good one later in the Summer.

Few stores dared to come forward with their straws during the first ten days of May, although one or two in the east end displayed them in their windows. A man who appeared on the mountain recently wearing a straw caused a sensation, while at Cornwall, the first week of May, a person was seen wearing a Panama and an overcoat. It was almost cold enough to snow. One of the leading houses had not opened their stock of straws when I called, but they informed me that it included several nice shapes of Leghorns, negligee shapes, with crease crown and diamond shape, selling for five dollars. These were introduced last year, it will be remembered, but are expected to have a better sale this year. The above firm had not ordered anything in Panamas, and were waiting to see how the season panned out. Their stock of ordinary straws was big, and consisted of high crowns, lacking the freak shapes of last year.

## An Oxford Outing Shirt.

One of the newest things in outing shirts this year is a very fine Oxford in plain white, having a big sailor turn-down collar, and half sleeves. This will be welcomed by golfers, boaters, tennis players, etc., who have been accustomed to rolling up their sleeves. These elbow sleeves are expected to have a big sale this Summer. There is another outing shirt, with soft double cuffs, and a low turn-down collar of the Shakespeare type, made of white zephyr, and is a combination, the drawers being with the shirt. This should attract the yachting man who does not wear an undershirt, and with little encumbrance wishes to strip for swimming. The less one has in the way of clothes on these trips, the better. The shirt is worth two dollars.

So much for outing shirts.

Shirts are also being shown made of Japanese crepe which, when washed, resembles Shantung silk. Max Beauvais is using this as a leader. He is also showing pyjamas and gowns of the same material. There has already been a heavy demand for the pyjamas, which are finished in military style, with colored braid where the material is white, and white where it is colored. They have a distinct military finish, with wide stripes down the sides of the pants. The material is very light, and suitable for garments of this nature.

The gown can be used either for bathing, or as a dressing gown. It will suit the man going away for the week-

end, its beauty lying in the fact that it can be put into a small grip. The pyjamas are made in white, mauve, blue and tan.

## The Collar That Sells.

The rather narrow linen collar, with moderate cut-away, placed on the market some weeks ago for the Summer trade, has met with a very good response. The corresponding collar in soft cloth has not been such a success, at least, not in the large stores of Montreal. It may be a success with the middle classes, nevertheless, and be avoided by the elite.

Exclusive stores have found a bigger demand for plain silk and pique. Pique collars with long points seem to be most in favor, and are worn with or without the pin, and with no buttonholes. Oxford and silk collars have holes and links. The silk collar is of the fold-over type, not open too much.

## Stripes Wider and Wider.

A new consignment of neckwear had arrived at the store of Max Beauvais when I called there. One was a very fine crepe de chine, with flowing ends, in plain shades. There was also a crepe de chine with large diamond figures, in assorted shades, including dark navy, with pink diamond, a green, with lighter green diamond, a black, with white diamond, and so on. Another range was of matte or basket weave silk in purple, red, blue, green and black, with small leaves as a pattern. In the new arrivals I also noticed a large number of regimentals, some of which were exceedingly loud, while others were quiet. The stripes seem to be getting wider and wider.

Mr. Reault, who has charge of the neckwear in this very exclusive store, informed me that the demand for bow ties is heavy this year. Bow ties of foulard silk are popular; also in grenadines and knitted silk. Their prices range from 50c to \$1.50.

## Grey Silk Glove, Black Back.

Except in store catering to a workingman's trade, the glove which seemingly has the biggest call is a grey silk, with black backs. As fabric and lisle gloves are difficult to buy, the public are taking silk. The buying would have been heavy, even though the war had never taken place, as fashion has been tending towards silk in a good many lines—underwear, for instance, and pyjamas. Silk gloves are costing the retailer \$10.50, and his price runs from \$1.25 to \$1.50, the shades being grey, chamois color, and black. Tans do not seem to be in demand.

## Three-Piece Skeleton Weight.

In clothing, the nicest thing I saw (that is, considering comfort during the Summer months), was a three-piece skeleton suit, feather-weight—almost tropical weight, with roll lapels on both the coat and vest. The feature which appealed to me most was the unlined vest. There is no lining in the suit whatever, and it looked to me like the thing for Summer. It is negligee like, yet has a lot of snap to it.

*Maclean,  
Montreal.*

# WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

IT may be putting the cart before the horse, but before talking about what is being shown, it is perhaps pertinent to ask why some things are not being shown; straws and panamas, for instance. This tradition about not wearing a Summer hat before May 24th is very absurd. Here we are panting and perspiring in derbies and fedoras in days hot enough to send the temperature up to 86 occasionally, and all because Summer isn't supposed to arrive till May 24th. "May 24th for straws and not before," is about as silly as "My country, right or wrong," which would be a very wicked and unfortunate kind of patriotism. I'm aching to don a straw hat, but my photograph might find its way into the paper as a fad-dist if not an imbecile if I did so before the day of days. May 24th must be "Der Tag."

## Shirts Par Excellence.

Such indeed are the contents of one of Stanley and Bosworth's windows—or rather, I should say, shirtings, for they are made to your measure. Soft delaine—I think it is; at any rate, it is some soft and light-weight material—in exquisite color combinations. Pink and white was one, in bands of about three-quarters of an inch thick and about two inches apart, and mauve and palest of pale greens was another, design the same. The cuffs were double, and the outside leaf was cut away à la mode. These were some of the nicest things I have seen in shirtings. An extra touch was the monogram of the wearer worked in silk. Certainly these are shirts par excellence.

## The Latest Hat.

A hat to wear, and wear immediately so as to get it in before the Summer comes and is really acknowledged, is being shown by L. J. Aplegath. It is a bright grey—if grey can be called bright—and is fashionable either in telescope or in fedora style. A broad black band makes the contrast, and the bow is anywhere you please, so long as it isn't at the back. The brim is curled up in some cases; in some others it is almost flat; in more again, it is medium. In some cases the curl is lighter grey. In view of the boom in grey as a suit color this Spring and Summer, this hat is de rigueur.

## Joseph's Coat Up-to-Date.

I see Bilton's store window is chiefly remarkable for a very splendid bath robe. This is after the manner of Joseph's coat of many colors. Bright yellow, red and black, in alternate stripes, about an inch wide, make it look something after the manner of the English sports blazers. It is something decidedly new in a bath-robe, and is of light weight and roomy comfort. The coat is finished with a belt, not a cord or tasselled band.

The bat-wing continues to reign, and all sorts and conditions of this smart tie are shown in store windows. New colorings are the feature of a display in Score's. Warm browns are the backgrounds. Yellow or red or dark green—sometimes all three—are the colors of the patterning. The pattern is small, spots or squares and the like. A brown, particularly if it just hits the right shade, is an attractive color alike for a blue or grey suit. I see, by the by, that these particular bats have the square closed ends, not the open, pointed ones, which, manufacturers tell me, are having quite a big run. The

square end is more conservative, perhaps. I like these ties immensely.

## Caps of Shot Silk.

Sounds funny, doesn't it? Nevertheless, there they are in Eaton's annex. They are made up in silk, black and red, or yellow and red, or blue and red, shot and blended after the manner of the mufflers which had such a vogue this Winter. I haven't seen any around in the streets at all, but for this between-seasons time, these caps might be just the thing. Needless to say, they are light-weight. They are the big English shape, and have the inevitable button in the middle.

## Natty Suitings.

Mr. Hickey was well to the front with something new in suitings, which, I understand, has taken very well. At any rate, several tip-top tailors have followed Mr. Hickey's lead and are making a lot of models up. The suiting I refer to is the Glen Urquhart. It is the old Scotch cross-check on check, and we show a sample ad which will illustrate it on another page in this issue. This check, broader and much further apart in design than the close shepherd's and other checks which have had a good run, makes an exceptionally neat suit. It can be had in all weights, and in all shades. Grey, of course, is the original Glen Urquhart suiting. This sort of thing is very strong over the border, and Toronto is taking it up pretty readily.

## A New Shirt.

I see that Mr. Hickey's window contains a new type of shirt. It is white, with a thin double line of black outlining the front button plait. The design is very neat because of the sharp and yet not too marked contrast between the black and the white. The cuffs on the sleeves, which are double, are cut away on the top fold and the thin black line is used as an outline. The whole effect is very smart. The material, I believe, is cotton.

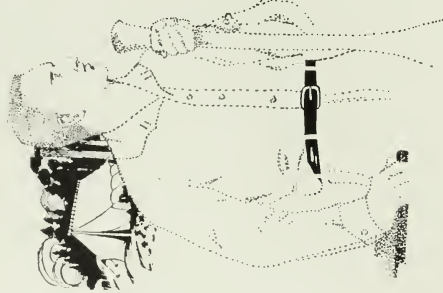
## Distinctly Negligeé.

Indeed so much so that it looks somewhat untidy, is the new type of soft collar, being shown in all our shops, and being worn a good deal on the streets. There are several shapes, all more or less cut away, after the manner of the English fashion which has taken hold upon our linen collars. One extreme collar is cut very shallowly, and swerves away so sharply in front as to leave more than enough room for the tie. The chief novelty about these soft collars is that they have no fastening in front, at the bottom, to hold the two sides together, and they are too wide for even the gold bar. They therefore hang limp and loose. I understand they are made of such material that they are supposed to keep their shape, more or less. They don't, however, and while they are very fashionable and very popular, they are distinctly untidy and I don't fancy they will run for more than one season. At any rate, I, personally, hope not.

Maclean,  
Toronto.

## Good Copy for Men's Wear Stores

Here are three advertisements drawn up by an advertising writer for Men's Wear Review that should prove helpful for the summer campaign. Each is intended for single column, 7 inches — an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased through Men's Wear Review at the low price of 50 cents each, postpaid. Cash must accompany order.



### His belt


Second only to the outing life itself is a man's belt.

It's his one best friend, whether at work or play; allows freedom of movement; does away with the clinging grip of suspenders. It stands for coolness and comfort.

Why not select your belt with the same discriminating care that you do your cravat?

To-night we're showing a natty display of men's leather belts in our South window. Come and make your selection.

(Name and address here)

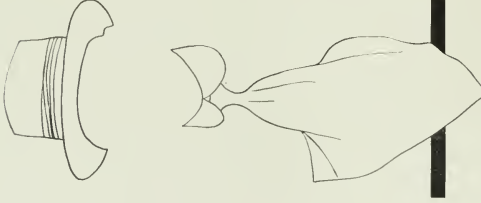


### the tennis season is open

Are you ready with your tennis or outing togs—your soft shirts, your wash ties, your white ducks, cool hooserv, underwear and tennis shoes?

Step 'round and see our real outdoor-men's outfits — just what you want for a good, fast game.

(Name and address here)



### a style for any face

—just opened 'em up and they're —words fall here, you'll have to come and see for yourself. What? —why sure we're talking about hats, collars and ties, but in our enthusiasm we forgot to say so. Guess our artist forgot to fill in the necktie. The new lines are all so hand-some that he couldn't select and wear 'em whole. Ask you to come out the styles that will suit your particular style of beauty. Come while selecting is good. Better come to-day.

(Name and address here)

# Glen Urquhart Plaids

Patterned after no Pattern  
Precedent

Sparkling--Brilliant--Powerful

Distinctive--Without "Flash" or "Clash"

Another "Scalp" in our Value "Belt"

\$20.00    \$22.50    \$25.00

"HICKEY'S"

97 Yonge Street - TORONTO



*Striking form of advertising used by Hickey's. In huge posters the "plaid" background spread over the left half as well and colored ink was used for the announcement. Note lettering on top made out of the "plaid" and the men's figures as well.*

## REALISTIC ILLUSTRATIONS IN ADS

Clever Advertising Methods of Hickey's for Glen Urquhart Plaids—Using Heavy Rules in Ad. to Represent Stripes.

COMPLIMENTS were showered on the man responsible for the advertisement reproduced above, and others along the same line as that by Mr. Hickey. This well-known men's wear dealer had already established a reputation as a writer of convincing overcoat ads., but his venture into this unique form of Glen Urquhart plaid advertising was a distinct advance. It should be stated that one variety in the sample shown above had the whole space on the left filled with the popular plaid ground notice in colored type across it. This latter was used for huge posters on bill boards throughout the city of Toronto.

The outstanding features of this form of advertising, of course, are the use of the pattern of the cloth itself as a background, and a more clever touch still, the outlining of the figures in white—or, simply a blank—so that the men's clothes are part of the plaid background itself. One other point also is obvious—the letters on the top, resting on the lower part as on a bill board, but cut out of the plaid ground also.

### Black and White Stripes.

This is a matter of unusually realistic ad. writing. The subject, of course, lends itself admirably to this,—once the idea came—but it can be applied in other directions quite as well. In fact Mr. Hickey originated another that was commented on quite as much as the plaid posters. He conceived the idea of suggesting black and white stripes in a neckwear ad., and lo! next day the papers showed a two-column ad., with heavy brass rules running in a diagonal direction, covering half the space of the ad.

These were very realistic black and white stripes. The ad., of course, drew attention to "Black and White Stripe Neckwear—the Newest Shapes in Cross and Diagonal Stripes; fine imported silks, 50c." It served another purpose, to advertise "Black and White Stripe Shirts—the greatest hit of the season,—\$1.50."

This type of advertising brings results. It did in these cases. It brought dozens of inquiries about "Those Glen Urquhart plaids you are showing;" or "Those Black and White Stripes you had in your ad." Moreover, the sales of the suits that followed readily on an examination were not induced by any "bargain" prices; at least as bargains nowadays are generally supposed to run \$14, 15, \$16 or thereabouts; they were listed and sold at \$20, \$22.50 and \$25.

In a later issue The Review will deal further with Mr. Hickey's able art of advertising.



### THREE AD. SUGGESTIONS.

The ads. on the preceding page all contain seasonal cuts. No. 1 works on the theory of the association of ideas by bringing the belt out prominently as well as the camping scene while the figure is subdued with light dotted lines. The reading matter contains a pithy talk on belts. In No. 2 the heading is set in lower case type, a rather unusual arrangement. A chatty talk follows. No. 3 in illustration and introduction indicates action, and leads the reader to the subject of the ad., outing togs. Note how ads. are linked up with mention of window display.

**Black and White Stripe  
NECKWEAR**

The newest shapes, in cross and diagonal stripes; fine imported silks ..... **50c**

Black and White Stripe Shirts—the greatest hit of the season ..... **\$1.50**

**Hickey's**  
97 Yonge St.

*This ad. looks like the real thing.*

# CATERING TO YOUNG MARRIED MEN

Careful Buying Required in District Where There are Few Single Young Men—A Few Stiff Hats to Freshen the Stock—Working the Bowling Clubs—A Cheque Instead of Credit.

**S**TARTING out as a traveller before he was eighteen, spending four years on the road and opening up business on his own account in a newly developed section of Toronto when he was 21, is an experience which does not often happen even amongst the enterprising young men's wear dealers in Canada. This, however, is the experience of Mr. F. W. Davis, 317 Roncesvalles avenue. Mr. Davis has not followed the example of so many dealers who start in to business of their own by launching out too extensively and finding themselves loaded up with surplus stock which they have to sacrifice

at a serious loss. Probably his largest buying was in the year 1912. Men's furnishers will remember this is an almost ideal year, where the seasons were accentuated, a hot summer, a cold winter, resulting in a rush early in the summer season for light goods and a corresponding demand in the fall for the winter stuff. Since then, however, experience and wise forethought have enabled Mr. Davis to tone down his advance buying until now he is numbered among those who follow out the principles of the new method of buying dealt with in this issue of *The Review*.

For example: he did not have any straw hats left over from last Summer, but a few stiff hats. Instead of buying heavily of the new season's styles he added some in 7s and 7s to freshen up his stock and hardly touched the 3/4 and 5/8 sizes, as he had some on hand that he thought he could dispose of in the regular way. His purpose is to continue buying of the larger sizes for which there is a greater demand and moving out his last year's stock with them as much as possible, instead of limiting his sales to the new models brought in this year.

Not being in a down-town location he is careful about taking up novelties. Usually he lets the down-town man try them out for a few days at least to see how they go before he decides to order. He has, of course, a few novelties in order to give an air of smartness to his displays and one of his orders was for a hat with a semit brim and a split straw crown; another novelty is a semit with the crown an egg oval following the shape of the head instead of the ordinary circular shape.

## Few Unmarried Men.

The district is a peculiar one in a sense. There are very few young unmarried men living there so that the usual demand for the latest novelty is not nearly as strong as in an older section of the city. The majority of the men are young married fellows who are paying for their houses and have to be careful about their expenditure. For them the moderate price goods must be the usual



Front view of Mr. Davis's store.

stock that is in demand; 50c. prices for ties, as a rule, rather than \$1 ones though he may keep a few of the latter for the best customers. The conditions of his trade make it necessary for him to study very carefully every article he buys in relation to the possibility of such a clientele. He does not do newspaper advertising as the large dailies of the city are too expensive for any one who has only one district to work on. He does send out some calendars each month but his main publicity consists in his windows, of which he is justly proud. Four years ago when he opened his business he thought of engaging some one to trim them but decided that he might as well get the practice then as later and he has always studied carefully the window trims given in trade papers and now he shows windows that are creditable to any kind of store.

## Seasonable Trims.

The one on the left side of the store is usually devoted to hats of some kind, while the one on the right has shirts, ties, underwear and so forth. These windows are trimmed at least once a week. By the middle of May he had already shown some straws and for the 24th he plans to make up in the other window an outing trim. This is intended to fit in with the opening of the bowling season. There are two clubs in the neighborhood both with a large membership. Mr. Davis belongs to one and has sold a number of flannel trousers through wearing them himself on the greens.

"Do you keep those over at the store?" he has been asked a number of times, followed by the statement, "We will be over to get a pair." He does not carry ducks but limits himself to flannels.

"Do you have any trouble over giving credit?" Mr. Davis was asked.

"I never give any," was the reply. "I have not a dollar on my books except a little for a special department, cleaning, pressing and repairing. This latter is unavoidable. But for my regular business I insist absolutely on cash. If people ask for time to pay I simply tell them we never give any credit."

"The other day a young fellow bought a suit of underwear costing one dollar. He had't the money but told me he would give me a cheque or 'call in with the cash to-morrow.'" I said I would prefer the cheque.

"'I'd rather not give it if it's all the same to you,'" was his reply, but I told him I preferred the cheque, and he gave it reluctantly. Good or not, I knew it was better than a verbal promise.

"Our repair and cleaning department we keep up for the convenience of our customers." Mr. Davis said. "Often a man will say, 'Do you know where I can send a suit to be pressed?' and he is obliged when we can accommodate him. There is another advantage; it gives us

his name and it is often very hard to get names even of men who keep coming in for months to deal. In this department we have a monthly payment system and send for the clothes and clean and press them regularly. This is a very satisfactory section of our business."

## THE COUNTRY HABERDASHER'S EXPERIENCE

Where "Green's the Thing This Spring" Was an Unknown Slogan to the Public—Celluloid Collars and No Thousand Pleated Shirts—Prefer Two Soft Hats to One Stiff—Soldiers as Customers.

*By a Staff Correspondent.*

THERE is not an exclusive men's furnishings store in Cornwall, Ont. There used to be one, but the man who ran it died, and his business with him. Nevertheless, the number of merchants who handle men's furnishings probably exceeds the number handling any other single-line. Haberdashery is hitched on to shoe stores, to clothing stores, to dry goods stores, to general stores to almost anything.

The same conditions must exist in many towns like Cornwall. Haberdashery in the country requires a different experience than in a large city. While merchants require to know what is fashionable they do not follow the fashions as closely as in Montreal or Toronto and other of the larger centres. The lines carried are more staple. The Montreal man if he desired to do any business at all, must be right up to the minute in his stock, especially if he wishes to catch the better class trade. This must not be taken to imply an absence of quality goods in the smaller stores,—merely that Fashion, Fad, Freak, or Novelty makes a smaller noise.

Probably the largest haberdashery in Cornwall never bought a single myriad-pleat shirt. His clerk begged him to, saying they would be all the rage, but he could not get it into his head that such things could be laundered in Cornwall; so he let them alone. And he wasn't far wrong. Another haberdasher, who had one of these shirts in the spot light of his silent salesman, was asked what he intended to do with it. His reply summed up the situation as regards many a town—"There is always one who does not know that those shirts have gone out of fashion."

In neckwear, purchases rarely exceed fifty cents, and dealers will tell you that this is the same tie as is sold in the city for seventy-five—a \$4.50 line. Here again, staples are followed as closely as possible, plain shades taking much space in the show cases. Regimental stripes and grenadiers have arrived, but the man in the country handles novelties with great care. In collars he is perhaps more in line with fashion. Celluloid collars are a good seller in towns like this, and it is not the farmer who wears them. The big demand for celluloid collars comes from men in the factories.

In hats the situation is interesting in that it differs from the large cities, although what is true of Cornwall might not be true of other towns of 8,000 souls. There came along the travellers showing green soft hats, proclaiming, "Green's the thing this Spring," and the merchants knowing that travelers have the situation off pat, bought green hats.

One of the merchants had a vision one Sunday. He went to the store for his copy of Men's Wear Review,

clipped out a certain ad., and mailed it to the manufacturer, saying: "Send me — dozen of those, blue." He was right. Whereas he had sold several greens simply because he had no others to offer, he now did a rushing business, indicating that the boys of Cornwall did not know that "green's the thing this Spring." Experiences of other stores bear out this statement.

### Two Soft Hats—Why a Stiff?

As regards stiff hats, there is nothing in the town and country trade yet to indicate that it is coming back strong this year. The merchants would rather that it didn't, for experience shows that, generally speaking, a man will buy two soft hats where he would buy only one stiff, the reason being that the former loses its shape more quickly, especially where it is exposed to rain.

One of the most pressing reforms needed at Ottawa in the eyes of the town and country haberdasher, is a new Minister of Militia. It was bad enough to have their youngsters taken away, but to enlist them, clothe them and then keep them running around town, was worse still.

One can hardly conceive of a bigger blow to haberdashery than for all the young men to wear uniforms. What chance would neckwear, collars, or shirts have?

Under ordinary conditions these men would have brought trade to the Cornwall furnishers. On the contrary when approached they asked, "What can we buy? The Government gives us our clothes, our boots, our underclothes, and many other things."

It would have been impossible for the dealer in the smaller places to supply clothing for the soldiers, but he thinks he "should have been allowed a crack" at the boots, the underclothing, etc., and other lines.



### PEARL GREY HAT FOR FALL.

Reports from a number of the large cities of the United States agree that the pearl grey hat has won a considerable place for itself during the last Spring selling. It was a late arrival and this is believed to be the reason why it had not a chance to develop much strength. However, in the more exclusive stores, just as in Canada it sold fairly and prophecies are many that it will become a prominent factor in the color scheme for next Fall. One of the reasons given for this is that the public want a change and they are tired of the blues and greens that they have had with them for so many years past.

# MEN'S WEAR REVIEW

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## THE SUMMER TOURIST TRADE.

IN one of the style sections of this issue the statement of a big supply house is quoted to the effect that advance orders for bathing suits so far have been four times those for the corresponding period during the last three years. What does this mean? Simply that with European resorts cut off, United States pleasure-seekers are expected to pour into Canada by thousands. Already it is difficult to secure rooms in Muskoka for July and August, or down the St. Lawrence, or in the most charming Summer rendezvous of Western Canada. This will provide good business in lines such as bathing suits, sweater coats, sports shirts, running shoes, belts, duck pants, etc., for those contiguous to the summering places. But any large influx of visitors bent on aquatic and other outdoor sports is certain to act as a stimulus in scores of other sections of the country with the result that retail trade here will come in for a goodly share of extra buying.

The retail merchant should seek early to size up the situation and meet it by getting in supplies, and throw the full force of his display facilities into making attractive showings of the outing goods. One of the most successful means is to supply a sporting or general outdoor touch by the addition of a paddle, a baseball bat, a tennis racket, a golf stick, a hammock; even a big canoe has done excellent service. One of the main things is to assist the mind of the Man on the Street who is looking in your window to connect up the goods with some desirable use to which he could put them.

## EARLY BUYING OF KNITTED GOODS.

CAUTION in placing orders may be carried to an injurious extreme in some lines. The theory is an excellent one; primarily for the retailer, but indirectly, and on the whole, quite as advantageous for the supply house. Any method that will induce safer commercial conditions for the retail store must react favorably to the wholesaler.

A judicious exception in this new policy, however, would appear to be, knitted goods: underwear, hosiery, sweater coats. Conditions are abnormal now; prices are higher, but the outlook for late Fall is still more unfavorable for the retailer. There is a certain lull now in war orders and the mills can turn out all that is required for domestic use. By July, it is almost inevitable that they will be loaded up with war orders booked for a winter campaign—a necessary act of preparedness, even if ultimate and complete victory rests with the allied armies before the close of 1915. But the question of supply is not the only consideration that urges immediate buying.

Wool is scarce and likely to be more scarce; the price is high and likely to be higher. Even if the khaki demand ceased at once, normal conditions could hardly be restored for another twelvemonth. Several shrewd buyers for department stores assured The Review that while hosiery prices for Fall were fixed now, delivery was uncertain; while for Spring of 1916 prices were quite as problematical—in regard to the high mark that might be reached—as were the chances of delivery.

## COURTESY AND CANDOR OVER DRAFTS.

THE attention of The Review has been drawn by several manufacturers to the failure on the part of some retailers to deal in a judicious manner with drafts that are presented to them. By this it is not meant that they do not meet them. That is implied in the point taken, but this is not the main complaint. It is the carelessness, shall we call it, or neglect or disregard of their commercial reputation which seems to be at the bottom of the attitude, or lack of attitude, of some merchants, particularly at the present time. Supply houses have been more or less accustomed to wait a little longer than usual for the payment of some of their accounts since the War began and collections have not been up to the mark. But it is the manner of dealing with these obligations to which objection is taken, and rightly so. There are often cases where a draft will be sent to the retailer and where it will be refused without any explanation or any promise as to future payment. Surely this is bad business and an action which will seriously injure the credit of the retailer. The supply houses for the most part have shown themselves very reasonable under present conditions but the least that is due them if payment cannot be made, is that the failure to do so should not be passed over in silence but an explanation and some information given as to when the creditor will be likely to meet his obligation.

The result of this would be in the majority of cases that the manufacturer would retain his respect and faith in the retailer and the latter's credit would not be impaired. The difficulties under which most merchants are laboring now are recognized, and at no time is the element of courtesy and of candor in the relations between the creditor and the debtor more advisable. Letting a draft go by default is the worst kind of practice. The inevitable result is to stiffen the resolution of the wholesaler to cut down on the credit he is giving, and the retailer will be the loser.

## IN SELLING TEA—AND MEN'S WEAR.

ONCE upon a time a new brand of tea was launched. We will call it "Sea-lon" for sake of reference. Its progress was slow, and yet tens of thousands of dollars were spent in an effort to round up the public. "Drink Sea-lon tea!" was the oft-recurring slogan. Publicity? Yes, of a certain kind, but a slow-buying kind.

There came along a friend who knew the stiff and rather discouraging fight that was being carried on. Also he possessed an almost instinctive scent for good advertising. "I tasted some of your tea, but it was poor stuff, I thought. Why should I 'Drink Sea-lon Tea?' This was the scalpel he used upon his sick friend.

The sales manager at once was put on his mettle.



## BOOKKEEPING AND CREDIT.

"Why drink Sea-lon tea? Because it is made up by machinery instead of being picked by hands that are none too clean;" because it—because it,—because it—. The reasons simply poured forth; excellent ones; easily convincing ones; and yet reasons that had never seen their way into print. Instead, it was Buy! Buy! Buy! with never an answer to the Why? Why? Why? of the public. Exhorting or bludgeoning the consumer instead of reasoning with his intelligence.

Tea is not men's wear, and yet the psychology of selling goods is pretty much the same in everything. You have a hat to dispose of? Tell the public the good points about it, in other words: Why he should buy it. You have a particular kind of shirt, tie or suit to sell? Tell the public what points in this or that warrant his purchasing it. The best ads. usually have a Why inserted.

## DEAD BEATISM.

WHILE selling goods is the most important work of the retail dealer, there are other departments which must not be neglected if the business is to be successful. The collection of accounts is a work that must be diligently pursued at all times for if the money isn't coming in, it avail eth little to urge the customer to purchase extra goods. The professional dead-beat we shall ever have with us. He employs "ways that are dark and tricks that are vain" to defeat the man from whom he buys his goods.

The story is told of a new arrival in a certain town going to the establishment of a clothier for a suit of clothes. The retailer looked him over and came to the conclusion that here was a pretty good acquisition to his list of customers. When the suit was ready, however, the newcomer gave a very plausible excuse that he was short of funds for the time being but that he would have the money at the end of the month. The clothier sized him up to be a man of his word and so without hesitation handed over the clothing.

The end of the month came and the dealer sent in his account. No response. Regularly the dunning letter went out for two or three months and there was still no reply. Then the dealer bethought himself of a brilliant idea. He would quote scripture and appeal to his higher nature. So with the next account he attached this postscript:

"You were naked and I clothed you."

Back came the reply by next mail, the first the clothier could get from the delinquent:

"You were a stranger and I took you in."

Whether we can set this down as gospel truth or not makes no difference to the point we desire to make. The dead-beat it out to make a living by questionable methods. His purposes should be defeated, and it is only by constant vigilance that the retailer can get the better of him. Chances are too freely taken by many and it is for this reason that the dead-beat has flourished so long. New credit applicants must be carefully scrutinized—and besides it is up to every dealer to get his money in regularly if he is going to do his share in keeping the wheel-of business running properly.

THE Credit Men's Journal in a recent issue draws attention to a matter which should receive the attention of every retail merchant, and that is the question of retail bookkeeping and credit. We believe that men's wear dealers as a rule are careful regarding their bookkeeping and credit, but we are reprinting the article which reads as follows:

"The average retail merchant does not realize that his inability or neglect to keep a proper set of books is an extremely serious handicap to him and in the eyes of the law a very serious offence. The Criminal Code makes it an indictable offence to get into debt to the extent of a thousand dollars without having the ability to pay and without having kept books for five years next before the inability to pay. The Code makes the guilty person liable to a fine of \$800 and one year's imprisonment. However, the sting is taken out of the section to some extent by the fact that books to be kept are simply such books of account as are usually kept in that business.

There is a strong feeling in various interested quarters at present that something should be done to raise the standard of business methods among retailers, even if it is necessary to amend the Criminal Code on the subject.

The interested parties are, of course, those who are granting credit to the retail merchant. The retailer as a rule is honest, a good salesman, a good judge of the demand in his locality, but he consistently avoids a complete system of bookkeeping.

There are several reasons for this. In the first place, he hasn't time, or imagines he hasn't. Secondly, he lacks ability. Here again his imagination has something to do with it, and no doubt he would astonish himself if a simple set of books were placed in his hands. Thirdly, he does not see the utility of bookkeeping. He can appraise his stock generally at a glance, and as a rule his selling price allows him a fair profit. Like the farmer, he knows that he is getting a living and that quite often he has a balance in his favor in the bank. That that balance is more than offset by liabilities he knows sometimes and sometimes he doesn't.

As a rule the retailer understands the extent to which he is dependent upon credit, but he steadfastly refuses to see that that credit would improve if the credit men, i.e., the banker and the wholesaler, knew more about his business. The wholesaler bears the burden of the financing of the retail trade, because he knows more about it than anyone else, but all he knows is the volume of the goods the retailer is turning over.

The Retailers' Association has taken up the matter with the idea of improving the credit basis and the bankers have taken the matter up with the idea of protecting themselves. It is up to the wholesaler to do something also in the way of self-protection. As the chief source of credit for the retail trade, he has it in his power to force the retailer to keep a set of books that will show the profit and loss in any month in any year since he started in business."

# SUITS & OVERCOATS

It is impossible to have a June Bride's number of a Men's Wear paper, very obviously, but the fact of a

June bride presupposes the additional fact of a June bridegroom. It is therefore in order to get into the matter of what men will be wearing in the way of formal clothes this year. It is very often supposed that morning suits do not alter as much in style from year to year as do ordinary sack and lounge suits, but this is erroneous. The very latest morning suit which is being shown now in New York for present wear—as illustrated on the front cover of this issue—is cut upon slightly different lines from that which obtained all last year. The coat is cut a good deal more snugly so that it fits the form even more closely than the models which we have seen before, and they, last year, were pretty tight. We were able to see some of these new morning suits from New York. One in particular attracted our attention. This had the lapels cut rather higher than heretofore. The coat was a two button coat, instead of one very much cut away, and the lapels sat well back on the shoulder. They rolled over so slightly. They met at a point in the front of the coat a good three inches higher than we have seen in morning suits for popular wear this last Winter. The lapels were peaked. Correspondingly, the vest was cut higher, and not so much of the tie would be shown. The coat had two buttons, and this particular one that we saw was made to fasten with both buttons, although in another instance the lapel was loose and rolling and only fastened at one of the buttons. Braid, of course, is always de rigueur in the matter of morning suits. The braid is a trifle thinner or narrower than in former years. The vest is set away sharply at the bottom. The trousers were of pronounced grey with black stripes. The coat and vest were of Cheviot in a very dark grey.

I noticed in this particular coat that the outside left hand breast pocket was missing. The question of this detail is a matter for everybody to decide for themselves. On the other hand this coat that we

are discussing had a ticket pocket on the right hand side of the coat, an English custom now in much vogue in well-dressed Gotham.

## The Declining Frock Coat.

Although the predilection nowadays is for the morning suit for wedding occasions rather than the Prince Albert or frocks, there are many who prefer this latter. There is not much difference in the styles of this coat year by year. For Summer wear the outstanding feature is that possibly a good many more grey frock suits will be worn than heretofore.

The grey frock is a London institution and has not yet been very popular on this side the water, although last Winter in New York several very prominent men discarded their blacks and started to wear grey. We saw a frock suit the other day and the lapels, as in the case of the morning suit, were cut very high. The vest was rather higher than it has been for two or three years, too. As a matter of fact, the high vest is really better for the wings or poke collar, which is the only thing for formal and wedding wear. Grey and black vicuña are the favored so far as material goes this Summer.

## Cuff or No Cuff?

In the matter of trousers the only outstanding detail which is worthy of mention is that for formal wear there should be no cuffs on the trousers. The supposition is that patent or at any rate very closely fitting and attractively appearing shoes will be worn and over these for formal wear the end of the trousers should hang plainly and loosely. Cuffs on the pants is not a fait.

One or two very exclusive tailors tell us that there is a growing demand from some of their clients for a velvet collar rather than a silk lapel on the frock suit. This, however, is not general, nor will it be general. We give the note for what it is worth, but for the majority of our readers it will not cut any ice.

The waist is very pronounced this year, more so than in other



*An attractive summer outfit is this blue near-Norfolk coat with white flannels. Note the pockets which are semi-free from the coat, as in an officer's tunic.*

years, the shoulders are very narrow and very sloping; in fact the English fashion is still more and more clung to, in spite of the fact that some American journals claim that Uncle Sam has evolved a national dress of his own. We think not. At any rate, he is more English than he has ever been, and this year is producing suits and articles of apparel more near to the English standard than for two or three years that have just passed.

**Blue Coat: White Flannels.**

Come season, go season, the smartest of all turn-outs for seaside year, or for boating—when you must be an fait—is the blue coat, and the white flannel or pinwire-striped flannel pants. White duck is all right for knocking around in a canoe or a boat when you don't care how you look, but for "occasions," flannel is the thing. We saw a very attractive coat and flannel trouser outfit the other day. The pants had a dark blue pinwire stripe, set half an inch or more apart. There were, of course, cuffs on the pants. Whether or not you can leave them off ordinary pants, they must be on flannels.

The coat was of blue flannel, a shade, just a trifle, lighter than navy. It was cut very conservatively, and almost gave the effect of a double-breasted suit. That may have been partly due to the fact that it was on a man who was broad and well proportioned. The lapels were narrow, and only very slightly rolled. The coat was approaching the Norfolk style, for while the back was innocent of any belt there were the familiar outside pockets. These had flares and buttons. In the case of the two button pockets, they were cut right away from the coat so that they hung out after the manner of those on an officer's tunic. This was the outstanding touch in the whole coat. The outfit certainly looked very attractive. The very warm blue against the white flannel looked just the thing for comfort and smartness as a holiday suit. We reproduce a picture on the previous page.

**Double-Breasted Suits and Sacks.**

There is a vague unwritten law that a suit for boating, if it is blue, should be double-breasted. This is a British habit, and is almost a tradition with them over there. Blue double-breasted coats give the impression of sailorliness—if we may coin a word. They are getting to be worn a good deal in Canada by men who want to promenade at the yacht clubs in the very smartest and most proper thing.

Apropos double-breasted suits, there is a distinct revival for this Summer's wear. Our British correspondent reports that more double-breasted suits will be worn this Summer than for some seasons, and particularly in light heathery or green mixtures. His words to this effect in last month's Review are coming true right along, in England, he says. It is the same in New York, though only the very radical and daring dressers there seem to go in for this kind of suit. Canadian tailors and clothiers—though the former

more than the latter—report quite a demand for the double-breasted suit. One exclusive tailor is very emphatic about this trend, though, as he says, it is only the very careful man and the man who will lead the fashion rather than follow it who is demanding a double-breasted reefer.

Blue is very popular here. One model we saw the other day had a long sweeping roll. It had two buttons, was made to fasten at either, though the intention was that the bottom one should be used, and the roll came down in a long graceful curve. There was no breast pocket, we noticed. This is an optional detail. But the detail of the long roll is fashionable, though older men prefer the square look which the creased lapel gives.

**Braided Sacks.**

There is, we understand, a slight tendency to revive the semi-formal suit, the braided dark grey sack, with light grey trousers. This makes its appearance every Summer, like the Budget does in the Spring and the Exhibition in the Fall, and is a clear old landmark. But it is not dressy, though it just misses it, and has never become fashionable. We don't imagine it will have any better success this year.



*Full model, 2-button s.b. sack, soft roll, outbreast pocket, step cuff; cuff; single-stitched edges. Vest, d.b. soft roll collar, heavy lapel, athletic shoulders, 2 buttons at top tapering to single button at bottom. Trousers with or without cuffs. Shown by Wm. H. Leshman & Co.*

**AN APPEAL TO RETAILERS.**  
**New York Clothiers' Association Ask Them to Purchase Close to Requirements.**

The Clothiers' Association of New York has issued the following appeal:—"It is needless to say that there is a decrease in the world's available supply of wool, of aniline dyes and other items used in the manufacture of woolens.

"Clothing values, where the standards of make have been adhered to, will be higher, though not proportionately as high as the present price of wool. When woolens were bought for the fall season most mills had some wool on hand, and based their prices accordingly. When that stock was absorbed prices were advanced to meet existing conditions.

"A similar situation exists in the manufacture of clothing. The manufacturers own a certain amount of woolens, considerably under to-day's market value, and the early buyer will receive the benefit. It is in this connection that we respectfully suggest that you purchase close to your requirements; neither over nor under.

"To purchase more than you require and then later to revise your orders will, under the circumstances, be an injustice to the manufacturer who desires to give the benefit of his lower price materials to as many of his customers as possible. "We believe that a revival of business is at hand, and that the country will soon enjoy an era of prosperity."

This appeal is extending to a large section of the States and is reported to be meeting with an encouraging response on the part of the retailers.

# BOYS' DEPARTMENT

**B**OYS are quick to copy the soldiers. Whose ears have not been almost deafened by boy scouts, preceded by a bugle band and, it seemed, a hundred drums? And if the civilian has the nerve to wear khaki shirts, ties of regimental stripes, and to carry military caps, what more natural than that the boy should copy the soldiers too.

Here and there one sees a boy dressed in khaki uniform, but these have been difficult to secure on account of many of the clothing manufacturers having their noses to the wheel, making suits for real soldiers. A large proportion of these orders have now been filled, and the clothing men can turn their attention to stuff for next Fall.

## Orders for Military Suits.

Whatever else is worn by boys, it is a safe bet that military suits are going to have an enormous sale as soon as the warm weather has gone—a safe bet because one finds that a number of shrewd retailers are placing heavy orders for these military suits, and intend to feature them for all they are worth.

If these had been ladies' hats, there would have been a danger of overdoing the thing—witness the large white and pink daisies' sudden life and sudden death. With these boys' regimental suits it will be just the reverse. As soon as boys get wearing them on the street, there'll be mothers and fathers pestered to death all over Canada until their boys have a khaki suit.

A Canadian manufacturer is putting a juvenile military suit on the market for Fall, which is an exact duplicate of the tunic worn by our soldiers in France, even to the buttons, and regulation military collar. More than that, to match this suit they are making a military overcoat, again an exact duplicate of the real thing.

James Ogilvy & Sons, Montreal, are already showing khaki suits, but not in military style. They are Norfolks, with yoke, and sewn straps. When these are loose, they are apt to come away. With each suit there are two pairs of bloomer pants, double stitched, and tape-seamed. There are five pockets in the pants—two hips, two on side,

and a watch pocket. A black leather belt for the pants goes with each suit. Besides khaki serge, these are also being made in tweeds.

A good line for Summer where a store enjoys a fairly good class of trade, are boys suits of English Galatea. Mothers when leaving for the country generally get a stock of these, as they are dependable both as regards wear and the wash tub. Ogilvy's, who sell large quantities of these every year, get \$1.35 for blouses, and 85c for the pants. The latter are made both bloomer and plain.

## A New Fastener.

Something new for Fall, is a patent governor fastener for bloomer pants, which does away with the old strap and buckle. This will fit both fat and slim legs, and yields freely to the leg movements.

Among the new models for Fall is a coat with fancy back, and wide lapels, copying the latest style of man's coat. Another style is a boy's double breasted coat, with fancy pleated back, military cut, giving the boy a smart and upright appearance.



## WHAT THE STORES ARE SHOWING.

Stores in Montreal are just now looking after their stocks of boys' bathing suits. Last year the supply was mainly of two-piece garments, although there were many enquiries for the skirt. This year they are being supplied in one-piece, with the skirt attached. This is the newest thing in this line, and retails for 85c.

Several stores are showing two-piece underwear in natural cashmere, a sort of between seasons garment. It is a safeguard against cold when the thick winter garments are getting a little uncomfortable—a medium between wool and cotton. These sell for 50c per garment.

In neckwear, one of the biggest sellers for very young boys is a silk tie in self colors, tied in Derby styles. Bow ties are selling more or men than boys. The above line sells for 15c, or two for a quarter.

Dealers are carrying nice ranges of negligee shirts, with both soft and stiff cuffs.



Boy's military tunic in khaki. Shown by Saxe Clothing Co.

# HANDLING THE BOYS' TRADE

First of All a Matter of Service—Methods for Keeping in Touch With Boys—Remembering Him on Birthday and Christmas—Help Men's Trade as Well.

*Special to Men's Wear Review by Traveling Staff Writer.*

**M**R. E. A. Hughes, who recently wrote in this paper on *The Gentle Art of Suggestion* has the right idea. Suggestion plays a very important part in sales. The successful men's wear man leaps from one stepping stone to another, from lesser things to big, and from big to bigger. This is exemplified in the case of the Oak Hall store in London, Ont. How the boys' trade is developed from smaller things to bigger, and then how the men's wear trade is again developed from the boys' trade is the subject of an interview which the manager of this store gave *Men's Wear Review* for this issue.

"You see those hats," said the manager, "Well we sell those for 50c apiece. The mother comes in with her little boy, buys one of those hats, takes it home, likes it, the boy's father likes it, and all his relations like it, and the result is that when the boy needs a suit, we get the business."

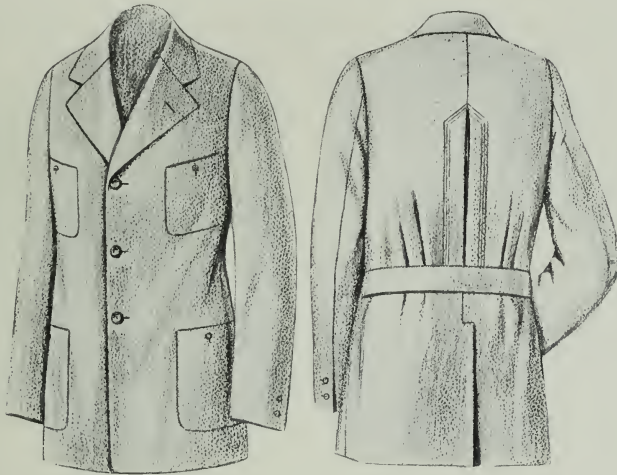
This is a short, succinct and suggestive description of how a bigger sale may spring from a smaller one. The hat which the manager of the store was talking about was attractively laid out on a table adjacent to the door of the store. Any customer coming in would naturally see those hats, and if he or she wanted a hat for a little boy, the cheapness and the fact that they were natty and up-to-date would speak in their favor.

Then as to the trade in boys' suits, that has the same bearing relatively to the trade in men's suits, overcoats and the like, that the small hat had to the small boy's suit. It is just a question of leading the customer on step by step.

How to get this boys' trade. That is the question.

## Jealous About Boy's Looks.

"The first way," said the manager to *The Review*, "is to give service." A woman is just as jealous about her boy looking well as she is about herself looking well. You can't sell her—the average mother—a suit that isn't going to look well on her boy. She has him there with her and tries it on, if she likes it she buys it. But it has to be



*Outing Jacket, Spring and Summer, 1915. By courtesy Theodore Morre, designer, John W. Peck & Co., Limited, Montreal.*

natty, hard-wearing and good value for the money. Then your service is completed. But how to keep that trade after you have once got it is another question entirely.

## Keeping in Touch.

"We have our own system. Every boy that comes in here leaves his name and address and other details if we have anything to do with it. One of the most important of these other details is remembering his birthday. On his birthday we send him a birthday card; at Christmas, we send him a Christmas card.

We keep in touch with the boy, by hook or by crook, right throughout the year. We send circulars and the like to his mother, but they are addressed to the boy himself. We have a system by which we give away books and toys—mouth organs and so forth—to the small customers, and we find that they think of these things year after year, and when their mothers are going to buy them a new suit, they naturally want to go to the place that has treated them well before.

"It is very rarely when we sell a suit to a woman for her little boy that we do not get that boy back again the next year and several years, in fact, until having been our customer as a boy, he becomes our customer as a youth, and finally our customer as a man. We have on our books now several instances of men who were with us as customers when they were boys. They have grown up with us. They have always bought their clothes at this store and they will go on doing so as long as they are in town. That end has just been attained by the simple process of constant suggestion and perpetual reminder. We have kept at that boy while he was just a youngster and kept at him until the time he has grown up. We have sent him birthday cards and Christmas cards and other little circulars until he has become used to the idea of buying his clothes at our store, and nowhere else."

As to the importance of the boys' trade as an adjunct to the trade in men's wear, *The Review* was told that this was very considerable.

# HATS *and* CAPS

WHEN this issue of Men's Wear Review reaches the haberdasher, his straw hat business will hardly have commenced, and it will be some time before he is able to form a correct idea of what the public wants. Wholesalers and manufacturers, on the other hand, have now reached the stage which the retailer will reach about the middle of summer, when he can say exactly what hats have sold, and what have not. About this date it is necessary for the wholesaler to review the situation, and to determine which lines he is going to repeat on.

A representative of this paper called upon a wholesaler just as this decision was being made. He had several straws on the counter, and was a little in doubt which was the biggest seller. The straw was easy; there was just a little doubt about the ribbon, and hat dimensions. The hat to which they decided to pin their faith is described as follows:

A sennit straw, measuring  $3\frac{1}{4}$  by 2 $\frac{1}{8}$ , with a black band,  $1\frac{3}{4}$ " wide, and a flowing bow. This is the bow which seems to meet with considerable favor this year. Others are being shown, and narrower bands. The firm in question are doing their best to stick to black bands as far as possible, owing to the difficulty in suiting everybody with fancy bands. It usually happens that the wholesaler has everything but the one the dealer wants.

## Panama in Fedora Shape.

We learn, as we go to press, that a very strong hat for Summer wear will be the Panama in Fedora shape. Some months ago, Men's Wear Review predicted this line as a leader in Summer of this year, and manufacturers are selling a lot of them. The hat is a conservative Fedora shape, with a dent in either side, fairly pronounced. The brim is slightly curled in some cases; in others it is merely bevelled and raised. The band, fairly broad, may be in black or in yellow combinations, stripes of green, black, blue and yellow—fairly bright shades. The bow, a small one, in most instances, is either at the back or side. The relinquishing of the back bow on account of its being an Austrian detail was prohibited for a time, but it is showing again. Some of these hats have a fastening which can hardly be called a bow.

The window of a prominent men's wear store in Toronto had a display of these hats and claimed them as a leader in straws this Summer. Other shapes are telescope and round with high crown, after the manner of the fashions in felt which have prevailed this last Winter.

## A Medium Sennit.

A Canadian wholesaler speaking on the hat situation said:

"It is a little early yet to say for certain what will be worn in straws, but retailers seem to be favoring sennits—not too extreme probably  $3\frac{1}{4}$  by 2 $\frac{1}{8}$ . As far as we can see, that will be the hat which will be worn during the coming Summer. There is only a slight demand for soft straws or Panamas. We have shown our samples of Leghorns, but we have no confidence in them.



*Light-weight summer cap of fawn-colored silk. Shown by Wolthansen Hat Co.*

"In Panamas, we have several nifty soft-hat shapes, with high crowns and pencilled curl brims. These are popular priced goods, costing the retailer \$45, and should retail for about \$6. The crown is round, with slight taper, very similar to the soft felt hat. The height is about  $4\frac{1}{2}$  or 5 inches.

## LIGHTER COLORS FOR FALL.

The consensus of opinion is that light color is the logical development of style tendency for Fall, says the 'American Hatter' in its May issue. Any hat man, it continues, familiar with conditions in the hat trade who notes carefully the trend of hat fashion and is accustomed to exercising his judgment of the evolution of public taste in dress must arrive at the conclusion that light colors in men's hats will strike the public fancy this Fall and meet with general approval.

"While the early orders placed on the road show a preponderance of black, blue, green and the new blue steel which constitutes over half the buying, yet it is a well known fact that these early orders are placed on the records of the past, whereas orders for the Fall should represent the styles that are to be rather than those that have been. We have had the blues, greens and steels, particularly the two first mentioned for years. When a man enters a retail store next September and asks for the latest style will the merchant show the same old blue or green? And if he does will the customer feel that such a hatter is up to date and will he consider that the stock represents the old fashioned or the new styles?

"In the large cities pearls have had just enough swing this Spring so that one is seen occasionally in public places, a little sprinkling here and there enough to turn the thoughts of the men on the street pearl hatwards and get them accustomed to pearl hats. This will bring light colors to the foreground, not necessarily pearls only but also the light colors in the khaki and whatever similar effects may be shown.

"The new khaki shades have been produced in a number of very beautiful effects that will undoubtedly meet with favor and still further promote the vogue for light colors. Black bands are the best trimming."

# SMALLER CAPS DECIDED ON FOR SPRING, 1916

Conference of Manufacturers in Canada and the United States in Revolt at Present  
Large Sizes—Four Quarters in Place of Eight.

WE are able to announce in this issue that a definite movement has been taken by the manufacturers of caps on this Continent in the direction of a smaller shape for next Spring than has been the custom for the past few years in Canada and the United States. This movement has taken definite form and a report made to The Review by one of the largest hat makers on the Continent, after a conference with a number of others, leads to the view that the big cap that will be so much in vogue in the coming Fall will very shortly see its last appearance. The introduction of the smaller shaped size for Spring 1916 will undoubtedly mean a corresponding reduction in the size of the cap for the Fall of the same year.

The situation was explained to The Review in this manner:—"There has been altogether too much running on the big shape on the part of manufacturers on this Continent. In Canada shapes run about 10½ to 11 inches across, which is not so bad, but in the United States they go as high as 13 inches. In England they average about 9½ to 10 inches,—very rarely an English hat is seen measuring 11 inches across. The result is that over here the manufacturers are putting out an article which is becoming too bulky and heavy and also too expensive for them to turn out at the price. They have now decided to revert to a much smaller size, such as was in vogue several years ago and you will find that all the new Spring caps for 1916 will be after the new and smaller model, much after the English fashion. There is another point that bears hard on the manufacturer here and which they are taking note of at these times when a rise in prices becomes difficult owing to general conditions, and that is that over here the cloth is cut to fit the final shape of the hat, whereas in England it is cut the same size all round and stretched to give the slight bulging effect. The Canadian and United States method of manufacturing makes it necessary to use much more cloth than the English way, although at the same time there is compensation for the appearance of the hat from the fact that it does not go back to the small size after wearing."

This is a most important development in the hat trade.

Travellers on the road now say that hat orders for Fall are good. The big shapes of course predominate and the makers have found some difficulty just as the suit manufacturers have in getting a supply of tweed and other cloths required and there has been of course a con-

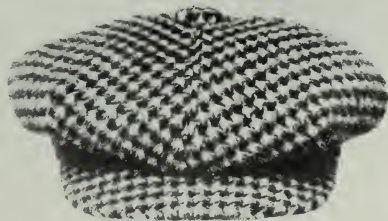
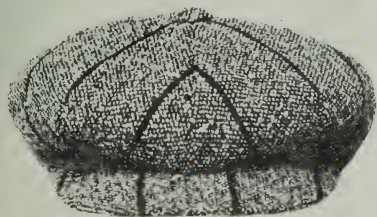
siderable advance to them in the cost of material. One manufacturer figures it out at an average of 25 per cent. from the thread to the buttons as there has been an advance practically in every item in the make-up of their caps. This advance has not gone into effect all over to this extent, in fact the increase in prices is very small, in some cases none has been made at all. A \$12 line in one case has been increased to \$13.50 and similar advances have been made in some other lines but for the most part the prices remain just about the same as last year.

One of the tendencies seen in the new Fall lines which will continue into next Spring is to change eight-quarters to four, that is putting four pieces in the cap instead of eight. This it will be seen gives a much neater appearance to the hat as it is less cut up and allows the use of a bigger pattern which can be matched to better effect. On the other hand it is more expensive to make as there is more waste.

The demand continues strong in heavy tweeds, browns, and greys particularly. Black and whites are, of course, good. Checks and patterns remain good sellers as they have for the past year or so. High colors are strongly favored.

The inner band continues a strong feature of the Fall cap particularly those designed for Western wear, where they take the place to a great extent of the soft hat or stiff used in the East. In fact in many places they are much more common than either of these. An innovation that is being tried out and has taken well where the experiment has been brought before the public has been a change from a fur lining to one of wool. This is, of course, attached to the inner side of the band and when it is drawn down below the back of the cap it comes in contact with the back of the head, running nearly to the ears on either side. The argument in favor of the substitution is that it is more sanitary and better from the point of view both of the retailer and the public in that moths are said to show no preference for the wool but are very fond, of course, of the fur, and this has been one of the difficulties of keeping the stock in good shape, in retail stores. It is also a source of complaint of the wearer of the hat when he brings it forth after Summer storage.

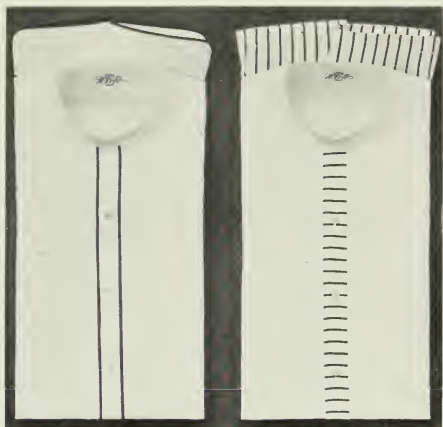
The outlook so far is very good for caps and an increased rather than a diminished sale is ensured for the Fall.



No. 1, of Balmacaan cloth, four quarters, inside band of wool, replacing fur, bright green and red silk lining. No. 2, of plush tweed, four quarters, leather binding inside. Shown by Cooper Cap Co.



# COLLARS & SHIRTS



For late sorting orders. Meeting vogue for black and white. No. 1.—Black edging on placket and on cuffs which are slightly rounded. No. 2.—Cross stripes on placket and cuffs. Different widths of stripes are shown. Courtesy of Williams, Greene & Rome Co.

THE immediate call, says one manufacturer, is for silk shirts and combination silk and cotton. Several manufacturers agree that they have been very busy filling orders for these silks for Summer wear, and have never sold as many of this material before. A very popular shirt is the silk front with the cotton back, sleeves and body. This is in various colors and designs. Light blue, grey and some pinks—all inconspicuous shades—are the colorings. The design on the front is obscure in most cases, and hardly pronounced in any. A thin stripe in darker blue or blue, silver or grey and darker pink or pink, fairly far apart, is the prevailing thing. These shirts are for wear by men of all ages.

We hear that some firms are busy getting out a special line of shirts which are more suitable for younger men, who can easily wear a thing which is more colorful. These are not, however, as popular yet as the quieter lines.

Tucks, pleats and so on in colors have left us, for which—personally—we are truly thankful. They had a good run, and one or two manufacturers over the line say that they are selling quite a number of the wider pleated shirts even yet. This is not so in Canada, however.

## Silk Crepes.

Perhaps the shirt of shirts for Summer wear, if one is to judge by the success with which retailers are handling them, is the silk crepe. These are of plain white in some cases, with bright stripes placed fairly far apart. Colorings are essentially soft; nice light blues and greens, with

whites and creams prominent most of all. Patterns are unobtrusive. One shirt we liked very much has a little flowerlet design, sparsely set, on a cream background.

## Soft Cuffs Refuse to go.

For all that fashion leaders have been breathing out threatenings and slaughters against soft cuffs they refuse to go. More orders have been taken for shirts with these cuffs this Spring and Summer than ever before. The newest thing is to have the outer leaf of the cuff cut away in a curve. Most, however, are still cut square and entirely double. Stiff shirts are predicted in some quarters for Fall wear, with soft cuffs second. But the latter are getting the business for Summer wear.

An exception to this is a line of rather novel shirts which we reproduce. The body of these shirts is of fine white cambric, made by a special process to imitate linen. In one case there is a black edging on the placket and a slightly rounded cuff which, too, has the black edging. In the case of the other the placket and cuffs, both, are striped by jet black, and the cuffs are square. The stripes are of different breadths and are different widths apart. The edging round the placket is in several degrees of thickness. These shirts are a distinct novelty, and we hear from one or two retailers that they have already made a big hit. They are a reasonable and moderate price. The effect is very smart. They are Summer shirts and have just gone to the trade.



A very comfortable model with neck that fastens in position shown or higher up, giving lots of play to the neck. Collar of sailor type. Shown by John Forsythe Co.



NOVELTIES IN SHIRTS.

A well-known Montreal store is showing a silk-fronted shirt, with silk cuffs, and body of zephyr. These are offered at \$2.90 up. The same firm is showing a shirt made from a crepe very similar to Japanese crepe, only porous, selling for two dollars. There is another of very fine mesh, with something like a Paisley stripe, and others with hairline stripes. This house has considerable faith in a plain white silk shirt, with reversible double cuffs, at \$3.50. They have colors, but have gone in strong for white. Another line has a white body, with front and cuffs of soft pique, the bosom being pleated. Down the front there are six colored stripes, with one running horizontally along the cuffs. The stripes vary in color—lavender, black, green and tan. This retails for three dollars.



SHIRT PROSPECTS FOR FALL.

A buyer for one of the largest establishments for Canada returned the middle of May from a trip to some of the largest United States cities. After looking over the Fall lines of the Canadian and United States manufacturers he made the following statement to The Review: "The black and white stripes and checks are the only things away from the ordinary run for Fall. These it is reported are selling very well and the demand keeping constantly up and the probability is that it will throughout the whole of Winter. Mushrooms are reported very weak everywhere, that is in colored goods, and the white pleats are not selling nearly as well for dress wear as they did. The soft double cuffs are going quite as well as ever for the Fall but there is no sign of a slackening in interest."



CANADA'S TRADE IN GLOVES.

A U. S. consular report on the glove and mitten trade in Canada contains some interesting figures. Canada's consumption has reached \$6,000,000, of which 60 per cent. is domestic and 40 per cent. imported. The number of factories here has increased from 27 in 1900 to 35, 21 being in Ontario and 14 in Quebec. Canada's imports for the years 1910, 1912 and 1914 were as follows, in the order of the years: From Great Britain, \$810,524; \$767,064; \$1,211,407.

From France: \$556,610; \$460,837; \$650,335.

Germany: \$193,493; \$255,258; \$385,843.

United States: \$279,896; \$337,170; \$324,727.

Italy: \$15,455; \$17,032; \$75,723.

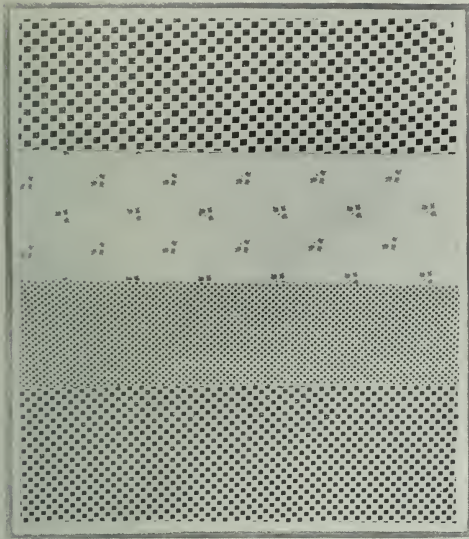
Austria-Hungary: \$37,632; \$18,452; \$10,204.

Other Countries: \$37,632; \$18,453; \$10,204.

Total, 1910: \$1,924,754; 1912: \$1,877,986; 1914: \$2,720,522.

The growing popularity of lambskin gloves has been the cause of the large increase in the Italian and Austrian importations. Dress gloves of kid, Mocha, and suede come from France, England, and the United States in the order named. Some medium-grade kids and suedes are turned out by domestic manufacturers, but the great bulk of the dress-glove trade is supplied by the three last-named countries.

Since the outbreak of the war importations from Great Britain and France have diminished, and German and Austrian goods, or the present at least, have been eliminated. This new condition in the trade leaves a large deficit to be supplied by Canadian, American, and Italian manufacturers, and it is urged that American producers of these goods give this market early and careful consideration.



Three of these patterns show a rather startling innovation in checkerboard effect in black and white which is meeting with a lively response. The reproduction is considerably reduced. Shown by the John Forsythe Co.

The Sports Shirt.

In our last number we showed a sports shirt which was made in New York, and which was having big vogue south of the line. We reproduce here one made by a Canadian manufacturer that is a more comfortable outing shirt. It is proving very popular with the trade. The feature is a neat and yet comfortable collar, which may be fastened at either one of two points and which gives lots of play to the neck. It is an ideal shirt for sporting wear of any kind; tennis and boating enthusiasts will find it "the very thing." The cuffs are double.



BEST WAY TO WASH SILK SHIRTS.

A shirt manufacturer has issued the following directions to his customers:

"To Keep Silk White.—White silk need never be cleaned, but should be washed. It is true that unless you are careful it will turn yellow, but if the silk is washed as it should be it will stay quite white and new in color. In the first place, silk should never be allowed to become very soiled, for this will cause it to turn yellow. It should be washed in warm (not hot) water and castile soap. The silk should be well rinsed and dipped in blue water at the last. Care should be taken not to have the water too blue, but just enough to have the silk keep that new white shade. Hang it up until it is not quite dry, but dry enough to press nicely with a warm iron. If there are any grease spots powdered magnesia should be applied to the wrong side under a cold pressure. Leave it on for some hours and then rub off. If the spots are not quite gone, apply again. If this treatment is followed carefully there need be no complaints of the silk turning yellow."



# NECKWEAR



THE prospect at the time of going to press with this issue looks like a good sale of wash ties for this season. Some of the leading dealers who let them severely alone last Summer were laying in a fairly good stock and were looking forward to an active movement. These will take two distinct forms, one the old time tubular tie which is almost the aboriginal in washing ties, and the other made with the flowing ends just as is in vogue for other seasons of the year. Some retailers appear afraid to touch the wash silks that are being shown and still run on the narrow straight tie that they have for years past. Others, however, look upon the other, the derby, as the shape to which the public is accustomed and feel that they can place them more readily this year and that they will buy this large style in preference to the narrow one which is associated with the bow tie.

### Different Pattern on Each Side.

In nearly every case, of course, the ground is white and some rather pretty and delicate shades are used in these wash silks. As a rule they are selling at 50c. The tubular ties are going, as before, at 35c and 50c. The



Wash silk ties. Shown by Tooke Bros.



Samples of the exclusive lines of neckwear shown by *Mar Beauvais, Montreal*. The one on the right has a small spot pattern that became merged with the dark ground.

majority, of course, are mercerized or pure silk. One firm is showing the tubular tie with two different patterns, one on each side, giving a change for the wearer which seems an idea that will attract favorable attention and result in extra sales. It would appear to be duplicating the value of the tie itself and the price is very reasonable, 35c.

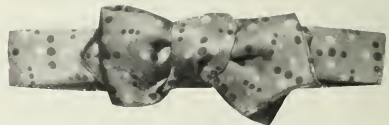
There is a feeling in some quarters that if the tubular tie goes well this Summer an effort will be made to introduce it for Fall in the ordinary darker colors. It is pointed out if this were done the ties could be woven by machinery and cut up in lengths without the extra cost of having the edges bound by hand. The idea of this

would be to get a tie which could be sold at 35c to meet the present demand for economy which is so strong in all directions among the buying public.

The polka dot is again coming in strong and it has been featured both in Canada and the United States among some of the better class stores. Some of the dots are extraordinarily large, about  $\frac{3}{4}$ -inch across. The polka dot is always, of course, very popular in the bow tie and the vogue of the bow tie this year will undoubtedly increase its use in other types.

### Regimental Colors.

Some imported ties are being shown by several dealers in regimental colors selling at \$1 each. These are very attractive and the colors are run very closely to the shades of the regimental stripes. One firm is showing a window of a variety of these including the London Scottish, The Dublin Fusiliers, the 13th Hussars and so forth. Some cards are in showing the uniform, in colors, of these regiments and it all helps out in popularizing the regimental stripe itself. A very neat ticket is also used in the same window with a border of dark and light grey with white centre, while down the edge on either side is a cut-out figure in colors of a soldier.



One of the new "rainbow" foulards which are proving a leader of summer wear. The colors are soft. Shown by Sterling Neckwear Co.

# Odd Twists and Fancies in Men's Fashions

A NEW BELT has been put on the market with white stitching along the edge and white enamel on the buckle.

IN LONDON, HOSE and gloves are being shown in which are worked the flags of the allied nations, in natural colors.



This is an imported French silk tie, shown by Stanley & Posworth. The check patterns are very large.

A new wash tie in tubular shape has been put on the market with flowing ends. This is intended to make a better showing in the window.

A NEW LINE OF FABRIC gloves has been brought out in which raveling is prevented by turning in both edges of the fingers in sewing.

SOME CANADIAN STORES are showing a leather belt with the wearer's initials in gold at the front, near the buckle. We think it will be popular.

A NEW SOFT COLLAR, a white mercerized Oxford, starched end band, has been brought out by Geo. P. Ide & Co. It is 3 inches in front, and 1¾ at the back.

A NICE LINE OF BOYS' JERSEYS in cashmere is on the market, buttoning at the shoulder, retailing at 95 cents. These are made in navy, brown, maroon, white and green.

A CERTAIN DEPARTMENT STORE, which does an immense trade in boys' furnishings, is expecting a shipment of boys' golf hose, with turnover tops. These have been very hard to get, and are expected to sell at 85c per pair almost as quickly as they come in.

CANADIANS ARE NOT PAYING very high prices for their canes this year. Good stores have the biggest call for a light Japanese wood and an ash cane, retailing for 75c. The time is a little early for them. When men have discarded their coats, there will be more sold.

LONDON SHOPS ARE SHOWING hosiery made to resemble the Union Jack and the flags of the Allies.

PALM BEACH TIES will have a big run this Summer. So far, the long, wide tie is the most popular, with a very small and neat pattern. A deeper shade of Palm Beach color with bright blue or green dots is a good seller too.

THERE ARE TO BE quite a lot of Panamas in fedora shape to be worn this Summer. An attractive model we have seen has a very curved brim, and a low, dented crown. The tendency in Panamas is to conformity with standard shapes of soft hats.

SOMETHING NEW IN COAT-HANGERS has been put on the market by the general supply factories, Chicago. The two ends of this hanger are curved so that the garment cannot slip off. This hanger was primarily designed for ladies' garments, but can be used for men's.

A REVERSIBLE COAT for boys has been brought out by a New York manufacturer. It is mackinaw on one side and corduroy on the other and the reversing can be done in a moment. The mackinaw side has two flap pockets and a cash pocket on left sleeve. The corduroy side has patch pockets, with storm tabs on sleeve. It comes in the following colors and combinations: Red and black mackinaw with brown corduroy, brown and black mackinaw with tan corduroy, and gray and black mackinaw with dark gray corduroy.



These are novelty summer hats shown by Whittle & Roman, Montreal; Madagascar straw so pliable that it can be worn any shape desired; fishing hat with sun protector; helmet of palm beach shade for outdoor sports.

# ACCESSORIES

THE story is told in Montreal that just before the funeral of a prominent lady, a well-known judge called at a haberdasher's on the way, and ordered a pair of black silk gloves. The merchant was out of his size, and suggested that the judge take a pair of kid gloves. He expressed his sorrow, but insisted that he must have silk gloves, and would purchase them elsewhere.

That is simply an illustration of the tendency in men's gloves, and it is safe to say that the demand for silk gloves will be exceedingly heavy this Summer. It is figured that silk will be worn more and more every year, and the time is not far away when men will be wearing silk gloves more than do the other sex. It is really the ideal glove between the seasons of Spring and Fall.

Until now, the extensive vogue of the silk glove has been confined almost to the Province of Quebec, especially to the French-Canadians. We now find a big demand in Ontario and the West, a demand as big, if not bigger, than that in Quebec. It used to be that only the best stores in Montreal stocked silk gloves. Prior to 1900, the demand was mainly from old men, for whom a small stock was kept. Even lisle was asked for very little, and chamois was little known. One of the best sellers was a very light suede, or a tan light kid. Gradually the demand for silk and lisle began to grow, until to-day the big demand is for a silk glove—silk, because lisle is almost unobtainable. Even for funerals, as illustrated above, this is the glove. It will go on easily, is cool, and is removed quickly from a moistened hand.

As everybody knows, fabric gloves, which used to enjoy an enormous sale here in Summer, were made almost exclusively in Germany. Since the war began, attempts have been made to put Canadian-made goods on the market, with more or less success. The tendency has been to make the glove a little too heavy, and while it was all right for Spring or Fall, for Summer it was almost impossible. The lisle thread, as stated before, has become scarce too, leaving the field almost exclusively to silk, the supply of which, while not being heavy, is fairly good.

One of the best Montreal stores handling large quantities of gloves, and catering to the best trade, is selling two shades of gray, with plain and black backs, as well as black and tan. Silk gloves are being manufactured in Canada in black, with self backs, in grey with self and black embroidery, and in chamois color, with self and black backs. White, of course, is good at any time for dress. Tan at the present time is a dead shade. Silk gloves are being offered to the trade at \$10.50, in any size, and in any shade.

## GREY SILKS SELLING WELL.

Men's silk gloves are selling much better than they ever have and window space is being devoted to them. The grey silk is recognized as the leading Summer hand covering for men. Earlier in the season chamois and

chamoisettes had some call and a few of these are still selling. A few of the haberdashers are showing silks in putty shades for men, but these, like the white silks for men, do not appear to catch the masculine fancy. Others report a biscuit shade as a fair seller.

## THE RAW SKIN MARKET.

The business passing in gloving chamois is improving, as the demand is very good from gloves for all their popular selections, writes the London correspondent of *The Glovers' Review*. As split sheep linings are, however, very limited in supply, prices are very firm, with sellers in a strong position. Splitters are in an awkward position, as there is no demand from the Continent for tanned skivers, and few dressers care to split pelts for the linings alone, even if the demand for skivers should improve in the future—which at time of writing looks unlikely.

The position in regard to raw skins remains much as last reported. On the whole prices are a shade firmer, as supplies from several countries of supply are unobtainable. As regards Cape sheepskins, there are quite sufficient supplies in the country of origin for gloves' requirements, but the difficulty in transport is very great, to say nothing of the enormously enhanced cost of freight. Importers complain very much of the difficulties they have to encounter, as in addition to the risks they run from submarine destruction, there are all sorts of official restrictions in connection with importing skins, etc., which make their position one of extreme anxiety.

As may be expected, the supplies of skins from the Near East have been stopped almost altogether for some time; the bombardment of the Dardanelle forts and the landing of the allied troops have, however, improved the outlook, and once the traffic of the Dardanelles is resumed, it is hoped there will be a plentiful supply of Kasan skins which our gloves are awaiting to use in conjunction with Cape skins.

As regards Continental news, there is little arriving in this country; the French factories are doing very little, and it is impossible to get any regular deliveries of handwear—no matter what price is paid. In Germany much the same state of affairs prevails, and in many cases I hear business is at a standstill, owing to the poor domestic demand and lack of export orders.

## IVORY COLLAR BUTTONS.

There is very little new being offered in jewelry. One store has an ivory collar button. That for the back of the shirt has a short shank, with a large back, and a rather smaller flat head. The front button has a longer shank. They are made from one piece, are solid, and especially suitable for Summer, as they leave no marks. The cost is fifteen cents each.

# KNITTED GOODS



**D**URING the past month advances have taken place in the price of many lines of woolen hosiery, and difficulty is being experienced in securing supplies. A large wholesaler tried to place an order for 100 doz. pairs which he had been selling to the trade for \$3.25 per doz., and found that they would cost him that figure to buy them himself. Cashmeres and worsteds are hit the worst; in fact, it is almost impossible to buy worsteds at all.

Difficulty is experienced in securing golf hose, a line which is made in England. The wholesaler referred to above sold out his last pair early in May, and it is hard to get further shipments owing to the scarcity and high prices of yarn. Samples were called in from travellers on the road for this reason. This is a line which sells the whole year 'round, but is particularly popular for Fall, being used for skiing, tobogganning and skating.

Golf hose is coming into favor more and more. Ten years ago, there were as many as twenty-five lines of golf hose offered to the trade, but the demand fell off to such an extent, they were dropped by the trade altogether. Four years ago they were taken up again and the demand has crept up gradually, until to-day it is heavy.

Silk socks are not likely to any great extent to take the place of other lines, as they are not so durable. It is likely that the higher prices will be paid for cashmere. Fortunately both lisle and cotton hosiery are fairly plentiful, and prices are no higher than they were a year ago.

White socks are still holding their own, and the demand is expected to be as plentiful this year. Medium lines of cashmere will probably be missing altogether. Canadian manufacturers have difficulty in filling orders.

## WHAT OF 1916?

**Government May Go on Filling up Reserves Long After War Ends—Some Doubt as to Fall Delivery.**

**"I**F any one can give us the faintest idea of what the hosiery situation for the Spring of 1916 will be, we will class him as a prophet or more than a prophet," was the statement of one of the largest hosiery buyers in Canada to The Review in discussing the prospects for this and other similar articles where the much wanted woolen yarns form the starting factor both in



*One-piece bathing suit with skirt. Shown by Matthews, Towers & Co.*

regard to the supply and the price.

"We know pretty well where we are up to for the Fall, at least so far as prices are concerned," he went on. "Our orders have all been given and accepted, in so far as anyone can accept orders for woolen goods for Fall delivery. We look forward to the delivery but we are not at all sure. Anything might happen. The prices are advanced on a number of lines, but so far as selling the public is concerned we will make advances generally where we have been compelled to pay higher prices, but on certain lines that we are well known for and have a fixed price in the past we will keep down our goods to that price even if it means a loss of money. We will not be in bad shape if deliveries are made of a fairly large proportion of the stuff we have already contracted for.

## Scarcity After War Ends.

"Matters are in a very bad state so far as the supply of yarn is concerned and there seems little prospect of any improvement within the next year. Some people have the idea that if the war were to close early this Fall matters would resume a normal condition again and supplies of yarn would be available for the regular purposes to which it has been put.

But there is no guarantee of that. The reason for the scarcity of yarn now is the abnormal demand which is made upon it by the War Office and it is likely even if the war ended this Fall that the Government would go on with its orders until a full reserve stock was on hand."

## DRYING SILK HOSIERY.

A manufacturer has sent out the following warning:

"The way silk hose is hung out to dry often causes injuries that look as though they might be due to poor dyes and defective quality. When a customer brings back colored hose with queer looking streaks, running lengthwise, you may know that while wet the stockings have been hung in bright sunlight—and faded. The same would happen to almost any fabric treated that way. Therefore, caution customers against hanging wet hose to dry in bright sunlight.

"Then, occasionally, the hose is returned with queer shaped holes that could not be caused by wear. Many such are due to the use of rough clothespins.



LESSON NO. 5.

AT the outset I wish to impress upon followers of this course the utmost importance of mastering last month's lesson before proceeding with this one. Have you secured your brushes and proper materials as advised to do the work? If you have not then you are just one month behind. I would strongly urge you to hurry. Don't think that because these lessons are free, you can let one slip by and start in on the next. This can be done in a way, but it is not advisable. If you do this you are losing an important part of some alphabet or figure work which links one lesson to another.

In other words, if you wish to make a complete success of this course, the lessons should be treated as if you were paying a high price for them. Your brushes should be of the highest quality sable. The camel hair variety is of no use for water color work. Be sure you get an over-abundance of supplies and do not get tools not advised in these lessons. There are many agents traveling from town to town with devices for making show cards quickly, the manipulation of which need no experience. My advice is keep your hand on your money. You may have been "stung" already, but this is just a tip for the future.

See Figure 1 of last month's article for illustration of brushes.

Chart 5.

In the chart shown this month we have a continuation of last month's brush stroke square face lettering. These letters go hand in hand with the figures of that issue.

Each stroke is just one sweep of the brush and must be made with a free arm movement. There are many old-fashioned card writers who work with their right hand resting on their elbow, but this method has long been discarded by modern card writers, and should not be used.



Practice Exercises  
Fig. 2.

This illustration shows how to conduct the practice exercises.

There is one thing to be remembered while studying card writing, and that is not to lay too much stress on accuracy. The main thing is to work for effect. Try to keep your cards from the "set" appearance given by type. Allow them a free and easy appearance. Remember that your work is not going to be criticized as a work of art but for its selling and trade drawing value.

You will note in a good many of my illustrations letters that are not perfect but have that free and easy show card appearance.

To begin practice lay out a half sheet of cardboard with guide lines one and one-half to two inches apart, according to the size of the brush you are using. Practise and re-practise many times the exercises and letters shown in the chart.

Fig. No. 2 illustrates the method for practice work.

Fig. No. 3 gives the correct position of the hand while holding the brush.

The Chart.

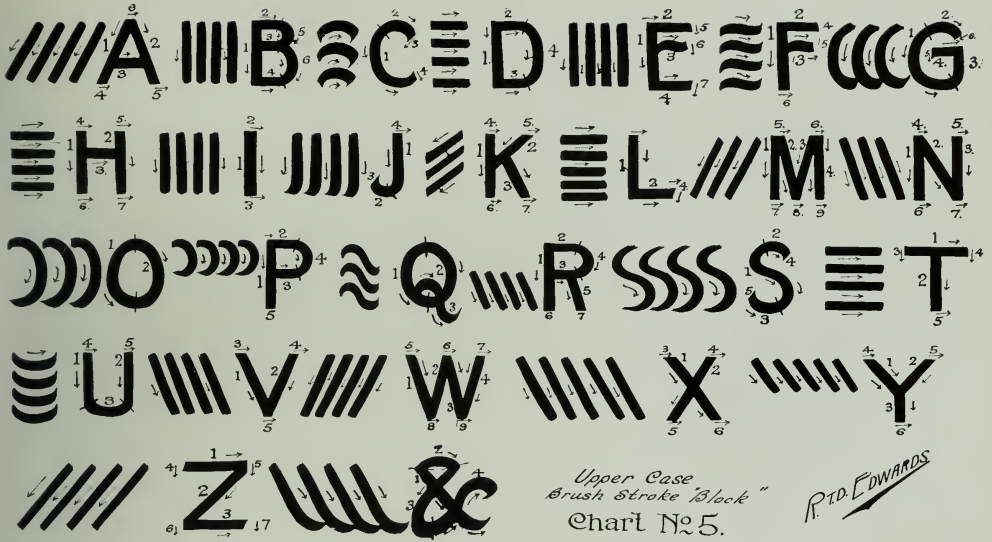
The "A" is a six-stroke letter. Care should be taken to get both sides of the same slant. Note the position of stroke three.

Stroke three of "B" is placed above the centre of the letter. This is not a necessity, but gives it a more show card appearance than if it were placed exactly between the two guide lines. Note where the small cross bars indicate the joins of the strokes.

The "C" is composed of two main strokes. They must be made quickly as should all oval letters or curved strokes. The "D" is made with four strokes. Note where stroke four joins two and three.

Stroke three in "E" and "F" is curved. This is not necessary but it takes away their plain appearance. It can also be made straight.

A whole half sheet of cardboard is not too much to waste



How these letters are made is explained fully in this article.

on the exercises before the "G." This stroke is used in the construction of several letters on this chart. Stroke three of the "H" must be kept parallel with both guide lines. The "P" is simple, must be made absolutely at right angles with the guide lines. The "J" has two main strokes.

Stroke one must curve before it comes in contact with the lower guide line.

The second stroke of the "K" is made by drawing the brush in either direction. This is just a matter of which ever comes easier to the student. I make it both ways myself.

The "L" has two main strokes. Slant the end stroke two as shown. Care should be taken to have the slant stroke of the "m" to join as nearly as possible in the centre of the two uprights on either sides.

Practise this letter many times. The strokes one and three should not be as far apart as the corresponding ones of the "m."

**Only Two Strokes to the "O."**

The "O" is the only two strokes letter in this alphabet. This letter cannot be practised too much. The strokes must be made quickly after they are begun. Note where the joins are. Remember that where the joins are shown it does not mean that the brush must stop abruptly at that point. In order to hide the joins it is necessary to overlap each stroke. The "P's" formation is similar to that of the "B." The difference is that the centre stroke comes exactly in the centre instead of nearer the top, as in the "B."

The tail of the "Q" is made with one stroke and with practice does not need a finishing stroke on the end. The rest of the letter is the same as the "O."

The "R" is the same formation as the "P" with stroke five added.

The "S" seems to give the beginner the most trouble of all. There are three main strokes in it. The top of the letter is slightly smaller than the bottom. This letter should be practised many times. The preceding exercise is very beneficial to the beginner. Stroke two of "T" should meet that of stroke one squarely in the centre.

The strokes one and two of the "U" should stop about an eighth of an inch above the lower guide line in order to let stroke three curve up at each end and still rest on the lower guide line. Strokes one and two of the "V" are similar to those of the "A," only reversed. The "W" is two "V's" put together. Both sides should be of the same angle. The two main strokes of the "X" should cross as near the centre as possible. Strokes one and two of the "Y" should meet stroke three at equal distance between the guide lines. The "Z" will need a lot of practice. The slant stroke should specially be gone over often.

This is only one of the many designs of "&" that are popular with card writers. The finishing strokes should not over-run the width of the main strokes. The arrows indicate the direction in which to draw the brush.

The accompanying finished cards illustrate this and last month's lesson.

**POPULAR  
STRAWS  
THE APPROVED  
MODELS  
\$250**

A finished show card which the student should now be able to make.

**Cleanliness of the Show Card.**

There are many little things which a beginner has to be careful of while learning to write cards, and most of them are found out by experience. Here is one which some think should be left to a person's own common-sense; but I'm sure that a little time spent on it is not lost as it results in less work for you and less expense for the store in which you are employed. It is the cleanliness of the show card. It is often a great surprise to me, when I go into an exceedingly clean, well-fitted store, to note show cards or price tickets soiled from finger marks or dust stained from long usage. The reason why these cards are left up has always been a mystery to me. There is just as much sense in a merchant or clerk wearing a dirty collar as there is of having a soiled ticket up for the public to see. These cards should be cleaned up if possible, and if that cannot be done, replaced with new ones. There are several kinds

How the hand should hold the brush.

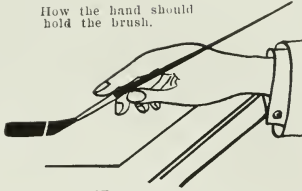


Fig. 3.

# FOR THE OUTING

SPORT SHIRTS
DUCK PANTS
BELTS

75¢ TO \$2.
\$1. TO \$6.
25¢ TO \$1.

*A completed card that will soon be appropriate.*

of rubber used for cleaning marks of cards but few if any will take a finger mark off completely owing to its oily nature. The best method for the removal of these disfigurements I know is by using dry pumice stone. This, when rubbed on with a clean cheese cloth, will remove the spots successfully. It should always be kept in a flat wooden or cardboard box that is easily gotten into.

Rub lightly until the spot is removed. By using this you can save many dollars' worth of tickets in a lifetime, and it makes the cards almost as good as new.

There are many other kinds of stains which mar the appearance of a show card and that cannot be removed successfully. This card should then be destroyed.



*The Conspicuously*  
**Well Dressed**  
**Man**  
*Will have in addition*  
*to his Derby*  
*at least one*  
**Soft Felt Hat**



FROM MEN'S WEAR STORES.  
 Nos. 1 and 3 are cards that would attract attention in any window and are particularly adapted to the present rage for black and white. Suitable wording in blue inside. No. 3 used by Dineen's.



# DO YOU KNOW WHAT STOCKS YOU HAVE?

A Simple and Efficient System Used in a Woodstock Men's Wear Store—Quickness in Ascertaining When New Stock is Necessary.

## THE A.B. KNIT GOODS Co

**W**HAT is the extent of your stock? How many sweater coats have you? How long does it take you to find out just how many hats, size 6 $\frac{3}{8}$ s you have in stock? How much or how little trouble is it to you to find out when you are running short of underwear?

No.	PRICE	NAME	SIZE	SIZE	SIZE	SIZE	SIZE
			36	38	40	42	44
51	5.00		///	////	///	///	////

*Handy stock card in Woodstock store.*

All these rambling, haphazard questions and a score of others are intimately relevant to the successful conduct of a men's wear store. One of the most important parts of making a men's wear business pay you a profit is the system employed in keeping tab on the stock.

When The Review was in Western Ontario the other day we came across a good system for keeping check on stock by means of a supplementary stock book. This is kept by the genial head of the Men's Wear Department of the John White Store, of Woodstock. He claims that he can tell by a reference to this supplementary stock book exactly the number of sweater coats, hats or whatever the case may be, which are in stock, as apart from those in the department shelves, or in the window.

The best way of grasping this system—which is not urged as a new or novel thing at all, but simply a very useful method—is by looking at the drawing which is on this page. That shows at a glance the system in its working. But in brief it is this:

A page is given to each manufacturer. In this case we are taking a manufacturer of sweater coats. Everything relevant to this manufacturer and his goods is entered upon this page. The number, the size, the name of the brand—if it has one; the price, and any other particulars.

Then the number of sweater coats in stock is indicated not by the single digit, as 9 or 7 or 5 as the case may be. It is shown by a series of strokes, one for each. This is indicated in the drawing herewith. The number of upright strokes tells the salesman exactly how many sweater coats of any and every size he has in his stock room, at any given moment.

Then, each time a sweater coat, or a number of sweater coats, are moved from the stock on to the department shelves or into the window, the one who takes them from stock marks them off in the book by crossing the upright line by a diagonal. This is shown also on this page.

Then the salesman, when he wants to find out whether or not his stock is getting low, or just how it does stand, has but to go through his pages, and he can see at a glance the number of upright strokes still uncrossed. That is the number of sweater coats he has in stock.

An important point about such a system is that the stock book is not only numbered as to pages, but is also indexed. This is obviously very important. A book of this sort without an index is like a ship without a rudder.

Note that the diagonal line does not indicate that a certain sweater coat is sold. It simply tells that it has been moved from the reserve stock into the usable, saleable stock, either on the shelves or the window. But for the purpose of reserve it is then looked upon as sold. It has gone from the reserve, even though it has not yet gone actually out of the store.

The system is very simple, but its simplicity is its forte. A more intricate method might not be half so serviceable.



### A TWO-DOLLAR HAT POLICY.

**T**HE question of the standardization of the \$2 hat is coming up again for discussion. An important store in Toronto is selling its new Spring hats at \$2. This is the same grade of hat that has always fetched \$2.50 heretofore. Moreover, the price of \$2 is an opening price. These goods were put out right at the beginning of the season for \$2.

This looks like creating a precedent. It is something new for Toronto. We have been used, from time immemorial, to the \$2 hat when it is one that has been reduced and was originally \$2.50 or \$3. But for the first time a prominent hat man has put out his new Spring stuff at a first price of \$2. What does it mean?

A visit to this store was made to find out what it meant. Was it a change in policy? Hereafter would the dealer start his new lines going at \$2, thus committing himself definitely to his price?

He was very definite about it.

"This," he said, "is not creating a new standard. I am not, by putting out these fedoras and Christies at \$2 committing myself to the \$2 hat. I have done it to try it out. I did the same thing, though not perhaps so publicly, in the Fall. I want to see the comparative results; to find out whether my business would pay better or worse if I were a \$2 hat man."

"But these are all new Spring hats?" we suggested.

"Absolutely. These same lines I have sold season after season for \$2.50."

"Is this a war measure?"

"Partly—yes. There is no doubt that the public needs tempting this year. All of us retailers have to devise special ways to get the business. The average man is not buying as readily as he was before the war. Well, other retailers have to meet the exigency. If a man requires some tempting it's up to the retailer to tempt him."

"I am figuring it on this basis," said this dealer, "by putting out this new stuff at \$2 I figure I can sell three hats for every two I would sell at \$2.50. That is, assuming that the price I pay for the hats is the same, whether I sell at \$2 or \$2.50, I am getting in money \$6 for three hats in the same time that I would be getting \$5 for two. In the aggregate, that turnover will be considerable, and while the profit isn't as much on each of the three individual hats at \$2 as it is on each of the two at \$2.50, the extra number I sell at the low price makes up the difference.

## OF A PERSONAL NATURE

AMONG the businesses hit most seriously by the Lusitania disaster were those of dry goods and haberdashery. The bulk of the Canadian dry goods buyers traveling on this vessel were from Toronto. But several were from Montreal, Hamilton and other cities.

Men's wear was represented on the vessel by representatives of three of the largest hat firms in Montreal. Two of these escaped, but the other, Duncan Stewart, representing James Coristine & Co., evidently was lost, as his name has not yet appeared on the list of survivors. Those who escaped were A. T. Matthews, buyer for the Redmond Co., Ltd., and R. L. Taylor, buyer for Boulter-Waugh, Ltd.

Duncan Stewart's tragic end will be deplored by the whole of the trade, for he was well known and respected as a man of sterling character not only in the hat trade, but by a wide circle of friends in Montreal and other Canadian cities. He was married, and had three children.

Duncan Stewart has been connected with James Coristine & Co. for a year, replacing the late John Sandham, who died last Fall, as buyer. Formerly he was on the road for this firm, covering the Ottawa Valley and Northern Ontario. Prior to joining the staff of James Coristine & Co., he was connected with several Montreal houses.

The other two hat buyers appear to have had narrow escapes. Mr. Taylor, of Boulter-Waugh Ltd., Montreal, got away in the last boat launched, which was almost struck by the Lusitania funnels when the vessel heeled over. He was thrown into the water, but was rescued again. A despatch states that Mr. Taylor saw the periscope of a submarine six lengths away from the boat in which he was rescued.

Another men's wear representative who narrowly escaped was Allan Barnes, a former member of Tooke Bros. staff, who was rescued in an exhausted condition. He recovered sufficiently to be transferred to London.

The clothing business was represented on the list of those saved by Joseph Levinson, a member of the firm of S. Levinson, Son & Co., 311 Notre Dame street, Montreal, who was on a buying trip. Robinson Pirie, buyer for Sandford's, Hamilton, Ont., was also on board, and was among those who escaped.

Among the victims of the Lusitania was Mr. George R. Copping, president of The Reliance Knitting Co., Toronto, and connected with a number of other industrials. Mr. Copping was going over in connection with war orders in knit goods and was accompanied by his wife, who had expressed anxiety over his going over alone, owing to the submarines. Definite word of the loss of Mr. and Mrs. Copping was cabled by Mr. A. R. Clarke, the well-known manufacturer, who himself had a hard fight in the wreckage for safety.

The late Mr. Copping was once connected with Dominion Textile Co. and was vice-president of Canadian Converters. Five years ago he associated himself with the Weldons in the paper manufacturing business and as a director of the Provincial Paper Mills Co., managed the

Barber Mills in Georgetown. He was also president of the Brinton Carpet Co. of Peterborough, and had a manufacturers' agency in Toronto in men's wear, operated chiefly by his son, Mr. Norman Copping. A second son, Russell, is in the Peterborough works.



*The late Mr. George R. Copping, president of the Reliance Knitting Co., who lost his life on the Lusitania.*

Mr. Copping for all his business activities believed thoroughly in recreation, and was a popular member of the Royal Canadian Yacht Club, the Granites Bowling Club, the Mississauga Golf Club, as well as a motorist. The body was recovered and will be brought home for burial.

The Peabody Overall Co. of Walkerville has been given an order for 200,000 pairs of khaki wool serge pants for the British War Office.

H. E. Burdick, manager of the R. J. Tooke store, 493 St. Catherine St. West, Montreal, has severed his connection with the firm, and has been succeeded by S. Meltzer.

H. W. Kerr, who has been in charge of the oldest store of R. J. Tooke, at 177 St. James street, Montreal, has been placed in charge of the new store on the same street.

The Toronto Clothing Store, Richmond, Que., moved on May 1 into the R. E. Dyson block.

A new men's furnishing store has been opened in Peterborough, by Mr. Wellwood.

Scotland Woollen Mills have opened a branch in St. Thomas.

A. E. Henderson, St. John, N.B., has opened up a men's suit and overcoat store, both in custom tailoring and ready-mades. The cabinets and other fixtures are of mahogany and the store presents a fine appearance.

The St. Lawrence Political Association of Montreal, has nominated Mr. A. Harry Wolfe, maker of military caps, etc., as an independent candidate for the Cartier division. Mr. Wolfe has had valuable political experience before. When living in Toronto he was a member of the Committee of the South and Centre Toronto Conservative Club, and during the last Federal election was chairman of St. George's Ward Association of Ottawa. For nine years he served in the Canadian Medical Corps and Canadian Field Battery.

\* \* \*

The Montreal Custom Tailors have opened a store for men's and ladies' wear in the Carman block, Regina, Sask.

\* \* \*

Mr. A. D. Farrah, of Newcastle, N.B., who is doing business under the name A. D. Farrah & Co., intends carrying on a clothing business under his own name.

\* \* \*

Mr. W. A. Storey, president of the glove manufacturing firm of W. H. Storey & Son, Acton,—the Canada Glove Works—has disposed of his interest to H. T. Arnold & Son, Georgetown.

\* \* \*

The Penman knitting mill at Thorold re-opened on May 10.

\* \* \*

Gordon F. Thorp, men's wear dealer, Estevan, Man., was united in marriage to Miss A. H. Baird, daughter of Col. Baird, of Elm Creek.

\* \* \*

George McLeod of Calgary, is enlarging his men's wear store in order to handle the increase in his business.

\* \* \*

Pte. Harold Meredith, 48th Highlanders, Toronto, tailor on Bloor street, was wounded at the front.

\* \* \*

Dugald Campbell has been appointed secretary of the Dominion Commercial Travelers' Association in succession to the late H. W. Wadsworth. He was for many years Mr. Wadsworth's assistant.

\* \* \*

Wm. Nickell & Son have opened a new men's furnishing store in Sarnia, Ont.

\* \* \*

Glass & Lyons, men's furnishes, Deloraine, Man., have dissolved partnership. Mr. R. R. Lyons continuing.

\* \* \*

Douglas C. Macaulay, who was with his father in the men's furnishings business in St. John, N.B., died after only a few days' illness of pneumonia.

\* \* \*

A vandal mystery has drawn out an offer of \$300 reward from Mr. Frank Burton, the King Street tailor, Toronto. His workshop was entered and 30 suits and 12 military overcoats out to ribbons. These were soaked in oil and the gas jets left on. The net loss was \$1,000.

\* \* \*

Mr. W. C. Hunter has purchased the entire stock of Hunter Bros., Limited, clothiers and furnishes, Barrie, Ont.

\* \* \*

Mr. Milton Reynolds, Wheatley, Ont., has bought the men's wear business of Mr. F. J. Godfree.

Murray & Michaud, clothing manufacturers, Montreal, have been succeeded by Michaud & Scovil, James Scovil and J. E. Ouimet, who were formerly associated with the company, becoming partners with L. E. Michaud. The business will be carried on as usual, manufacturing high-class clothes.

\* \* \*

The E. J. Von Gal Hat Co. has just been reorganized with John Dawson as president. The plant at Niagara Falls, Ont., that has been closed for some months is expected to resume shortly, on orders that will keep it going for months.

\* \* \*

Henry Marks has taken over the business formerly conducted by Spencer, Murray and Co., 190 St. James street, Montreal.

\* \* \*

Clinton lost one of its most valued residents in the recent death of Mr. Thomas Jackson, Sr., in his eighty-fourth year. Mr. Jackson carried on a tailoring and clothing business in Clinton for over thirty years. On his retirement his sons took over the business and have conducted it since under the name of the Jackson Manufacturing Co. The late Mr. Jackson was elected Mayor for four years, 1900, 1901, 1902 and 1903 and served as councillor for five years in addition.

\* \* \*

A burglar operated on Craig Street, Montreal, early in May, and made a clean get-away. The last place he called at was E. Aboud's haberdashery, jewelry and shoe store, 131 Craig St. West. He secured \$600 worth of stock, choosing some of it from a window fronting on Craig Street.

\* \* \*

A Montreal hatter, who has gone to great expense in securing a stock of Summer hats, among them being several especially suited to outdoor sports, has decided to secure a small canoe, and a boy holding a fishing rod, as a setting for his display of hats. This he will display towards the end of May—just about the time when vacations begin.

\* \* \*

The town of Walkerville has passed a by-law requiring tailor, dry goods, jewelry, boot and shoe and meat shops to close at 7 p.m. except Saturdays.



## WITH OUR ADVERTISERS

From Information Supplied by Sellers, But for Which the Editors of The Review Do Not Necessarily Hold Themselves Responsible.

With the Summer season comes an increased sale for garters, and wide-awake retailers will do well to anticipate this demand. A garter to be satisfactory must stand the strain of a season, at least. Recognizing this, The Arrow Garter Co., of 314 Notre Dame St. W., Montreal, are putting out a new garter under "The Arrow Brand," made of heavier web than usually employed, and finished with specially constructed buckles, etc., an unequalled guarantee going with every pair, to the absolute protection of the dealer. These are being sold at war time prices, which allow a very comfortable profit. Arrow garters are made in Canada, and already are being sold in many of the leading men's wear stores.

The Men's Wear Review Chart of Correct Dress for all Occasions.  
DAY WEAR.

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETERAS
BUSINESS, EVENING, MORNING AND WEAR	Single or breasted jacket or plain or braided	To match coat, or of high cut, else double with long roll.	Like jacket cut-away or grey soft.	Black or pearl derby	White or colored plain or pleated	White wing double fold	Four-in-hand or bat-wing	Yellow, grey or tan kid or tan kid	Cotton, silk, or subdued colors	Black or brown, high top, plain or fancy uppers, black or white or light spats	Chesterfield or form-fitting; grey or black	Single pearl, jeweled links, or light weight cane.
MOTORING, GOLF, GENERAL COUNTRY	Norfolk or jacket in grey, brown (over)	To match coat, fancy fabric	Same as flannel; knicker-bocker, buckle, knicker-bocker breeches	Clubs, felt, Alpine cap	Neeliege; soft cuffs.	Soft cutaway, or fastened or kerchief	Four-in-hand or sailor's knot or stock	Yellow chambray or special sporting	Wool stockings, plain or colored or puttees	Brown low brogue boots, leggings	Raglan fitting or cape	Plain gold pin
WEDDING, CALLS, RECEPTIONS, AFTERNOON WEAR	Cut-away or frock, d. breasted, black or braided or plain.	Same as coat, s. or d. breasted, double breasted low	To match coat or grey striped, worsted grey	High silk	Stiff or white; stiff cuffs; fancy	Wing or poke	Ascot or four-in-hand to match gloves	Black, tan or white, grey suede	Black or dark colored plain	Patent leather or dull calf (black or hare); plain tops	Frock, buff, or Chesterfield	Pearl or or diamond studs, gold chain; plain gold links

EVENING WEAR.

EVENING, WEDDING, BALLS, THEATRE, OCCASIONS.	Evening tail coat, frock, or satin.	White s. or d. of plique, or black, grey, or fancy silk	Same as material as coat, one broad cutaway with braids	High silk, with broad corded silk band	Stiff, with single cuffs, white, plain plique, two studs showing	Pique or white	Butterfly, with round or straight white or small plique pattern	Plain white or white, or white cane for theatre	Black, grey, silk or other subdued color	Patent leather pumps	Frock, Chesterfield, or in dark blue or black	Pearl or links and studs, platinum bar chain
INFORMAL, DANCER, STAG, DINNER, HOME, ETC.	Evening jacket, s. or d. black.	Same as above — white, black or grey	Same as above	High silk or plique	As above or, for Shantung, plated bosom	Same above	Same as in black	White back	Same as above	Same as above	Same as above	Same as above



## Feature Number 9

and it's not the least important feature either, but is the direct and unvarying result of the others combined.

When you feature **KANTKRACK**

—the collar that wears almost double as long as any other collar

you are paving the way for continued profitable business, for every collar gives absolute satisfaction to the wearer.

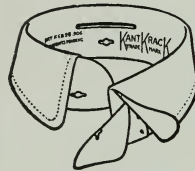
**KANTKRACK** coated linen collar has several features that are exclusive to itself; among others, the flexible lip, the long slit over the back buttonhole, the reinforced back buttonhole, the cemented and riveted flexible lip, etc.

**KANTKRACK** are made in "one grade only and that the best," but in all styles.

Which fact means easier selling and less stock. Try them, as we guarantee absolute satisfaction to your customers and stand back of it.

*Sold Direct to the Trade.*

**KANTKRACK**



### FEATURES

- The heavy flexible lip.*
- Cemented and riveted lip.*
- The long slit over back buttonhole.*
- The reinforced back buttonhole.*
- Waterproof but odorless.*
- Cleaned easily and quickly without cost.*
- Made of fine waterproof coated linen.*
- Made in Canada by expert Canadian workmen.*
- Try one on the absolute guarantee of the makers. "We stand back of it."*

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



MADE IN

CANADA

## Unbeatable prices on guaranteed garters

Every pair of Arrow Pad Garters is guaranteed to be absolutely perfect—without defect in the making and to be made of the best materials obtainable.

If a pair for any reason is not found to be as we claim it will be replaced.

We make full line of arm bands.

Send a small trial order to-day.

- No. 386. Price only \$24 per gross. Made of ¾ cable web and moire top. Rubber protected button.
- No. 396. \$25.50 per gross. Made of ¾ cable web and silk top. Rubber protected button.
- No. 375. \$45 per gross. Made of ¾ silk cable and silk top. Rubber protected button.

**Arrow Garter Mfg. Co.**  
314 Notre Dame St. West, Montreal

# "Craftana"

Registered No. 202,478

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 Seam'less  
Perfect in Fit  
Guaranteed Unshrinkable**



THE ACME OF PERFECTION IN FOOTWEAR.

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

## They're Made Strong

and of the best materials that the money can buy. Parents everywhere are pleased with

### POOLE'S Paragon PANTS

A boys' trade built with them as a foundation is a growing one. They are made in all the best styles for boys, from selected British materials, and finished perfectly. Every part is strong and resists the over-vigorous boy.

Samples will be sent on request.

We specialize on men's and boys' pants.

### GEO. C. POOLE & CO.

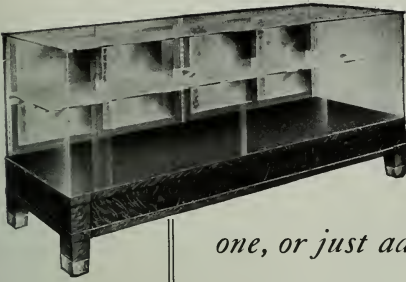
Successors to the  
**ANDREW DARLING COMPANY, Limited**  
DARLING BUILDING. TORONTO



All Styles

One dollar a year is all it costs to have this publication sent to you for one year.

Can you think of any way of spending that dollar to better advantage?



## Thinking—

*of fitting out a new store, re-modelling and refitting your old one, or just adding a few more modern fixtures?*

No matter of which you are thinking of, or planning on doing, why not call in expert advice when it costs nothing?

If you have a pre-sent or future problem in store fitting to solve, we will be pleased to assist you through our service department.

We are specialists in store fitting, why not ask our advice?—Write to-day.

## THE WALKER BIN & STORE FIXTURE COMPANY, LIMITED

BERLIN, ONTARIO

**WESTERN AGENCIES:** Vancouver—R. J. Borland, Room 611, Northwest Trust Bldg.; Edmonton—Edmonton Specialties Company, 113 Howard Ave.; Saskatoon—North West Specialty Company; Winnipeg—Watson & Truesdale, 120 Lombard St.

**EASTERN AGENCIES:** Ottawa, Ont.—Geo. Cameron, 414 Gilmour St.; Montreal, Que.—W. S. Silcock, 33 St. Nicholas St.; St. John, N.B.—R. R. Rankine, 110 Carmarthen St.



MANUFACTURER OF  
Military Uniforms, Headwear and  
Equipment

## Officers' Khaki

CAPS, HELMETS, GLENGARRYS,  
SWORDS, BELTS, BUTTONS,  
BADGES and TRIMMINGS, etc., etc.,  
FOR ALL RANKS, Carried in Stock

Write or Wire for Catalogue

GET AFTER BUSINESS YOU ARE LOSING  
WITHOUT ANY INVESTMENT

**A. HARRY WOLFE**  
248 Notre Dame West, MONTREAL

## Highest Grade Man's Figure

NEWEST PARIS MODEL DUPLICATED



Strong features: the new Bromide tone.

Jointed arms covered.

Form in latest design, 38 chest (36 if ordered).

Patent Leather shoes supplied, fitted to each figure.

Will stand firmly anywhere. (No brace or string required.)

Beautiful manicured hands.

A high-grade figure is the strongest window advertising medium on earth.

Will pay for itself many times over in a surprisingly short time.

The price considering the quality—tone of advertising obtained—well!

If you handle up-to-date men's furnishings you cannot afford to be without one.

Write for price.

**A. S. RICHARDSON & CO.**

Old and Tested

99 Ontario St., Toronto



## Every Business Executive

interested in the business press of his field should attend the 1915 Convention of the Associated Advertising Clubs of the World at Chicago, June 20th to 24th

This is not a convention for advertising managers only. It will particularly benefit those who are up to their elbows in business administration and who control the buying of advertising and printing, the direction of the sales force, the costs of manufacturing.

Presidents, General Managers, Sales Managers, all should be and many will be there.

Join them. Visit the representative American

city. Get the ideas of the big men in business. Listen to the addresses on business topics by distinguished men; President Woodrow Wilson, William Jennings Bryan, Arthur Brisbane, Henry Watterson, John H. Fahey and others. Participate in the departmental sessions and discussions nearest your business.

And don't forget to bring the ladies along—a special committee of the Chicago ladies will see that they are entertained royally.

**For further information, Program, Rates, etc., address  
Convention Bureau, Advertising Building, Chicago, Ill.**

**MEN'S WEAR REVIEW**

143-153 University Avenue, - TORONTO





**Dr. Neff's**  
*Pure Wool*  
**Underwear**

—your  
best  
ad.

If satisfied customers are your  
best advertisement, then—

**DR. NEFF'S** PURE WOOL  
**UNDERWEAR**

will prove mighty fine advertising for you. For this popular combination underwear with the perfect closed crotch, which neither binds nor gapes when worn and the pure worsted yarn that is so treated to feel as soft as down, will give satisfaction every time.

Plan now for a good Fall and Winter business by seeing the 1915 samples of Dr. Neff's Pure Wool Underwear.

**Thos. Waterhouse & Co.**  
LIMITED

INGERSOLL, ONT.

AGENTS:

W. R. Mosey, Toronto; Garneau Ltd., Quebec; J. W. Park & Co., Winnipeg and Vancouver.

*Dufferin*  
**SHIRTS**

*Made in  
Canada*

*The Sport  
Shirt*



—1915's new outing shirt in a very extensive range of styles ranging in prices from \$9.00 to \$12 dozen.

Select a few numbers from our attractive showing of soft shirts with French cuffs for street wear.

Mail orders given prompt and careful attention.

*The Army Service Shirt*

The correct shirt for our officers and men. Made from our carefully selected qualities of khaki. Drills at \$16.50, Poplins, \$21.00, Fine Flannels at \$24.00 and \$30.00. Two collars with each shirt.

Send for a trial shipment.



**DUFFERIN SHIRT CO.**

*Makers of Outing Shirts, Night Shirts, Pyjamas,  
Lounging Robes, Bath Robes and House Coats*

914 Dufferin Street - TORONTO

## We have added Men's Balbriggans, Light Weight Merinos and Worsteds to the IMPERIAL UNDERWEAR Range



LOOK AHEAD  
PLAN AHEAD  
BUY AHEAD  
FOR 1916

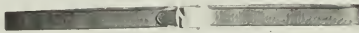
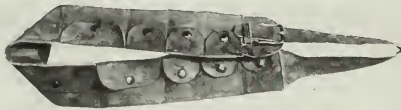
Even now some of Canada's high-finance men assert that they see signs of business improvement, and claim that Canada will recuperate from her business depression very rapidly. We're planning on a bigger than ever 1916 business in Men's Underwear by adding to above new lines, samples of which we will be pleased to submit for your approval.

You can't lose by ordering now and  
you are almost certain to gain.

**Kingston Hosiery Company**  
KINGSTON, ONTARIO

ESTABLISHED 1880

## SOLDIERS', SPORT, AND DRESS BELTS



We manufacture 6 good selling lines for soldiers to retail from 75c to \$1.50. Samples on request.

Men are becoming more in favor of the suspenderless trousers—the close-fitting waist line and the leather belt. We are showing a very fine range of Soldiers', Sportsmen's and other belts. The upper illustration shows the regulation Military belt (lightweight), used also for Sporting purposes; the lower is our new adjustable style.

Order a sample dozen to retail at 50c. We will sell you 12 kinds at \$3.75 a dozen.

**Western Leather Goods Company**  
LIMITED

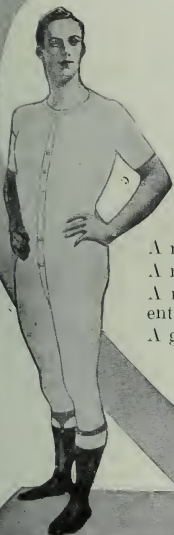
1191 Bathurst Street      ∴      ∴      Toronto

To insure the regular delivery of this paper to your address, see that your subscription is sent in at once. One dollar entitles you to twelve issues. After looking this one over, you will no doubt have a strong desire to read it each issue.

**MEN'S WEAR REVIEW**  
143-153 University Avenue, TORONTO

# ZIMMERKNIT

## HIGH GRADE UNDERWEAR



A name to conjure with!  
 A name that signifies unusual quality in a moderate-priced line.  
 A name that stands for a well-made Canadian article, backed by a Canadian enterprise that has grown and grown—and is still growing.  
 A good name for *you* to tie to, in your Underwear Department.

**Zimmerman Manufacturing Company, Limited**  
**Hamilton, Ontario**

Agents: E. H. Walsh & Co., Toronto; W. R. Begg, Toronto;  
 A. R. McFarlane, Vancouver.

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# The Publisher's Page

By F.M.A.

## *"You have the greatest opportunity in Canada"*

† A prominent men's wear manufacturer said this to us last week, referring to Men's Wear Review.

† We know it and realize our responsibility to represent in a big, useful way the men's wear interests in Canada.

† And we are doing it. The standard set with the last three issues will be maintained and the service improved in future numbers.

† We have the necessary organization to make and keep up the editorial efficiency that has already made this paper essential to the live dealers in Canada.

† We set the pace. Men's Wear Review is creating a new standard that has never been attained before in this country, i.e., a paper that is not only attractive, but useful and authoritative.

† Men's Wear Review is getting that preferred attention that makes any paper a valuable advertising medium. Editorial superiority commands that attention, and will continue to do so.

† Watch for the July issue. We promise you a splendid number.

† By the way, \$25 a month entitles you to talk to these live men's wear dealers in page space in Men's Wear Review. Can you think of a more economical or effective way of spending \$25 a month to reach these dealers in Canada who should be selling more of your goods? Just think it over.

**MEN'S WEAR REVIEW**

Publication Office: 143-153 University Ave., TORONTO



# BLACK PRINCE

## THE WORKMAN'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 workman. 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*

# More business, extra profit, without any extra cost to you !



BRITISH WARM COAT

This is what the securing of the Crown Tailoring Agency for your town will mean to you, Mr. Merchant.

The patriotic wave which has swept through the Country has resulted in the formation of hundreds of Rifle Clubs, Home Guard Associations, etc., thus materially increasing the demand for military and semi-military tailoring. Some one is going to supply the requirements of your local organizations, and incidentally reap the handsome profit accruing therefrom.

Write us to-day and let us show you how to handle this proposition satisfactorily and profitably through the Crown Tailoring Agency. Our Garments stand for quality, and our experience and equipment are such as will enable you to meet the most exacting requirements in the shortest possible time.

Thus you will not only secure the Club and Military tailoring of your locality, but the Crown Tailoring Standard will attract the best class of business in your town—the class that cannot be suited from made-up clothing stock.

Drop a card to-day.



The Crown Tailoring Co., Limited  
TORONTO, CANADA

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# MEN'S WEAR REVIEW

Vol. V No. 6

JULY, 1915



**THE MACLEAN PUBLISHING COMPANY LIMITED**  
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE, TORONTO



28 "Service" Branches Throughout  
Canada.

Canadian Consolidated  
Rubber Co., Limited  
MONTREAL, Que.



Our New Catalogue  
of  
"DOMINION"  
RAINCOATS

(entirely made in Canada)

IS NOW READY

---

SEND FOR A COPY TO OUR  
NEAREST BRANCH  
OR TO



Canadian Consolidated  
Rubber Co., Limited  
MONTREAL, Que.

28 "Service" Branches Throughout  
Canada.







The  
**BAT**  
IS  
THE THING  
FOR SUMMER



**THE STRATHMORE**  
Dark blue foulards, assorted size,  
white dots.  
\$1.50 per dozen.



**THE PARISIAN**  
Fancy stripes and figures,  
bias, ends pointed.  
\$5.00 per dozen.



**THE LONDON.**  
Neat dark effects, square ends.  
\$1.50 per dozen.



**THE ROMAN.**  
Plain color silks with contrasting  
fancy borders.  
\$3.00 per dozen.



**THE PREMIER.**  
Black, dark blue and white only  
—a staple.  
\$3.00 per dozen.

STANDARD Bats are well made—of exclusive patterns, and so priced as to allow you a fair margin of profit. Now is the season of the year to display new bat ties.



**THE JITNEY**  
Black and white insert in center  
edges, all principal colors.  
\$1.50 per dozen.



**THE PRINCE GEORGE**  
Light colored silks in bias effects  
\$1.50 per dozen.

**Special Offer to Canadian Merchants**

Send us draft for \$7.50 and we will send by parcel post prepaid a trial assortment of these Bats, consisting of 1 dozen of \$1.50 per dozen styles and 2 dozen of \$3.00 per dozen styles.

**STANDARD  
NECKWEAR  
COMPANY**

BOSTON

MASS



**THE WINDSORLETTE.**  
Flowing end bat of foulards and  
colored crepes.  
\$3.00 per dozen.



## For Men's Wear

Men's Furnishing stores are patronized regularly by every man and boy, and very frequently by girls and women. These people are all logical watch users.

With Summer at hand, with its knock-about outdoor life,—camp life, hunting and open-air sports,—the Ingersoll combination of Accuracy, Durability and Economy is just what is wanted in a watch. The Ingersoll watch withstands this usage better than an expensive watch, and if it should be lost or damaged, the loss is trivial.

Your customers are well acquainted with the Ingersoll Dollar Watch. The name "Ingersoll" on the dial means to them "a reliable, guaranteed time-keeper at a very low cost." They know that an Ingersoll is the same serviceable watch regardless of where sold.

It only remains for you to show the watch with "Ingersoll" on the dial in one of your showcases. Remind your trade that they need an Ingersoll.


If your stock of them is low, now is the time to write your jobber, or us, for a special assortment of watches and advertising.

**Robt. H. Ingersoll & Bro.**

200 McGill Street Montreal, P. Q.

You know Overalls, Uniforms,  
Shirts and Coats are



if they  
have this   
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 . . . 260-262 Church St. St. Paul . . . 238 Endicott Bldg.  
Chicago . . . 223 W. Jackson Blvd. Toronto . . . 14 Manchester Bldg.  
San Francisco, Postal Telegraph Bldg. Winnipeg, 430 Hammond Block  
St. Joseph, Mo. . . Saxton Bank Bldg. Montreal . . . 489 St. Paul St.

# Style-Craft

## Clothes Refinement

**T**HERE'S a whole lot the average Man knows about clothes that is not outwardly apparent, but which is felt by the under-current of enthusiasm or lack of interest.

There's something about Style-Craft Clothes refinement which gets under a man's skin. He knows or feels when he looks at a Style-Craft Suit that it is right, the Style of Cloth, the Cut, the Finish—he gets the desire to possess, which means a sale.

Now, to get Style-Craft Tailored Clothes refinement into your business does not mean the carrying of a large stock. Our made-to-measure department enables you to accomplish in sales and profits what many men fail to do with a store full of clothes—with a large investment.

The Style-Craft made-to-measure agency—charts, style-books, sample swatches, etc., is open to a live merchant in every town. How about you?

Right now there is a good 'tween season business being picked up in tailored suits. Why not get your share by writing to-day for the Style-Craft Agency?

We make everything in Military and Semi-Military uniforms for all ranks to measure. This business is now at its best.



E. G. HACHBORN and CO.

New Address, 50-54 York Street

TORONTO

CANADA

*"I take the paper home over the week end regularly and spend a couple of hours on it when I am free and get a chance. I read it from cover to cover and get a lot of valuable information from its pages.*

*"I rely on MEN'S WEAR REVIEW for my style points and I have never found them to fail me yet."*

THE above statement was made to one of our editors by a prominent men's wear dealer in London last week.

MEN'S WEAR REVIEW has attained a reputation as a useful paper, not a paper that you glance over and throw aside. Take this number you have in your hand. Haven't you found it interesting, authoritative and practical?

NOW would you spend one dollar for the privilege of reading this paper each month for one year? If so, sign attached coupon and return to-day, so as to make sure you will get each issue as published.

SIGN, TEAR OFF AND RETURN TO-DAY

This is Your Part



**MEN'S WEAR REVIEW**

143-153 University Avenue  
TORONTO, ONT.

.....1915

Gentlemen:

Please enter my name as a subscriber to your paper for one year, starting with August, 1915, for which I agree to pay one dollar on receipt of invoice.

NAME .....

ADDRESS .....

MAKERS OF



CLOTHING

QUALITY BRAND

We have a splendid stock of cloths for Fall suits and overcoats.

Though there is a general scarcity of materials in the trade, we are showing a very complete range of samples in our Fall suits and overcoats. We are experiencing no shortage of stock, and are prepared to handle the requirements of the trade.

In March and April, owing to the general conditions, the merchant could not anticipate his needs. But now that the season is advanced and the crops assured our travellers will cover their territories as usual.

It is advisable to place your orders early. At this date it will be impossible for our representatives to cover all of Canada, but a wire or letter will bring to you, express prepaid, sample suit or overcoat. Wire or write to-day.

*We want new agencies for our special Made-to-measure department. Inquire about it.*

**The McAlpine-Richardson Co., Limited**

CORNER ADELAIDE AND DUNCAN STREETS

TORONTO



We are the Originators of the

## Boys' Patricia Uniforms

It has been the Biggest Selling Line  
in the history of the Clothing Business

We Stock

## Boys' Cavalry and Infantry Suits in Wool and Duck

Ask for 1 Sample Dozen

**Also Men's Palm Beach Suits**

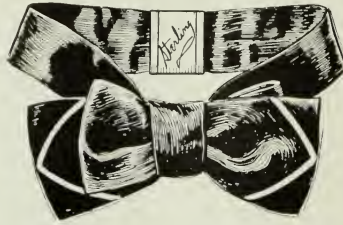
**Helleur, Gariepy & Broderick**

LIMITED

16 Craig West

Montreal, Canada

The  
latest thing



from  
Broadway

## “PIPED” BATWING

It's a “Sterling” Novelty of course—a swagger little batwing that has just struck Broadway.

It is made of Black Peau de Soie with white or colored piping set in the square end, giving a pointed effect. The colors are black with piping of white, green, red, gold, etc. Don't let this novelty pass—order 3 or 4 dozen assorted and be the first in town to show it.

The price per doz. \$4.25.

*Mail Your Order To-day.*

**STERLING NECKWEAR CO., LIMITED**

468 KING STREET WEST, TORONTO



## Wear Best Where Most Wear Worst

Double  
Elbows  
Knees  
and  
Seat.

One thing that practical parents of every wide-awake youth looks into when buying his clothes is wear. This is where you cash in on the boys' trade of your town by selling Lion Brand Clothes, for the double elbows, knees and seat in each Lion Brand suit will mean a sale every time.

Lion Brand Khaki Bloomeis and Fancy Overalls will be in big demand this season. We have the right shades at popular prices.

Write for samples.

**The Jackson Mfg. Company**

LIMITED  
CLINTON, ONTARIO

Factories at: Clinton, Goderich, Exeter, Zurich

## “King George” Suspenders



Retail Price  
50c.

Give Free  
Movement  
of  
Body and  
Shoulders

*Easily the best  
value in Canada*

**Berlin Suspender Co., Ltd.**

BERLIN

ONTARIO

*The Boston Cap*  
REGISTERED BRAND

MADE-IN-CANADA



See Our Range for Fall

This is our Boston No. 1—one of the many different patterns we are showing in our Fall range to sell at \$4.50 a dozen up. Write to-day for samples of our best sellers.

Boston Cap Co. 219 St. Lawrence Blvd.  
MONTREAL

Amalgamation  
Announcement

We announce herewith the amalgamation of

McKechnie & Tanner, Ltd.

manufacturers of the famous "Arm and Hammer" brand of shirts, overalls and trousers, with the

Defiance Mfg. Co., Ltd.

manufacturers of "Haugh" brand trousers, duck clothing, etc.

We will now be in a position to serve our customers even better than in the past as each line of manufacture strengthens the other and enables our many friends to continue with us as one account.

We will henceforth be known as

J. A. Haugh Mfg. Co., Ltd.  
658 King St. W. TORONTO



MANUFACTURER OF  
Military Uniforms, Headwear and  
Equipment

Officers' Khaki

CAPS, HELMETS, GLENGARRYS,  
SWORDS, BELTS, BUTTONS,  
BADGES and TRIMMINGS, etc., etc.,  
FOR ALL RANKS, Carried in Stock

Write or Wire for Catalogue

GET AFTER BUSINESS YOU ARE LOSING  
WITHOUT ANY INVESTMENT

A. HARRY WOLFE  
248 Notre Dame West, MONTREAL

*Craftana*  
Registered No. 262,07

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

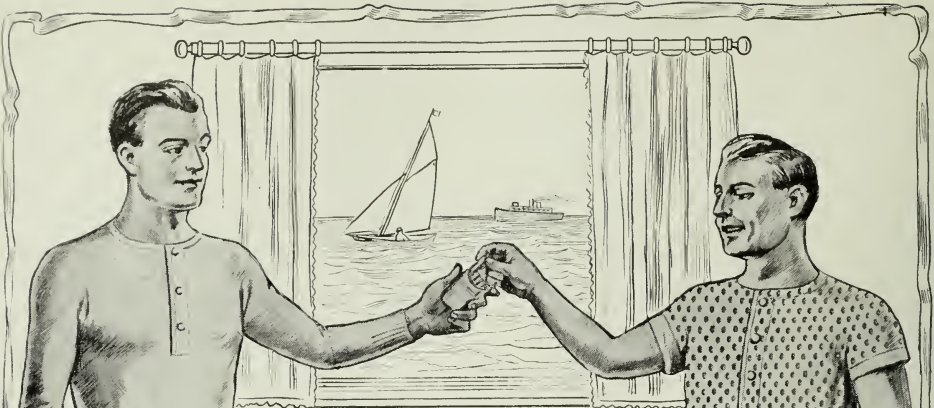
**A HALF HOSE  
FOR HARD WEAR.**

**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.



## Pick Summer Winners!

**C**ANADIANS 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 46...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. 49...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.

Licensed to make the well-known Cooper and Johnson Closed Crotch Union Suit.

Penmans Limited, Paris, Ont.



# Penmans Balbriggans





# MEN'S WEAR REVIEW

*Published Third Wednesday in Each Month*

VOL. 5

TORONTO, JULY, 1915

No. 6

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# Sales Booster

## THE SIXTH

### *A tip to young salesmen*

Don't judge a man by his clothes.

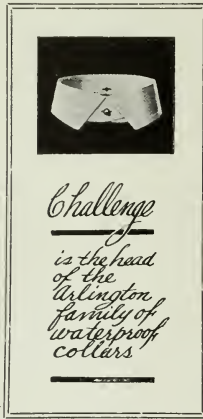
The writer a few years ago, while in the capacity of furnishings salesman in a progressive Men's store in a small Ontario City—well, Galt, if you must have the name, got this tip in a way he never forgot.

One day a customer, a laborer, according to his clothes, came in for a rubber collar. The sale was made quickly and he left without anything else being suggested to him. He walked directly into the opposition store across the street and came out with his arms full of parcels, piled them into a big six-cylinder touring car and drove off.

Who do you think he was? Well, let me give you a tip, he was more than his clothes said he was—a millionaire and a good spender. He wore a rubber collar when around his car.

You see what a nice sale was lost just because the clothes belied the man. Moral—never judge a man by his clothes.

Use this cut to illustrate your show cards.



When a man asks for a waterproof collar show him the best, no matter how he is dressed, then introduce other lines, such as neckwear, hosiery, etc., and even clothing.

Suggest a waterproof collar to every chauffeur or owner of a car—not the ordinary kind, but the waterproofed linen.

Suggest the *Challenge* as the best buy. It has features which make it the best value on the market, viz: all styles, and in the linen finish, is heavier than any similar priced line and has the easy-sliding tie space—looks just like linen, has no odor and is very durable.

Keep *Challenge*, or any of the Arlington lines, which we make in a full range of prices to suit every pocket book, right to the front. Show them on your counter

and use a display card to attract attention. A card like the one shown here, written with a crayon and using the illustration below will make a hit.

Sort your stock with Arlington collars—*Challenge* or any of the Six Grades from 70c to \$2.00 Dozen.

## The Arlington Co. of Canada, Limited

### 54-56 Fraser Avenue, TORONTO

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



We will supply handsome display cards on request. Write to-day.



# Men's Wear Review

*The Recognized Authority of the  
Canadian Men's Wear Trade*

VOL. V.

TORONTO, JULY, 1915

NO. 6

## Owed To My Puggaree

*The hours I've worn thee, O! my pug!  
Were hours of ecstasy to me.  
You fastened on my straw so snug-  
ly puggaree! My puggaree!*

*Treasure of mine, bought with a price  
Which made a hole in salary,  
If dear thou wert, yet thou art nice.  
My puggaree! My puggaree!*

*What though the fellows point and scoff,  
When your design and tints they see?  
They know I would not leave you off.  
My puggaree! My puggaree!*

*And if from fashion's ken you go  
A year from now—still shall I be  
Faithful to the dear mem'ry—O!  
My puggaree! My puggaree!*

*O vivid shades that blind and blink!  
O spots of yellow, blue and black  
I say farewell—but, oh, I think  
That you'll come back.  
Pug, Pug.  
That you'll come back.*

—H. S. E.



*New York Trim—Sporting Accessories in Attractive Pose.*

## SUMMER WINDOW TRIMS IN NEW YORK

Embodying Suggestions for Warm Weather Wear — Striking Accompaniments to Impress Uses of Goods—Extending Drawing Power of Window Displays.

*Special Correspondence of The Review.*

*Office of Men's Wear Review,  
115 Broadway, New York.*

THERE is no season when window dressing can go unbridled without sacrifice. Even though Summer time is looked forward to as the tranquil period of the year, when business relaxes from the strain of high tension and vacations are in order, no merchant can afford to relinquish his efforts to claim all the trade within his reach.

Windows devoted to Summer material become just as attractive as at any other season when they embody suggestions appropriate for warm weather wear, travel and outdoor excursions. During July and August transient trade is always an important item with every shop and it behooves the window trimmer to keep the displays particularly inviting with timely goods, and artistic in treatment. With old customers the shop's prestige is always at stake and with the stranger, who at this season is a frequent visitor, the window is his only recommendation.

The whole business decalogue has been frequently

summed up in this one commandment: "Keep the customer"; but if you stop and consider you will realize that there is an equally important obligation demanded of you first. It might be labeled: "Get the customer." It is this latter thought that explains why one concern prospers while its neighbor, surrounded by the very same environments, breathing the same commercial atmosphere and likely selling the very same merchandise, is unsuccessful. The failure to bid for the new customer frequently causes this inequality between two shops.

### Summer Sporting Requisites.

As an example of an attractive and efficient Summer display the illustration of a window from the shop of Rogers, Peet Company, New York, is brought to your attention. Here one observes an ideal showing of Summer sporting requisites. Both golf and tennis accessories are displayed and as they are so near in relation no effort is made in the arrangement to separate them. Two striking items are no exception. A cream silk, half-sleeved gar-



*New York Trim—Refined Display of Summer Flannels by Brill Brothers.*

ment, is shown on the left. It is attended by a low fold collar, a deep green silk bow tie and an olive green leather belt. The outing shirt seen on the opposite side, so posed as to balance the trim, is a recent novelty that has already enjoyed a wide vogue with smart sportsmen. It is made with an attached convertible collar which may be simply adjusted to either a soft fold effect or to a sailor collar as here presented. The sleeves are made in a blouse effect and so draped as to emphasize this feature and the bosom is designed with two white box pleats which are well displayed by the bust form used in the pose. A belt is also used to hold the skirt around the form.

#### **Distinguishing Marks.**

White English cashmere half hose and white silk half hose with black embroidered clockings are prominently displayed in the foreground. White buck Oxfords with white rubber soles, golf gloves and helmets are also included. The distinctive character of the goods on view is instantly recognized by the presence of golf clubs, tennis racquets and balls.

The addition of these accompaniments, which are not only striking features of decoration but add to the pleasing pose of the garments themselves, is a means of instantly bringing to the interest of the lover of these two favorite outdoor pastimes an apparel that might otherwise have gone unnoticed for the want of being properly fea-

tured as do so many other really important things. Men become accustomed to passing windows filled with the usual displays of shirts and accessories and unless some distinguishing mark is plainly in evidence a very weak impression, if any, is made.

If such auxiliaries, as are here suggested, are not a part of the merchandise carried, it would fully repay the shop to make arrangements with some concern to obtain the desired articles for display purposes. The window is also a good example of ample spacing — it is neither crowded nor skimpy. There is a vast difference between a window which is perhaps slightly overcrowded and one perhaps just a little sparing in making an appeal to the public. The well-spaced display has the advantage every time inasmuch as distinctive units receive the unbiased interest of the onlooker.

#### **Summer Flannels.**

In the next illustration a very effective trim of Summer flannels from the shop of Brill Brothers, New York, is brought to your notice. This unusual imposing display depicts the great advantage of ample spacing. Each unit is a feature in itself and this individual treatment adds immeasurably to the material value of each item. Imagine for one moment the disqualifying result if several rows of such units were crowded into the same window and you will doubtless appreciate the wisdom of generous



*This is a type of the usual high-class trims that the people of Belleville are accustomed to look for in the windows of F. W. Millard. It is a study in black and white with bat wings predominating. The mistake made frequently of making the trim so high that the eye must be raised above the ordinary level to reach the top is avoided, the whole display sloping gradually upwards to the height most easily taken in at a glance. It might be suggested that the only show card visible in the photograph, "Men's Wear," is rather too general; that fact is obvious. Some reference to the type of shirts or ties or both would carry a more impressive message, and price tickets are being used now even in the most exclusive stores. But it is a tasty and well-arranged trim.*

spacing. Garments shown in refined pose sell without reduction signs. It may require a little more work on the part of the trimmer in making more frequent changes, but the day's receipts will more than reimburse for the extra time consumed in giving the proper attention to the displays.

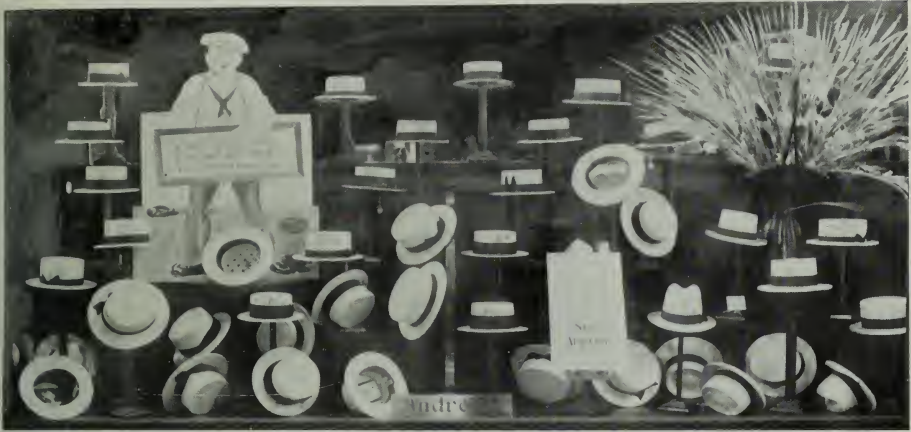
*Drawing Power in This Display.*

Two-piece white flannel suits are displayed. One coat is posed over a form to draw special attention to the natural lines of the garment and, to demonstrate further its effectiveness, a negligee shirt, soft collar and silk four-in-hand are included in the unit. The other coat is merely draped gracefully on a stand which effect lends a pleasing variation to the general lines of the trim as a whole. Special attention is directed to the good pose of the trousers which are folded over low stands so as to drape down to just the right position and expose list half hose to excellent advantage. Other appropriate accessories are

shown in a very pleasing way to add—not detract—from in arresting the attention of the passer-by, whether he be near or on the opposite side of the street, and at the same time holding his interest, than the garments themselves if presented in the striking manner here suggested.

It is plainly evident that the range of drawing power of this display is considerably longer than is the case with the average window. Some shops use boldly decorated signs and elaborate drapes in striking colors to reach the distant eye, but surely nothing could be more effectual

*Maclean  
New York.*



“ Warm weather is near,  
Sailors are here,  
So prepare ! prepare ! ”

*This is a rather clever adaptation in this window of Andrews' "Toggery," London, of the Jack Tar in a new form to call attention to a showing of straw sailors in a window or an ad. Cardboard is used to work out the idea of a sailor in the capacity of "Sandwich Man" calling the public to the duty of the hour, and the suggestion is aided by the musical clef sign at the beginning of each line, as if it were a volkicking "song of the ocean wave." At the far corner is a sheaf of grain, a different emblem. The two are wisely kept apart, but the ideas, although applying to "sailors" are in such decided contrast that some window-trim critics might be pardoned if they preferred each used in a separate window rather than being combined.*

*The window, of rich oak, opens into the store, permitting of a ledge trim. The hats are well set out, in an easy arrangement, and several novelty lines are introduced to add interest for the spectators. Note use of neat price tickets on each hat: a commendable practice. Trim by Jack Selak.*

## WINDOW OF HATS, 18 FEET HIGH

Over 20 Dozen Sailors Alone in Detroit Window -- Black and White in Checkerboard Squares—A Double Decker on Two Streets — Tub Ties — Use of Plush and Velvet.

*By a Traveling Staff Writer.*

**D**ETROIT, May 15.—A trip across the ferry from Windsor landed us on Woodward avenue, which with its immediate surroundings provides some of the most interesting types of displays in windows that can be found, probably in America. The men's wear stores, as might be expected, are fully awake to the value of their window trims because in this city of about 650,000 there is an unusually large transient population and a continual stream of people until late hours of the night. Business is concentrated here more than in the majority of cities and the men's wear stores are fairly close together and the dry goods stores packed around, three or four in a single block, and with all the competition that close connection in position involves.

As might be expected, also, ideas as to the best class of window trims are as divergent as the poles. There is one store that trims its windows to a height of over 18 ft., close to the ceiling, and puts up special equipment in order to increase the number of hats or shirts that can be crowded into the window, and another one, within a block up the street, limits its windows to a very small number of hats or shirts and has nothing higher than 2 feet. The

latter store as might be expected, appeals to a more exclusive class than the other but it all goes to show that there is as much room for originality in window trimming as in any other work on earth.

### Double Row of Windows.

Probably the best equipped for display in men's wear stores on the Continent is that of J. C. Hasse & Son, standing right on the corner, as will be seen by the illustration that accompanies this article, the store has made use of a double decker for the purpose of display, the lower set of windows being the ordinary height, and the upper the same, giving double the amount of display that is ordinarily taken advantage of by a store with a side running along street. These windows, of course, are kept brightly lighted and frequent changes are made in the trims. Great variety is shown and nearly every line carried in a large men's wear store is shown to advantage in the different divisions of this unusually extensive display. The sidewalk is wide enough at this point both in the front and side streets to allow of a good view of the upper trims as well as the lower ones.

This firm makes good use of their window facilities in cards that are sent out at various times, advertising their suits or shirts or ties or general summer wear, on cardboard about double the size of the ordinary postal card. For instance, one that was sent out had a drawing on the face of two men in summer attire with an ocean background with the inscription "Cool Comfort." On the back

"The Straw Hat Season is Open: Hunt for Yours in Here." This is the invitation in a straw hat window of MacKenzie's.

**Black and White Window.**

Kaufman's, a branch of a chain of hat stores, has a very striking window with back and sides covered with large black and white squares in checkerboard effect. The black and white is emphasized also by square rods of wood standing up at each corner and running across the bottom and top as well, covered with paper in white with diagonal black stripes. The price tickets have grounds with black and white stripes as illustrated. The ticket shown here, however, is a smaller one used on individual hats. All the shelving in the window is covered with the large black and white checkerboard squares.

**"Round the Corner" Hat.**

Truly Warner's, a branch of the well-known New York hat man, has a cottage-like effect in his front, and this is kept up in the store, the hats being piled up in rows in what appears to be the side of a cottage with a roof effect on top.

The window, however, is a rather startling study in mauve—dozens of artificial flowers hung along the sides, on cross-pieces, along the floor, etc.—an extremely floral effect in the one shade. One might almost imagine the birds singing amid the branches. The trim divisions are in the form of huge butterflies.

Truly Warner has a new hat, presenting "Round the Corner"—an odd line with the outer edges of the straw crown rounded, instead of square. The same hat, with a more extended roundness, however, is shown by a Canadian firm. This new hat, however, is played up with a dozen different inscriptions and models.

"In the last ten years the straw hat trade have looked to Truly Warner, for the first showing of correct hat styles." This "Round the Corner" model he declares, is the most becoming he has yet turned out.

**"Tub" Neckwear.**

Another men's wear display in a dry goods store had a cardboard form of a tub to show "tub" neckwear, the ordinary narrow cotton or mercerized wash tie. A couple of ties hung out through the "bottom" of the tub. This trim held nothing else except a pair of collars on either side with the ties attached.



*View of Detroit store with extensive series of double deckers.*

in display type was: "In Our Windows This Week," and in another line "Cool Suits; the Kind That Give Comfort and Pleasure. They Don't Cost Much Either;" etc. Then followed three types of these suits with the prices attached. Note, however, that the first point was that these suits were on display in the windows.

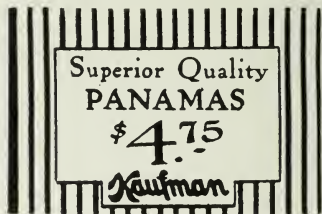
Another one also with Summer design on the front of it showing a sport shirt and on the back the same inscription: "In our windows this week," and then on the line below, "Sport Shirt, the best for golfing." The price followed and other items of interest.

On a third one suits were shown on the face, while on the back was the notice, "See Them In Our Windows." In this way the advertising called attention to the displays in the windows and linked up the two as has been found to be very effective by a large number of men's wear dealers.

**Hat Trim 18 Feet in Height.**

Woodman's have the distinction of being able to put in their window the largest number of hats of any window in Detroit including sailors, panamas, bankoks, madagascars, etc. There were 21 dozen sailors alone and in order to provide a place for them a sort of trellis work was set in along the side of the window and the ordinary hat had suspenders attached to it. The same device was used for a shirt display in the opposite window. Price tickets were used liberally in this hat display as well as the other.

It might be noted here that just in front of this store is a show case about four ft. high which is used entirely, all the year round, for 69c shirts, a speciality in this store. This stands out beyond the ordinary line of the store itself by an arrangement with the city as to rental. On a few occasions some underwear was shown, but in every case some one has come in remarking, "Haven't you any more of those 69 cent shirts?"



*Type of display card in window and interior.*

"Shirts, silk mixtures," was another window feature. The floor was a green carpet, and plush was draped around the bases of the stands. The now familiar trick of using a bow tie around the centre of a can was used. A variation of the bow tie was its use to draw in close the body of a shirt, on which also appeared a collar and bow tie.



## Unit Trim of Silk-Front Shirts



*This is a trim specially designed for The Review by C. W. Bolmer of a popular line this Summer, silk bosom shirts with cuffs to match—a sympathetic move of the makers to meet the spirit of economy.*

*There are three varieties of shirts, but uniform in pattern: purple and tan, pink and black, blue and green. The tie used with each matches the shirt it is connected with. Soft collars are shown, and a second tie on top. Dark blue velvet is draped at the bottom, and the canes, as usual, lend an air to the trim that is felt but hard to name definitely.*

*One of the shirts is inverted. This is a device that is being taken up in Canada and the States, more usually in interior than exterior trims. It is designed to draw attention by its unusual location, but requires careful handling not to appear ungraceful and contrary to general ideas of display. A good effect has been secured here.*



EFFECTIVE  
SHOW CASE TRIM  
IN MONTREAL STORE

*Mention has been made before of the importance placed on striking showcase trims in the men's wear department of Goodwins Limited, Montreal. The illustration here is typical of the clever work of J. Jules Brodeur, and more will follow. In this display the cravats are military stripes in very effective colorings; the hose of a light corn color, chamois gloves with black points, a new military walking stick of light tan. The ground is of puffed Rajah silk which shows up the cravats beautifully.*

## Leather Purse Souvenir

Quebec Store Offered One With Every Hat Sold—  
Razors for \$2 Worth of Goods.

*By Traveling Staff Writer.*

**M**ANY department stores have successfully tried out the idea of giving souvenirs to customers in their men's wear departments. Whether the same idea could be carried out with equal success in the ordinary haberdashery or clothing store is a moot point. By their very bigness the department stores are able to give away something nice, which has cost them a very low figure. On the other hand, the souvenir is often confined to a single department.

The Paquet Company, the largest department store in Quebec City, conceived the happy idea of giving away safety razors in their men's wear department on Souvenir Day. To secure a razor, it was necessary for a person to spend a dollar in the store. If he spent two dollars, he was entitled to two razors, and so on. One wonders how a store could afford to give away razors with such profligality. Further on, it is shown that in reality the customer paid for the razor, whereas on the face of it, it appeared he had been given a safety razor free of charge.

Only one blade was given away with each razor, and as the Paquet Company is the only firm handling this type of razor in Quebec, if a man continues to use the razor, he is compelled to purchase the blades at this store. If he buys two packages of blades, he pays for the razor; if he buys only one package, the razor has cost the firm 2½c. The chances are that a good many of the customers will continue to buy blades at the store, so that really the giving away of razors has opened up a profitable source of business.

These souvenirs were made by a firm who were able to supply this Quebec store with 1,500 razors at 2c each. With freight, duty and war tax added, the cost was brought up to 3c.

One of the secrets of success in giving away souvenirs as a means of attracting business is to announce it at a time when a holiday is due, when business is bound to come into the store anyhow. Something along these lines may bring half as many more people into the store. It takes a simple thing like this sometimes to turn people from one store to another. Women will go anywhere if they think they are going to get something for nothing; but it must be something worth having, or the thing will be a fiasco from the beginning.

A store which offered a purse with every man's hat sold on the Saturday before Easter sold so many hats, they were compelled to send outside and buy up eleven dozen more purses to supply the demand. These purses were picked up by one of the firm's buyers in Belgium, and would have cost half a dollar each in the retail stores here. The idea was a good one as the store had the biggest sale of hats in the firm's history. The sale was helped by making a display of hats and purses in a window several days before the souvenirs were given away.

Souvenirs are more likely to appeal to women than to men. Better class people do not care to trade at a store which is giving things away. If the gift can be made a sentimental one, all the better. A store which offered a rose with every pair of gloves sold, took pains to show its patrons that these were given as a season offering, and that the gift did not interfere with the quality of the gloves. That was probably why so many people took advantage of the offer, for it gave a great stimulus to their glove business. Roses make attractive souvenirs for a men's wear store.

“Spiff Not, That Ye Be Not Spiffed”

ONCE UPON A TIME a certain man who sold men's wear had several suits which had been with him—like the poor—always (or so it seemed). Every now and then he would buy fresh suits and every then and now he would dispose of them at a fair profit, but these several suits to which I refer hung around like those fleas within the coat of David Harem's dog. He could not get rid of them. They tantalized him by day and they haunted him at night. Whenever he turned round in his store he seemed to brush up against these suits and being only mortal and not being Job, the man became exceeding wroth.

And it chanced that one day at the Club (this happened before war-time when club dues were a pleasure) that a fellow men's wear dealer happened to say that he had had several suits hanging round the store and he had just cleaned the last of them out. “They were old-fashioned and quaint,” he said to our men's wear man; “good suits from point of material, but ancient, and passe—like some suffragettes—so I put a spiff on them and poof—it was a cinch!” And he smiled knowingly.

But our men's wear man stared open-mouthed. “Spiff?” he repeated. Then, “Spiff?—I don't take you.”

“Ah, a trifle—verdant—green, eh?” queried the other pleasantly. “Well to put a spiff on a suit is to offer a consideration, a commission, a fithé, a bonus, or any old name you like, to the sales clerk who gets rid of the article you want sold. And he puts over the suit on which there is a spiff—known as “the spiff”—on some unsuspecting gink—and there you are. Naturally, when the clerk finds there is something extra in it for him he will do his best to get rid of the spiff.”

Our men's wear man stroked his chin and gradually his features broadened into a smile. And he said to himself as he walked back to the store, “I shall put a spiff on those suits.”

And he did. He announced to his clerks that the man who “put over” that blue serge suit that was about two seasons old in style, would receive a bonus of fifty cents. The same thing applied to a grey suit and to a brown and to several others. “Now, boys, those suits are now spiffs. It'll pay you to sell 'em. We've got to clean them out. And there's something in it for any one of you that can get one over on some man who doesn't know a thing about styles!”

So the spiffing started. Bye and bye, one by one, the unwanted suits disappeared and as each one did, some clerk in the store was fifty cents to the good. And our men's wear man was tickled to death (which is Fifth Avenue for “very pleased”) to think that the suits which had stuck like leeches were at last coming unstuck.

Alas, would that we could leave it at that. But there is an old proverb which says, “Spiff not that ye be not spiffed. For with what measure ye spiff it shall be spiffed to you again.” And, being good chroniclers and true, we have to record that there was more than one spiffing operation.

It seems that a farmer came in from the country to the city and thought he would purchase a suit. And it chanced that he went to our men's wear friend. The clerk, seeing him coming, communicated to his fellow clerks that “here was something soft,” and proceeded to tell the farmer that of all suits in the store this—a spiff—was the suit. It was a crocker-jack, a top-notcher, a pippin, a daisy and a dandy. There never was a suit under the sun which could look so well on him, i.e., the farmer, as this one would. Yes, sir, it fitted like the paper on the wall; it might have been made for the farmer himself. In fact, that suit was IT.

The farmer, being an ordinary individual and not proof against the eloquence of this clerk who was after the fifty cents “spiff,” listened, with his eyes and mouth alike wide open, and you would have thought by the way that he regarded it that that suit was nothing less than the King's own private pea-jacket or Joseph's identical coat of many colors. So he bought it. He thought he had a bargain. Alas, he only got a spiff.

He took it home and next Saturday there was a barn-raising. The farmer spent an hour dressing, and dolled himself up (which is high-brow for “dress-d”) in his new suit. And he thought he was a nut! He was, but not that kind of a nut.

All the fellows clustered round him, and he beamed on them all, confident that he had on the best suit and the latest in the room.

“Pipe the heirloom,” said a friend. “Who die'd and handed down the family vestment?” said another, and a third informed the farmer that Queen Anne was dead!—which is a facetious way of pointing out that that was the newest thing extant. So the farmer began to understand that they were laughing at him because of the cut of his suit, and he said, “Why, don't you like it?”

Chorus of “You bet,” “Peach,” and the like. But the irony got home. “Who sold it you?” said one. “So-and-so,” said the farmer.

“Do you mean to tell me that he put that old-style thing over on you for a new suit?” queried a third. Why, if he did, he wouldn't get me to buy a suit there.”

“Nor me.” “Nor me,” echoed the others.

And it came to pass that the man who had sold the spiff thus lost a big lot of custom, and all because he had spiffed, and spiffed below the belt. There is no sin in spiffing so long as you tell your customer all about the suit which he is thus getting more cheaply. But it isn't safe to spiff in the dark.

And the moral is “Spiff not unto others as you would not they should spiff unto you,—because if you do you may get yours.”

H. S. E.



"I don't believe in shutting myself up in a room at the back of the store."

# Importance of Personal Contact

Based on an interview by staff member with  
Mr. C. H. Vermillyea, Belleville.



"I come out and shake hands with a customer when the clerk is through."

**S**UPPOSEDLY, nobody is in business these days for his health. If he is not, he is in business for his pocket. To get money into his pocket he has to get people to buy his goods. To get them to buy, he has to sell. Salesmanship, in the opinion of Mr. C. H. Vermillyea, of Belleville, Ont., is most dependent upon courtesy. "Knowledge, ability and courtesy," says he, "these three—but the greatest of these is courtesy. That is a good business Scripture for a live retailer. Far more depends upon politeness in business than people seem to be aware of. In my estimation it is the root cause of success."

Mr. Vermillyea has been in the men's wear business in Belleville for thirty years and more.

"Courtesy has always been my keynote. It is part of my creed which may be summed up in two words: 'Give Satisfaction.' A first essential—or so I have found it—is to be on good terms with your customers. Employ personal contact. Get to know them. Chat with them. And see to it that your employees do likewise. I would rather have a clerk behind my counter who was polite, pleasing, cheerful and chatty than one who might be a cracking good salesman, but a bear and a boor. Look at it like this," went on Mr. Vermillyea. "The public come in here and give me their business. They buy my wares. In a town like this—Belleville—a certain number of people come and stay and don't go away; they are here from boys. Now if you get one of these young fellows in and satisfy him, please him, let him know you want his trade, he will come again and give you his trade whenever he has to buy anything in your line.

## In Touch With Everybody.

"I believe in letting my customers know that I want their business. I don't believe in being so independent that I shut myself up in a room at the back of a store all day and never come out to see a customer. I make a point, whenever it is possible, to personally get in touch with everybody who comes into my store. I am here from early in the morning to late at night, and when my clerk is through serving a customer, I come out and shake hands with him and have a word with him and pass the time of day. I talk to him about his family, if he has one, and about affairs that would interest him, or town politics"—and here Mr. Vermillyea smiled—"anything at all that will interest him. I believe in extending the glad hand. I believe in having my customers remember that they come to a store to buy their men's wear articles where they get a smile and a thank you for bothering to come.

"I don't mind if the man or woman who comes into my store thinks that I want their business. I do, so why

make any bones about it? And I know myself what bright and cheery words will do and I know that I look for it myself from other people, so I suppose they look for it from me. And they get it too."

## The Best Advertisement.

"Then again I always try to remember that a satisfied customer is the best advertisement any store can have. A man can advertise until he covers the first sheet of a newspaper every day, but if he hasn't got courteous and polite salesmen to sell the goods to the people who answer that ad., then it is no good; he might just as well put the money in his pocket. And you can dress your windows so tastefully and so nicely and so attractively that you get the whole town into your store, but if, when you get them there, you don't treat them properly—why of course they won't come again."

## New Pants After Three Months' Wear.

"I believe in having my customers absolutely satisfied. It's worth anything to me to see that they are satisfied. I would return their money and do more than that to keep them if I thought I was losing them through some fault of mine. For instance, a man came in here the other day, having bought a pair of pants for working in about two or three months previously. Apparently these pants had worn out before they should have done, so I never said a word, but went over to my stock and brought out another pair, wrapped them up and gave them to the man."

"I did not come in here to get another pair for no-hing," said the man, confusedly.

"I know you didn't," I replied, "but if I did not make some sort of reparation you would not be satisfied. I don't want anybody to come into my store who is not satisfied."

"But look here, Mr. Vermillyea, I did not come in here"—

"I know you didn't," I replied again, "but I want your business. Here's my way of getting it. If you go out satisfied now won't you come back again?"

"Of course he would," went on Mr. Vermillyea to The Review.

"That is a simple way, I think, the simplest way, of making good in men's wear or any other sort of wear. Give the man the goods, give them to him with a smile and a nod and a 'How-are-you?' And above all, see that you are giving him what he is asking for: what he expects to get, and what you have promised him. Then you won't have any need of bargain sales to get the business. People will say of you, 'Well, that man gives what he promises. We'll shop there again.'"



Interior view of handsome hat department of Geo. Mills & Co., Kingston.



Article based on Staff Writer's interview with Mr. Wm. Mills.

## KNOWING WHERE YOU ARE AT IN HATS

"THERE is in my opinion," said W. Mills, of George Mills & Co., Kingston, Ont., "no factor which plays such an important part in business to-day as system. Salesmanship is a big point; display has its place, and a front place at that, but in my estimation system in stocktaking, buying, and, indeed, right through your business is of paramount importance."

Apparently the George Mills & Co.'s store in Kingston practises what it preaches. Here is system personified. The store concerns itself with furs and hats. "We hat everybody, men, women and children," is the slogan of this store. The big share of the hat business is, of course, in men's hats. All lines and all prices are sold. The popular hat seems to be in price about \$2.50, while a number of \$2.00 hats are sold it is not found necessary to reduce hats below this level frequently for business-getting purposes. At this store there are 75 feet of show cases. All these contain hats—men's hats, and in every hat there is the name of the firm and the trade mark, which is reproduced on this page. The bottom floor at the front is devoted to hats, and again the major part of the upstairs

floor is used as store room for hats, single samples of which are featured downstairs.

### Keeping Track.

The system employed in keeping track of the different hats so that at any minute the proprietor of the store can find out exactly how many and what particular line he has in stock is not at all elaborate but is very effective. A number is stamped in the band inside the hat. This number is then duplicated on a little ticket which is placed inside the band on the outside of the hat. When the hat is sold this little ticket recording the number corresponding to the number inside is kept and placed in a box on the counter. The clerk who makes the sale then collects the slip and goes upstairs and by reference to his pocket-book finds out exactly what line he has sold and brings another down from stock to put in the place of the one sold downstairs. In this way every line, every size, every shape, every material is thus displayed by single sample. There is not a plethora of hats of one kind and a dearth of another. Every line is represented; none is excepted.

When the slip is taken upstairs the stock book is re-

NUMBER	FROM	DATE	DESCRIPTION	COST	SELLING	QUANTITY
999	Geo. Co.	24.5.15	Best Piccadilly - Grey Sweat.	(cypher)	(cypher)	6 doz.

Sample page from the stock book of Messrs. Geo. Mills & Co., Kingston. Odd numbers are stiff hats. Even numbers are soft hats. Caps are C1; C2, and so on. Straws are S1, S2 and so on. Each kind has a separate place in the stock book.

ferred to. We reproduce on the preceding page a sample of this stock book. From this it will be seen that the number of the hats, the maker, the date it was bought, the description, the buying price, the selling price—these last two in cipher—and the number on hand are all recorded. When

one hat is sold out of the downstairs showcase and another brought down from upstairs to replace it, the fact is marked in this stock book, so that at any time the proprietor or the clerk can find out exactly how many samples and how many lines are in stock either upstairs or down.

## WEEKLY HALF HOLIDAYS IN ONTARIO

Towns and Cities Where It is Being Observed—Annual Feature of This Paper Published for Benefit of Travelers of Wholesale Houses and Manufacturers — The List a Lengthy One and Growing From Year to Year.

**T**HE following is a list of a number of the towns and cities in Ontario where a weekly half holiday is being or will be observed this year. It shows that the merchants in Ontario are more and more interested in their personal welfare and that of their clerks. This half holiday gives them all an opportunity to get away from the store once a week and out into the pure, fresh air. The Review would like to hear from merchants of any town which is not represented here, and where the half holiday is observed:

ARNPRIOR—No half holiday.  
 AYLMEY—Every Wednesday afternoon during June, July and August.  
 BARRIE—Wednesday, June, July and August.  
 BEAMSVILLE—Wednesday afternoons during June, July and August.  
 BELLEVILLE—Wednesday afternoons during July and August; not general among the grocers.  
 BOWMANVILLE—Wednesday afternoons during June, July and August.  
 BLENHEIM—Wednesday afternoons, June, July and August.  
 BRACEBRIDGE—No movement yet for half holiday.  
 BRADFORD—Thursdays during June, July and August.  
 BRANTFORD—Wednesday afternoon June, July and August.  
 CHATHAM—Thursday afternoons, June, July and August.  
 CHELMSFORD—No half holiday this year so far.  
 COBOURG — Wednesday afternoon during summer months.  
 COCHRANE—No half holiday.  
 DESERONTO—One p.m. Wednesday during July and August.  
 DUNDAS—Wednesday June to September inclusive, with grocery stores closing in April.  
 DUNNVILLE—No decision yet. Petition asking for half holiday Wednesday June to September.  
 ESSEX—Thursday afternoon at 2.30 o'clock during June, July, August and September.  
 GALT—Thursday afternoon during July and August.  
 GUELPH—Thursday, June, July, August and September.  
 HAMILTON—Every Wednesday afternoon during summer months.  
 HANOVER—No arrangements yet.  
 HAVELOCK—Wednesday, June 16th to August 25th.  
 HAWKESBURY—No weekly half-holiday decided.  
 HESPELER—Wednesday afternoons during June, July and August.  
 JARVIS—Thursday afternoon during June, July and August.  
 KEEWATIN—Wednesday afternoon during June, July and August.  
 KENORA—Wednesday afternoon at 1 o'clock during June, July and August.

LATCHFORD—No holiday.  
 LEAMINGTON—Every Friday at 12.30 p.m. from May 1st to Sept. 30th.  
 LONDON—Wednesday afternoons from May to September, inclusive.  
 MADOC—Thursday afternoon from June 17 to August 19.  
 NEWMARKET—Wednesday afternoon during June, July and August.  
 NIAGARA-ON-THE-LAKE—No weekly half-holiday.  
 NORTH BAY—Stores close at 1 p.m. every Wednesday during June, July and August.  
 NORWICH—Wednesday afternoon during June, July and August.  
 OAKVILLE—Wednesday at 1 p.m. for May, June, July, August and September.  
 ORANGEVILLE—Wednesday half holiday during July and August.  
 CSHAWA—Wednesday afternoon during summer months.  
 OTTAWA—Thursday afternoons during June, July and August, and first week of September. Movement among some to close Saturdays at 1 p.m.  
 OWEN SOUND—Wednesdays during July and August.  
 PALMERSTON—No weekly half holiday.  
 PARRY SOUND—No arrangement yet.  
 PETERBOROUGH—Thursday in July and August.  
 PORT HOPE—Wednesday afternoon during June, July and August.  
 PRESTON—Thursday afternoons until end of August.  
 RENFREW—No half holiday.  
 RIDGETOWN—Wednesday, during June, July and August.  
 ROCKLAND—No afternoon holiday.  
 ST. MARY'S—Wednesday, during June, July and August, at 12.30.  
 ST. THOMAS—Wednesdays, during July and August.  
 SANDWICH—Thursday afternoon during summer months.  
 SARNIA—No decision yet.  
 SAULT STE. MARIE—Thursday afternoon during May, June, July and August.  
 SIMCOE—Thursday afternoons during June, July and August.  
 SMITH'S FALLS—Wednesday afternoons during June, July and August.  
 SOUTHAMPTON—No half holiday decided on but matter is being discussed by local paper.  
 STAYNER—No movement yet.  
 TILLSONBURG—Wednesday afternoons during June, July and August.  
 WELLAND—Wednesday afternoons during June, July and August.  
 WHITBY—Wednesday afternoons during summer months.  
 WINDSOR—Thursday afternoons during May, June, July and August.

# GOSSIP OF THE TRADE

Tacking on Personal Names to Popularize Hats—The Origin of "Spiff"—When There's Only One Shirt for Two—Natural Division of Furs and Hats in a Store.

A CORRESPONDENT, who signs himself "Irishman," and the postmark on whose letter is that of a town in Eastern Ontario, has written asking me how the term "Kelly" ever came to be used for stiff hats. It is strange how these names stick to some particular shape. "Derby" and "Christie" are inseparable from this style of hat, but "Kelly" is a comparatively new cognomen, and is reserved for the low crown wide brim style which came in three or four years ago, and has since bade us adieu. At that time, the Kelly song was in everybody's mouth, and some imaginative manufacturer applied it to this hat, and it caught.

I think it was Alex. Nelson & Co., of Montreal, who brought the name to Canada; at least they did a lot to make the hat famous here. Alex. Nelson was in New York, and spotted this low crown wide brim hat. He rushed some to Montreal, and advertised them as "Kelly" hats. They sold like hot cakes, and several repeat orders were sent in.

Nelson tried to hitch a popular name on to the new bullet-shaped hat which is now being worn. He called it the "Jess Willard." Come to think of it, the hat does have a pugilistic look about it. To advertise the name, Nelson built a miniature ring in his store window, and made it the basis of a hat display. The ring was an exact reproduction of that at Havana, with a small pail for sponging the pugilists after the fight, miniature towels, chairs, bottles of liniment, and in the middle the new high crown bullet-shaped derby.

It was rumored that a fight would be pulled off in this ring, and large crowds assembled in expectancy. At the hour appointed, the police intervened, and the fight was never pulled off. The biggest trouble was in getting black and white individuals small enough to go in the ring. The advertising was splendid, but the Jess Willard did not take as well as the Kelly.

\* \* \*

## SPIFF AND ITS ORIGIN.

Another correspondent inquires whether the term "spiff" is Canadian, and what is its derivation.

For the past twenty years the term has been familiar to me. It signifies a commission offered to the clerk able to dispose of a suit or overcoat, or anything else that is sticking. Many merchants find it very effective to put a "spiff" of twenty-five or fifty cents on a suit, and it is surprising how quickly it will convert a poor clerk into a good one. The word is not in Webster, nor in any other dictionary around the office. Perhaps some of the elderly readers of this paper can tell me how far this word dates back, and whether it is in general use in the United States or Great Britain. The word is commonly used as a slang expression, meaning a "tin horn sport." In England, to

be "spiff" means to be in good condition physically; but that term is of a different family to the old one about which our correspondent writes.

\* \* \*

## A SINGLE PINK SHIRT FOR TWO.

Many of our readers no doubt are continually running up against problems in their stores on which they would like to have the opinions of their fellow haberdashers. I was in a Montreal store conversing with the manager recently, when the store began to fill with customers. He left me for a moment, as there were too many for his clerks to handle. The man whom he served wanted a pink shirt, but his size was not in stock. Seeing one on the counter, the manager wrapped it up, and sold it. It happened to be a \$1.25 line, which he was clearing out at 98c. for a leader. Unfortunately, the shirt had already been sold, and was lying there until the purchaser returned. He was faced with the option of explaining the situation to the customer, and asking him to choose another color, or of giving him something better. It was a new store, looking for all the business it could get, and the manager was taking no chances. He replaced the 98c. line with one at \$2.50.

\* \* \*

## HATS AND FURS. WHY?

The lamented death of Duncan Stewart, buyer for James Coristina & Co., Montreal, on the Lusitania, and the narrow escape of the buyer for Boulter-Waugh, Ltd., reminds me that the largest fur houses in Montreal handle a line of hats in the Summer. And what is true of the wholesale houses is true of retail stores, too. The number of furriers in Quebec and the Maritime Provinces who handle hats, is almost legion. I have not been able to find out yet why these two lines almost invariably go together.

There is a connection between them, as most hats are made from fur; but this fact does not make a furrier a better hatter. The only reason I can see why these two lines should be adapted to one store is that one occupies the whole of the Winter, and is then dead, whereas the other fills time in the Summer. For years and years hats and furs have gone hand in hand. The retail firm of Marchand, Montreal, and his brother in St. Johns, Que., have confined their trade to these two lines for thirty years or more.

C. W. B.

— ❁ —

Hay & McCarthy have succeeded M. J. Dedman, men's furnishings, Toronto.

Mr. E. R. Johnston, tailor, Gleichen, Alta., has sold his business to Messrs. McCrimmon & White, and will locate in Winnipeg.



*Interior view of Robert store in Sherbrooke, once a moving picture theatre. The equipment is very handsome and designed to give the maximum of display and convenience. A row of show-cases runs above the stock boxes. Chairs are provided for ladies. On the left are hats and on the right furnishings. The gallery is eight feet wide.*

## FROM MOVIE THEATRE TO HIGH CLASS STORE

Specially Designed Front to Provide Maximum of Display—Upper Row of Illuminated Show Cases—Only One Size of Shirts Shown to a Customer—Table For Ladies—Beautiful Equipment.

*Special for The Review by a traveling staff writer.*

**S**HERBROOKE, June 12.—To look at the store of La Cie J. A. Rebert Ltee., Sherbrooke, one would hazard a guess that a Broadway haberdasher, tired of the swift New York life, has sought relief in the quietness of the Eastern Townships. It has an elegant front. Its window trims are of the finest, and the interior equipment, I venture, is equal to anything in Montreal or Toronto. Its show cases are trimmed with consummate taste. A gallery extends along both sides, and at the rear, is utilized as an office.

It is not a Broadway importation, however, but a strictly Canadian store from beginning to end. The two men who run it learned what they know of haberdashery in Sherbrooke. J. A. Robert, the president of the company, was formerly in business with Z. P. Cormier, furrier, and left him to start up business for himself. After three years, he went into partnership with F. J. Coderre, vice-president, who for eighteen years was with L. A. Coderre, furrier and haberdasher, Sherbrooke. Mr. Coderre does all the trimming, and attends to the financial end of the business. Twice a year he takes a trip to New York in search of ideas, going there in August and February. The company was incorporated in May; thus they have been in business about a year.

### A New Style of Front.

When they took this building over, it was a moving picture theatre, and the first proposition they were up

against concerned the window. The building was situated on a hill, and there was a danger, if the store were built in conventional style, of people passing by without seeing a quarter of what was being shown. Before building the store, these two men went to considerable pains to find out what style of window would give them best results. The front was examined from every point of view. Eventually they decided on the curious shaped structure seen in the picture. One glance is sufficient to prove that they are securing a maximum of advertising service from these windows. A person walking either up or down the hill sees about three times as much display as he would had the windows been of the conventional style. The contractor declared they were foolish to build their front this way, and said it could not be done. It was done, and Robert Ltee., have never regretted their departure from convention.

### An Air of Excellence.

The background of the window is made of birch, with mahogany finish, which seems to be ideal for a men's furnishing store. Lavish use is made of plush for decorating purposes. The cards are neat, and cleverly executed. More important still, elaborate use is made of ferns and flowers to give color touches to the trims. The whole front is designed to give an air of excellence to the establishment, even to the name on the window.

The store is 85 feet long, 27 feet wide, and 18 feet



high. The front is only 21 feet wide on account of the stairway leading to the office, which is located over the window. The galleries are each eight feet wide. The ceiling is of white metal, the lighting being of the indirect type. The lights in the window are not visible from the outside, being hidden in the ceiling.

Furs and men's furnishings are the lines carried. In Summer, furs are relegated to cold storage, all energies being concentrated on the furnishings. As far as volume goes, a bigger business is done in furs. The two together amount to close on \$40,000 per year.

The left hand side of the store is devoted exclusively to hats, and the other side to furnishings. The former are carried on bars in glass cases, which extend to the height of the gallery. There are several wall mirrors of the same size. Hats are also shown in silent salesmen. Caps are carried in large drawers at the foot of the wall cases. It is their intention at a future date to display caps in small drawers with glass fronts.

**No Old Stock Left.**

Their stock of hats is of the latest. This is made possible by clearing out every hat in the store at a reduction as soon as the season is over. When August arrives, straws are cleaned out at a dollar, regardless of cost. They figure that if they make a profit of \$1 to \$1.50 on each hat during the Summer, they can afford to sell what are left at the end of the season at a loss. The same with stiff and soft hats; as soon as a little nice weather appears early in the year, sales are put on at a dollar. Last Fall they had four straws left at the end of the season, which they donated to the poor house.

Shirts are carried on the right hand side, in glass fronted drawers, holding half a dozen or more. They are arranged according to sizes. A person buying a shirt is asked for his size, and is shown only the stock in that size. Sales are often lost in other stores because a customer likes a certain pattern, the size of which is not carried in stock. He will go to another store, whereas if he had seen only the stock carried in his size, his choice would have been confined. Robert Ltee have found these drawers a great help in making sales expeditiously.

**Table for Ladies.**

Neckwear is carried in similar, only smaller drawers. A ledge can be drawn out, and the neckwear displayed. These drawers are also considered good tie salesmen, as a customer, after looking at the stock carried on racks, invariably turns to these drawers, thinking the neckwear of better quality in there. A table with oval surface, and two chairs, stands near. This is for the use of ladies, who take time in choosing furnishings. A woman will take fifteen minutes to choose a tie, whereas a man will be outside the store within five minutes. Recognizing this, the firm has provided tables for ladies on both sides of the store. The surface is covered with a hide, (an ad. for the line of gloves they handle), which makes a dainty resting place for ladies' hands.

Socks are carried in cardboard stockboxes, and are not exposed to view, except on a counter stand. They might be carried in individual drawers, with glass fronts, but these are not available. Drawers are used for showing gloves, each drawer having four compartments.

Only one line of collars is carried. They consider this best, as it is not then necessary to carry a heavy stock. A new line recently introduced is handkerchiefs in boxes, which are shown in a small cabinet on the counter, retailing from 10c to 50c each. These handkerchiefs are sanitary, and are appreciated by their patrons. They are ready for use, which is the way a man usually requires a handkerchief. A man with a cold, who uses a starched handkerchief, is liable soon to be troubled with a sore nose. Sherbrooke and district draws a large number of tourists in Summer, who often need handkerchiefs in emergency cases. Other handkerchiefs, usually purchased by ladies for their husbands, are also kept in stock.

**Trimming Cases Above Stock Boxes.**

It will be seen from the photographs that this is a roomy store. Above the stock boxes on the right is a row of display cases, eighteen inches deep, stretching almost the full length of the store. The trimming of these cases is equal to the best work in our metropolitan cities. They are illuminated from within.



*Unusual arrangement of front in Sherbrooke store to secure extra display facilities.*

# GIVING AWAY A 72-CENT BASEBALL OUTFIT

Big Extra Business in Boys' Suits for Smith's Falls Store — Good Value With Sure Satisfaction—Cup for a Junior Baseball League.

*Special for The Review by a traveling staff writer.*

*"Free with every boy's suit; this baseball set; glove, ball, bat."*

ANY one can judge the effect a sign like this in the window of a men's wear store would have on the youthful members of the community when the baseball fever was coursing through their veins in the Spring. Indeed the effect is very marked at any period of the year when outdoor sport is possible but particularly in the springtime, when the game of "scrub" seems to appeal most to the boy out of school.

This notice did appeal to the boys of Smith's Falls and brought them into the store of the Canada Clothing Co. for their suits. It should be mentioned that the drawing power of the cards with the announcement in the window was increased many fold by the presence there of the aforementioned, glove, ball and bat as well as, incidentally, the suit itself. The latter would probably carry more of an appeal to the mother or father who had the money to provide than the baseball bat and accessories.

This was one of the most successful selling schemes ever adopted by the Canada Clothing Company and a large number of suits were sold to boys who had never been in the store before. Whether they will come again depends upon the value of the suit, but the proprietors are confident that the value was good enough to bring them back. The whole point was that they wanted to get them in to buy for the first time. This is the main idea with a men's wear dealer, to get the public in for the first time. He knows then that it is up to him to satisfy that customer in such a way that he will come a second time and become a regular patron of the store. This is the secret behind the attractive display in the windows, this is the secret behind the engagement in the larger stores of a man to spend his whole time in window dressing—the efforts to bring the people from the outside to the inside of the store and enable the salesmen there to have an opportunity to exert their persuasive powers upon them.

## Be Careful of Value of Premium.

The giving of a premium like this must be carefully planned. There are some premiums that we have seen in various stores that fill the purpose of drawing the public in but they are of such a quality—degenerating often into mere trash—that the advertising effect is hurtful rather than helpful. In such cases they deter business instead of increasing it. Souvenirs that serve no useful purpose or that will not last for some time are practically worthless. That is why such an effort is made to get goods that will be preserved in the home, and that may remain a souvenir of the enterprise of the firm that gave them and continue as a link between them and the recipient.

Mr. Harry Scott, who has been the manager of this store for some time, stated that the quality of the goods was such as would be approved by any boy who had any knowledge of the great American game. They were not of a cheap line that would crack with a swift strike, nor would the ball go to pieces nor the mitts rip. They

were of such a quality that they would last just as well as the best balls, bats and mitts that were bought from the special sporting goods stores. The cost of the three combined averaged 72c so that the value was excellent and at the same time, even in the lower priced suits, the firm continued to sell the goods without any increase in the cost, considering that the giving away of the baseball set was good advertising and although it lessened the profit on the particular suits that were sold, yet it established connections for them that would be very beneficial in the future.

## Carried the Mitts on Their Hands.

The eagerness of the boys after the incident of getting the new suit was attended to by the mothers, was shown by the fact that they very often objected to having their new treasures wrapped up but would go out of the store carrying the bat in the hand, the ball probably in their pockets and the mitt on the left hand and in this way parade up the street, letting everyone know that they got it free from this firm. It is a curious fact, that has little to do with this story, that not a single right-handed glove was given out. In other words, as a member of the firm said, there was no "left-handed kid in town,"—or in the surrounding country for that matter, because a larger number of sales were made to boys in the neighborhood.

One of the partners in the business went further than this and donated a cup to be competed for by a Junior baseball league in the town, a new venture which created such lively interest that four teams soon were organized and entered. The age limit was the sixteenth birthday and the firm had to do some investigating to make sure that all was on the square. At the time of writing at least two league games are held weekly.

## CANADA AND SWITZERLAND.

Switzerland Has Not Been Isolated by Reason of the War  
—No Interruption of Traffic.

Certain unfounded rumors having led a part of the Canadian public to erroneously believe that Switzerland was completely isolated in the centre of Europe between four powerful belligerent nations, and, since the entry of Italy into the war, had been shut off from any outlet on the sea, and was consequently prevented from exchanging products with Canada, Mr. Henri Martin, Consul-General of Switzerland for the Dominion, has just received from the Swiss Political Department at Berne the following cable:

"There is in Switzerland absolutely no interference of traffic with foreign countries. All said traffic goes through French ports direct via Great Britain. Routes through Rotterdam could also be used, but sailing opportunities are scarcer from Holland."

All Canadian newspapers are respectfully requested by the Consul-General of Switzerland in Montreal to kindly reprint this information. The Consul-General states also that, according to a recent agreement with the Swiss National Bank and the Bank of Montreal, all Canadian payments intended for Switzerland can be made in Canada through the channel of all offices of the Bank of Montreal in the Dominion.

# WHAT THEY ARE WEARING IN LONDON

MACLEAN,  
LONDON

**B**Y now I suppose that you people over in Canada are well into anxious discussion of styles for next Fall. I have been able this last week to procure some information here on the question with regard to what Englishmen will wear during Autumn and Winter.

First of all, a word or two about how the clothing trade is over here just now. Practically all of our men between 20 and 30 (as doubtless you hear from the newspapers) are in khaki. Never was such a khaki town as London. It is a case of "khaki, khaki everywhere." All this, of course, is very good for the men who are manufacturing this class of goods, but it is not so good for the tailor who depends for his living on making up two or three suits a year for the average man. All our young men who were wont to haunt Park Row, Piccadilly and Bond Street, instead of getting a riding suit for morning, a lounge suit for afternoon and a new dress suit for evening, find their khaki sufficient for everything. The "Nut" is no more; he is a khaki "nut" now. This is making an immense deal of difference to the tailor and clothier. The only men left in London to make clothes for now are the middle aged and older men still. A great many of our young married men are going to the war and anyway, theirs is not the class which makes good custom for the tailors.

## Few Changes in Style.

I don't know whether this is the reason, but at any rate the fact remains, designers have not been busy with many changes for Fall and Winter wear. It may be that the dearth of clothes to be sold in Autumn and Winter—just as in the Spring and now—is such an important factor that it is affecting the question of new styles, but the fact remains that virtually there are no new styles. Suits for autumn show little alteration. I was looking at one in the shop of a very smart West End tailor, and he pointed out to me that the main lines of the coat are just the same. If anything, the lapel is a trifle squarer and, after the fashion of the American models for next Autumn, which I have seen here, it fits further back on the shoulder. The breast pocket is optional, but I understand that in most cases it will not be worn this next season. I think I have remarked about this before; it is regarded here still as an American habit and the Englishman is slow to take it up.

## The Vest, Long and Narrow.

There is, however, some change in the vest. For a long time now the style here has been gradually tending towards a long and narrow vest rather than one high and broadly cut. As a matter of fact the high vest has not been popular for a couple of years; the trend has been towards the longer vest but last season, consonant with this was the tendency to have a fairly wide opening. All the new vests for autumn wear, however, are narrow to the extreme. The opening is more of an acute-angle isosceles triangle than an equilateral triangle. For myself, I

think the new fashion is a smarter one and gives better height. There is another phase of this question, too. The bat-wing bow tie is becoming very popular here this Summer—I saw quite a lot on the river the other day—and the bow tie is much better when showing above a long and narrow vest opening. It does not suit the broad and squat vest.

## Knitted Ties in Khaki.

Apropos of this question of ties, the knitted tie seems to be coming more strongly than ever. The other day I was looking at the shop of a man whom I graciously allow to supply me with neckwear and he showed me a very smart thing in a knitted khaki silk. This color looks extremely smart when made in a knitted tie. The tie was rather wider than we have worn here for some time—they were very popular, as a matter of fact, about five years ago—and it will look very well I fancy with a narrow vest opening. There is a prophecy that black crepe will have a great vogue for this Fall. Half the country is in mourning, of course, and it may be on this account, but apart from such a reason, the Englishman has always been very partial to a black tie, either knitted or crepe. Crepe is useful because it is always negligee and yet always smart. For business wear or formal wear there is nothing better than a smart and high class crepe de chine.

I do not know whether it is quite safe to mention as yet a distinct Fall fashion but my tailor tells me that in Autumn and Winter the military cape, so long buried and defying most attempts at resurrection, is coming back again. This is really a cloak overcoat, and in dark blue or black looks very well. It is rather along the line of a cavalry cloak.

As to overcoats in general, I fancy the average man over here is going to stick to the long and heavy ulster for Winter's wear; such men indeed as are amongst us to wear overcoats of any sort. Lapels are long and sweeping; the buttons button through; and velvet will not be seen upon heavy overcoats at all. Cuffs on overcoats will be fashionable again—more so than straps over the sleeves I am told.

## Personal Notes.

I see by the papers that you have been having Cyril Maude in Toronto. We miss Mr. Maude very greatly from this side and I suppose your readers will have had an opportunity, in some sort, to see what a well dressed man Mr. Maude is. I don't know just what he is playing in over there—or is it "Grumpy"? I heard it was—but as a dresser Maude is regarded as tip-top over here, second only to Sir George Alexander, he of the creased trousers.

Maclean  
London

# DRIFT AND SHIFT OF NEW YORK STYLES

What is Indicated for Fall—Black or Pearl Grey in Soft Hats — Diagonals and Big Patterns in Neckwear—Rather Form-Fitting Overcoat — Striking Color Effects in Fall Shirts.

*Special Correspondence of Men's Wear Review.*

*Office of Men's Wear Review,  
115 Broadway, New York.*

**A**T this season one cannot take the various showings in the shops as a barometer of style, for July and August is unloading time when S. O. S. Reduction Signals are flashed from every window—in other words, a clearance of shelves to make way for Autumn goods. Therefore, it is better to scrutinize carefully what well-dressed men are wearing for time, place and occasion to analyze the vagaries of Dame Fashion to obtain a very good idea of the drifting tendencies.

In shirts, silk and cotton mixtures, madras and percales are unquestionably more in demand than the pure silk garment. Silk shirts started off this Spring with all the vigor and favoritism attained last year, but somehow they have gained little, if any, new ground. As a matter of fact, New York shops right now are a great bazaar of bargain sales, and silk shirts are piled knee-high in every offering. This does not indicate that the silk article is not liked, but it proves that the general public cannot afford to indulge in so expensive apparel. In the best qualities it is a garment of elegance, but in the cheap grades it is most undesirable as to both appearance and durability. It is a fact that even the best silk shirt is a very perishable possession when intrusted to the laundries, and the upkeep is undoubtedly a stumbling-block. Reports, nevertheless, from exclusive shops are that silk is a big seller,

but it is not fair to judge a commodity entirely by the demands of the exclusive customer. Soft cuffs on all Summer shirts are going well.

## High Colors in Fall Shirts.

Autumn shirting materials show a combination of rich colors tastefully combined with white and tinted grounds. The important shops have already given their orders for the staples, such as madras, corded linen and the like, and their samples show a preference for white grounds with combination narrow stripes and figured patterns, in striking color effects. Grounds in dark colors such as worn last season are not likely to be popular, as they have a tendency to detract from the spic-and-span neatness that is desired in men's dress.

From all indications laundered cuffs are sure to be revived this Fall, and starched and semi-starched bosoms are on the way to take the place of the soft effects. Although the plain, old-fashioned stiff bosom is said to be scheduled for Winter wear, its acceptance is doubted by men of experience. As the pleated starched bosom is not only considered more attractive, but decidedly more adjustable to the free movement of the body.

## Soft Collars Slow to Move.

Like an orchard full of blossoms, the shops this Spring were all showing quantities of soft collars, but sometimes the fruit does not materialize as abundant as were the blossoms. Not that the soft collar boom has been frost-nipped by popularity, yet the sales have not been anything like predicted. It is unquestionably a fact that the starched collar is preferred for general wear by smart men. They favor the soft effect on the links and for country sports, but on all occasions where it is desired to look spruced up a bit the starched collar is worn. In starched collars for Summer the low models, well cut away and preferably with square points, are most sanctioned. The extreme round points in the very low shapes is a style attaining some prestige with older men. The fancy self-figured starched collar is not much in evidence.

Shops everywhere are pushing washable neckwear to the fore. This is done, of course, every Summer, but it is more noticeable this season. White grounds with cherry stripes and spot effects predominate. In silk cravats, pongee with embroidered flowerets and cube designs in striking colors are shown, while Persian, Rajah and moire silks are much in the Summer light.

## Polka Dots Make a Record.

Polka dots have broken all records for a warm weather vogue. This is not the verdict proclaimed by the elaborate showings in prominent shops, but by the number of smart men actually wearing neckwear of this style. Both open-end four-in-hands and bows are popular, and the polka dots range in all colors and sizes imaginable, chiefly blue

## What's Best in New York

*Madras and percales in better demand than silk for shirts.*

*Shirt orders for Fall call for "white grounds with combination narrow stripes and figured patterns, in striking color effects."*

*Laundered cuffs will be strong.*

*Pleated starched bosom will replace plain, old-fashioned stiff bosom.*

*Starched collar preferred for general wear.*

*Washable neckwear pushed more than before.*

*Polka dots break record for warm weather vogue.*

*Diagonal stripes and huge figured patterns in neckwear.*

*Soft hat for Fall — fine quality felt of Alpine shape in black or pearl gray.*

*Black derbies for Fall—full crowns and self-rolled brims.*

*Overcoats—form-fitting model cut medium short, bold lapels, two buttons, and velvet collar.*

grounds, with either white or black spots, are in the majority.

The fad of wearing a four-in-hand and hat band to match claimed considerable notice a month ago, but we observe that it got practically no further than the show-window, that is, generally speaking. It is not practicable on account of the limitations, as few men could afford enough of both to satisfy the desire to wear a different cravat to avoid sameness. Cut silk cravats, in effects more beautiful in rich harmonious colors than ever, are scheduled for next Fall. Both diagonal stripes and huge figured patterns will be seen. There seem to be no striking novelties, however, in sight other than what may come in the form of weave and colorings. It comes from good authority that the vogue of bow ties for day dress will run far into the Autumn.

**No Freaks In Straws.**

Now that the straw hat season is here, we can assert with absolute sureness the most approved styles. We are evidently in the midst of a safe and sane straw hat season, for the conservative styles that marked the Spring opening are still in control of the situation. Since the middle of May some extreme novelties have broken through the lines, but it is too late now for them to gain headway. This time last year we had an influx of basket weaves, pierced effects and other freak novelties in straws that seemed to meet with undaunted favor, but from the displays in good shops and, better yet, the styles being worn by well-dressed men and, in fact, all men, nothing but modest taste is anywhere seen. Sennits, splits and soft straws such as Leghorns, Bangkoks and Milans are all favorites. The high tapering crown and the extremely narrow brims have disappeared from the better qualities. The fancy puggaree band is only seen on soft straws, and then not so much as the plain broad silk riband in either black or navy blue. Panamas in the expensive qualities are being worn, but not extensively by any means.

**Black or Pearl Grey in Soft Hats.**

There is every indication that the most popular soft hat for Fall will be a fine quality felt of Alpine shape in either black or pearl grey. Fancy fabric hats were not well received last Autumn, chiefly on account of the innumerable imitations in very cheap grades, and it is not at all probable that much will materialize along that line for some time to come.

Black derbies for Autumn are being designed with full crowns and self-rolled brims, which proportions harmonize better with the heavier weight clothing. From the most authoritative sources it is learned that the brown derby will have the chance of its life this Autumn. Every year at the appointed hour of Autumn's awakening we always hear the claim that the brown derby will be worn but, alas, it has thus far made no appreciable headway. Now, however, that color has eked its way surreptitiously into the good graces of even the conservative dresser, it does look reasonable that the brown derby would have its day. Why not? Brown is a pleasing color to the majority of men, and it goes well with most suiting fabrics.

**Two-piece Sack.**

The smart two-piece sack suit that seems to be in great demand at present is designed with natural shoulders,

**What's Weak in New York**

*Silk shirts piled high on bargain table—too expensive.*

*Sales of soft collars not anything like predicted.*

*Fancy self-figured and colored starch collar not much in demand.*

*Fad of wearing four-in-hand with hat band to match makes little progress.*

*Nothing but modest taste in hats.*

*Fancy puggaree band seen only on soft straws.*

*Fancy fabric hats will not materialize much.*

*Balmacaan continues its rapid retreat.*

*Extreme popularity has killed the covert cloth.*

medium narrow soft roll-collar and cuffed sleeves, and apparently loose fitting, yet well cut to form to the curve of the waist-line. The trousers are cut slim and slightly tapering with cuffed bottoms.

Suits made of Palm Beach cloth, mohair and Shantung silk and silk mixtures have unquestionably met the popular demand for Summer comfort, and in variety no taste goes wanting, as every shop is prepared to show a large assortment.

White flannel suits and the combination of blue jacket and white flannel trousers are continually growing in favor. White flannel is considered more dignified than other outing material, and it is used more for social affairs than business or travel.

**Velvet Collars on Overcoats.**

In the Autumn styles of overcoats the most promising aspirant is the form-fitting model cut only medium short. It will have long bold lapels and only two buttons which button through. The velvet collar will be a stronger feature this coming season in overcoats than for some time past.

There seems to be no inkling of a revival of the balmacaan. It has evidently made a rapid retreat from popular favor, but like most well-liked styles, it will doubtless loom up again sooner or later. Extreme popularity is said to have killed the covert top-coat which came in last Spring as a good successor to the balmacaan. Mackinaws are to be a strong factor in Autumn clothing for outing wear.

*Mackean  
New York.*

# WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . . .

By MACLEAN, MONTREAL

**A** GAIN we have reached a sort of off season for haberdashery, the time when little new is arriving, and yet too early to talk of what will be shown for Fall, as retailers are just beginning to think about the matter.

The two race meets, Dorval and Blue Bonnets, have come and gone. It was noticed that those who attended and those who followed the races were wearing the most expensive of furnishings, including silk shirts. Soft collars were also worn freely.

## Two-piece Bathing Suits of Wool.

As Montreal is expecting a big tourist trade this year, stocks of bathing suits are bigger than usual, and some interesting novelties are seen. Montreal being a getting-off point for Old Orchard, the better stores are handling suits for sea water bathing. These are of wool, in two pieces. The pants, instead of having a tape, are equipped with a narrow belt made of wool, passing through loops. They are made in shotted effect of black and red, and blue and grey. There is another line of wool, not so heavy, of a more open weave. This is made in blue, with red border around the neck, arm holes, and knees. Both these retail for five dollars. A very close knit wool in light and dark grey is being made for inland waters. This suit has no trimmings, and sells for \$4. The better-class stores appear to have little demand for one-piece suits. The proportion for the other seems to be about one to ten.

## Khaki Shirt of Soisette.

Difficulty in finding anything new is illustrated in the case of shirts, of which there is little that has not been mentioned on this page before. One of the things I ran across was a khaki shirt, made of soisette. The same shirt was formerly made of flannel, which is too heavy for this weather. There is a big demand for the soisette, one house which ordered eighteen dozen being compelled to repeat within a very short time. A soft collar goes with the shirt, and the store offers a poplin khaki tie, which is light weight, and goes well with this soisette. A heavier tie was worn with the flannel shirts. The retail price is \$1.50.

## Still More Patriotism.

I have talked a lot about patriotism and about shirts in these letters already but there is one thing, a novelty, which I ought to mention—that is the patriotic shirt. One store is featuring this. It is of silk, with double and soft cuffs. The design, a conservative stripe may be had in the red, black and yellow of the Belgians; the red, white and blue of the States, the green of the Irish, and so on, emblem of all the countries which we represent or which we are proud to call ally—not excluding, of course, our own beloved red, white and blue. This, however, has a streak of gold inserted too; whether that's to distinguish it from the colors of Uncle Samuel or not I know not. But there it is. These shirts are a novelty and with patriotism running riot possibly you will be able to tell a man's nationality from his shirt.

The average store is experiencing a very heavy demand for black and white Mogadores. In the west-end

stores it is something of the past. As soon as anything like this becomes popular with the masses, the demand falls off, and they are compelled to look ahead for something new. Better-class stores are selling foulards mostly, in bandana style, also on yellow, red, and white grounds, with black and blue spots. Navy and white polka-dots are always big sellers in the Summer. There is a demand for crepe de chines in plain shades.

## Close Fit Summer Collars.

Little can be said regarding collars. With so many soft collars being worn, and a special cutaway for Summer recently introduced, it is hardly likely there will be anything new coming along for some time in stiff collars. There is a close-fit khaki soft collar on the market, also a close-fit turnover collar, made of fine pique cord. The high-class stores appear to be meeting with better success with close-fit collars, more so with the pin than with the link. The tape in the new cutaway soft collars, which was intended to keep the collars down, has not been so very successful. In the medium-class stores the cutaway soft collar is the big seller. It is expected that the wing collar for Fall will have a slightly smaller wing, with very little bend to it. The only people wearing wing collars just now are those who wear bow ties.

## Panamas Weakening.

The most exclusive stores state that Panamas are dead, and they are not afraid to say it. Many of them did not buy any new stock this year, and have never missed an order, filling all inquiries with old stock left over from last year. A certain retailer has filled his window with Panamas, which he has ticketed from about \$3.50 to \$7. It is understood that he bought up the whole stock of an Eastern jobber at \$2, some of the hats being worth \$9, wholesale price. It seems to show the way Panamas are going.

Sailors are the big sellers, both splts and sennits. Leghorns are moving fairly well. There are two styles, the diamond-shaped crown, which is the best seller, and the fedora. Both sell for \$5. The demand is for black bands on sailors, and fancy bands on Panamas, Leghorns, etc. Polka-dots are in fairly good demand.

It is rather early for blazers, but they are being shown. There are some in nice plain hunter's green and in dark blue. The stripes, however, are the big sellers.

## Palm Beach Going Strong.

Palm Beach is going strong for Summer, and there is a big demand for plain khaki ties. It looks as though the public are only now taking a fancy to this color; in fact, manufacturers are taking it up stronger now than they did two months ago, both fancy and plain khaki. The flag ties which were put on the market by a Montreal manufacturer two months ago were a success, and they are still being manufactured.

*Maclean,*  
*Montreal.*

# WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

THIS "patriotic idea" is the limit—to quote an English colloquialism. I see that Mr. Ely is displaying some regimental and patriotic suspenders. Patriotism in suspenders seems to me to be bringing down this patriotic idea to a fine point. If you have a relative in the London Scottish or any other regiment at the front you can now show your approval of his going there by wearing the colors of his regiment on your suspenders. All sorts and conditions of blendings and combinations may be purchased in suspenders and as a novelty they are certainly very attractive. These can also be had in red, white and blue and in the colorings of the Belgian crown.

## The Sports Jacket.

Some little time ago a correspondent writing from London, England, was talking about a sports jacket. I imagine this kind of thing is like the one which is now displayed in Fairweather's window. This is dark grey, fairly heavy tweed, unlined, made in semi-norfolk style. There are, however, no bands at the back or front, merely a waist band and patch pockets, four of these. The buttons are leather, in fairly light brown color and the lapels, which are pressed down are fairly long. There are three buttons to the coat. This coat was primarily designed for golf wear and is therefore an admirable coat for Summer display in a city which is giving more and more of its time to this game.

## The Norfolk Shirt.

Apropos of Norfolk styles, one of the very latest things we have seen along this line is the Norfolk shirt. This is in mercerized silk; the collar, which is polo shape, is attached to the shirt. The remarkable thing about this particular shirt is that it has the pleats of the norfolk coat. This is absolutely new and is an American novelty which we understand is getting a good deal of business in this city. The idea primarily is that this shirt may be worn by men for tennis, boating and the like. When a man takes off his coat it is rather important that his linen be attractive and this shirt will, in that connection go a long way toward the desired result.

## Natty Handkerchiefs.

From London, England, come some silk squares; these are handkerchiefs, the body of which is pure white silk; there is a border round them about 2½ inches in deep royal blue. In one corner there is a picture of the Union Jack, stretching about three inches. This is something entirely new and is along the lines of the constant stream of patriotic novelties that continues to flow. It is rather startling and if people were not used to it it would cause quite a sensation when a man took a handkerchief like this out of his pocket. Nevertheless it is very attractively finished and is a good article for display. In the same direction is another silk handkerchief of which the body is of like nature as the one described above. It is just a big square of white silk and round it is a border about 2½ inches wide of royal blue. Then in one corner arranged like a hand of cards are the flags of all the Allies. They are put in playing card form and the hand holds them up. This is certainly a very natty handkerchief and ought to take very well.

## Knitted Ties In Excelcis.

Stanley and Bosworth (The English Shop), have a window partially devoted to their own very wide silk knitted ties. These ties are about 3 to 3½ inches in width and are pure hand knitted silk. They are in very soft colorings,

mauve, blue, green, grey and combinations with some very effective featurings in black and grey. One or two of the more startling show shades of yellow and orange and for the man who wants an expensive tie and one that is remarkable for its worth, displayed in every line of it, these are certainly the very thing. It is very hard to beat a knitted tie when it is so excellently well made.

## Brilliance in Crepe.

Talking of ties I see the Fashion Craft have a tie of peculiar brilliance in their window. This is a vivid chrome yellow and is patterned in a slight black and red flower. It is in four in hand style and is made of crepe, and will be a very attractive tie to wear with an outing shirt. It is obviously too vivid to wear for business and could only be worn at any time and for any purpose by a man who could carry off that particular color. On the other hand it is beautifully made and the goods are very nice stuff and altogether the tie is very attractive.

## New Shirtsing.

I see that Score's window shows something rather new in shirtsing. This is a white background spotted all over, infinitely spotted, in fact, with dark grey dots. A super-pattern to this, is a little blue diamond worked into the design; this makes a very attractive shirt, and is something new, too.

## Stripes Go On For Ever.

Mr. Hickey confines a considerable part of his window to striped ties. These are worked out in black and yellow, black and blue, black and green and various other designs in very close stripes. The fashion for stripes this year has been abnormal and it is still unabated. I suppose retailers are rather glad of this because stripes in ties make a very good window display. At any rate it is good to look upon and this window is very attractively dressed.

## The Ubiquitous Spat.

Some time ago somebody in this paper was writing about the ubiquitous spat. It seems that though Summer is here the spat is not altogether done with, for I see in Bilton's window that they are showing some spats in light grey cloth something like a thick linen. To the man who would always be *de rigueur* on formal occasions the spat is a necessary appurtenance and especially in this thin cloth it certainly looks very nice.

## Canes, Canes, Canes.

All sorts of stores seem to have gone in for selling canes which may be a tribute to their constant and growing popularity. The ideal cane for the Summer is the white, fairly switchy cane. (Oh yes, there are fashions, even in canes.) For winter, business and formal wear a fairly sturdy though neat and medium weight stick is the thing, but for summer promenade a slim switchy cane should be used. These are very attractive in very light yellow—almost white-wood. The handle nowadays is teniling square-wards; the crook has had a good lease of life. A nice cane is a dark brown, perfectly plain and innocent of all adornment.

Maclean,  
Toronto.

# THE OLD STORY OF ADAM AND EVE

Re-hashed and Revised to Meet Existing Circumstances in the Year A.D. 1915.

Written for *The Review* by E. A. Hughes.

SEVERAL thousand years ago, a gentleman named Mr. Adam followed the advice and example of a lady named Mrs. Eve. Mrs. Eve told—note the verb, my anti-suffrage friend—Mr. Adam to get busy and eat the apple which grew on the forbidden tree. It is true that the serpent suggested to Mrs. Eve that she so command Mr. Adam, and one might, by advancing that birds of a feather flock together, insinuate that Mrs. Eve was rather serpentine. Perish the thought. . . . Nevertheless, that was the first occasion that man followed woman. It is very significant that it was described as the Fall of Man!



Behold the striped-ness of him!  
He cribbed those stripes.

It is all very well for some wiseacre to say that Eve came after Adam and that she has been after him ever since. If it is so, my masters, no amount of talking will alter the fact. But it isn't half so consequential—directly—as that the first time man followed woman he fell. And the purport of this article—it was written, as it will be read, in the hot weather—is to prove that when man fell, he fell for good and all. He's still fallen; he can't get up. If to follow was to fall (and you see my logic), then how are the mighty fallen!—for you and I and the fellow in the next flat have been following ever since. Fact! Come down the street and I'll prove it to you.

### He Cribbed Those Stripes.

You see that gentleman approaching? Behold the striped-ness of him! See the stripe in his suit; the stripe in his shirt; you can almost hear—if it is a very still day and the cars stop running—the stripe in his tie, and that is only capped by the stripe in his socks and the stripe on his hat-band. He looks more like a zebra than a man. Yet he is a man! Yes sir! I give you my word. If you ask him he'll admit it. Now where did he get those stripes? Did he evolve them? Not much. He cribbed them, swiped them—to be vulgaristic—from the womenfolk. His wife came home one day and he became aware of some black and white diagrammatic happening in the doorway. It looked

like an optical illusion. By and bye as his eyes became used to it, he perceived that this mass of criss-cross and up-and-down and black-and-white effects was indeed his wife. What did he do? Did he revolt? No, sir, he paid the bills for the stripe which she wore, and then went out—and—as the Scripture says—did like wise. Do you like him in his stripes? Or, following once again, has he fallen once again?

### Behold the Actor!

Behold the actor as he steps the boards. Observe the waist on the man. If you look carefully, you will see that his form gradually assumes the shape of the one-time diavolo; it is like two inverted cones placed tip to tip. You could nearly play hoop-la with his waist. Flung a ring about nine inches in diameter, and if it could get over his shoulders it would just encircle his waist. (A 9-inch diameter would mean a circumference of 28.2743 inches; this is done by arithmetic.—E. A. H.)



He is not a pagan nor yet a futurist.

Well, whoever or whatever decided him to crush and cramp himself into that small space? Whisper it low: he followed the leadership of femininity once more. There came a time when Lucille—or somebody else—decided on small waists for big women and the actor observed his lady confrères—if that isn't too paradoxical—compressing themselves into little space. He tried the effect upon himself. Whether he used the same weapons or not, it isn't for me to say. (Better not discuss it here.—Editor.)

But there you are! Providence never intended that that man should go round looking like an egg-timer! Providence proposes but woman proposes and disposes both!—as the old saw goes.

### The Spat—Chic, Charmant.

Do you know a spat when you see one? You do? Very well. I will tell you how man came to affect the spat. Some dear old lady—I don't know where she lived—decided that in the cold weather her ankles were not suf-



An actor like two inverted cones placed tip to tip.



ficiently protected. She wore very thick boots, but that didn't do the trick. So she planned and planned and finally the admiring neighbors beheld her appearance in—gaiters! Mademoiselle Somebody-or-Other, who, of course you know, is the leader of fashion in Paree—happened to be travelling and came across the town where the dear old lady was wearing gaiters.

"Ah" and "Mais oui" and "HOLA" and various other things she cried; "bee-autiful, so what-you-call chic, charmant—la, la." And forthwith she declared gaiters to be the fashion. But she did not call them gaiters. Oh, dear no! They were spats. And a 'nut"—which is, besides being something for which the squirrels are looking, a latter-day Beau Brummel—saw that all his lady friends were "wearing the bally things, y'know," so he decided to be-spat himself! And that's how man came to be spat. You see, he followed again! Whether he fell or not depends, for your opinion, upon whether or no you wear them.

So far I haven't said a word about color. But—tell it not in Gath—there's a friend of mine who is going around this town in what he calls a puggaree. He says it originated in India! I think it did! It looks heathen enough. It's a sort of hat-band—at least, he wears it round his hat, though it might be a sash for a gypsy costume or part of a bed-quilt for all I know—and it wraps over and over round his Panama hat (which is, of course, very dirty as usual). The amazing thing about this puggaree is its color. It is bright yellow on black. Imagine it! Now this man is a decent sort of man and a good church-going fellow. He is not a pagan, nor yet a futurist. Nor yet again does he spend his days rooting for a ball team whose colors are yellow and black! But I ask you, isn't it a sad spectacle to see this man falling away from grace like this? Why did he do it? Come nearer and I'll breathe it! He suddenly got to know that ladies were wearing bright-colored hat-bands. He said that this was the age of equality of sexes; that women weren't going to have a monopoly of bright-colored hat-bands, and therefore he should cut them out. He's set the whole city-full of men doing the same thing. Once more the mere male is following the fair female!

Well, where is it going to stop? Is it going to stop? If my sex has followed the other in the hereinbefore recited instances, what avenues of possibility does that open? Are we getting to the stage when we shall wear flounces and furbelows, ruffles and such? I have only given a few instances. I could go on and will if you like. (No, don't, please, Mr. Hughes.—Editor.)

It is the old story of Adam and Eve. Mrs. Eve is calling, and Mr. Adam is still following.

She holds out the apple and we all fall for it—fall for it!

E. A. HUGHES.

\$600 APIECE!

At the Saskatchewan R. M. A. convention banquet a significant prediction was made by F. Maclure Sclanders, commissioner of the Saskatoon Board of Trade. "In 1913," he said, "money received from the crops averaged \$185 per capita of the provincial population. With only a fair crop this year, considering the extra acreage, and the high

prices sure to obtain, I expect to see the crop revenue for Saskatchewan from \$600 to \$700 for every person in this province."

AD MEN'S CONVENTION.

"The sum of \$600,000,000 was spent for advertising in the United States in 1914!" This is the estimate of William Woodworth, president of the Associated Advertising Clubs of the World, made in an address before the Chicago Association of Commerce. The story of this expenditure and the results achieved will be discussed at the Chicago convention of Associated Clubs, June 20th to 25th.

What this discussion means to the advertising fraternity is evident from advance reports concerning the movement on Chicago by the armies of advertising men which have been and are being organized in all parts of the country. A veritable invasion is at hand, an invasion which purposes to spike the guns of objectionable advertising. Canada will be well represented.

T. W. LeQuatte, president of the Associated Advertising Clubs of Iowa, startled the brisk hotel clerks of Chicago, when he made reservations at the Sherman for a regiment of 1,000. Close upon this followed reservations for 200 members of the Pilgrim Publicity Association of Boston at the Congress Hotel, and the same number for the Advertising Men's League of New York. The Poor Richard Club of Philadelphia, engaged an entire floor at the LaSalle where the Indianapolis Club has reserved fifty rooms. The National Association of Advertising Specialty Manufacturers has made reservations at the Hotel Sherman for fifty members. From Fort Worth will come a special train bearing the Texas clubs. The Pilgrims expect to have a special train while many clubs are planning on one or more cars.

But the invasion will not be by land alone for the Grand Rapids Advertisers' Club has chartered the steamer "City of Grand Rapids," at a cost of \$10,000 for the convention. It will take to Chicago a record convention crowd from the Michigan city, the members of this delegation living on the boat while there.

There was jubilation among the leaders of advertising when Mayor Thompson signed a proclamation making June 20th to 26th "Advertising Week" in Chicago. He called on merchants and citizens not only to welcome delegates to the convention but also to display during the week, advertised, trade-marked merchandise and to decorate their places of business.

A. Tarry, Canadian manager for Messrs. N. Corah & Sons, St. Margaret's Hosiery Works, Leicester, England, was among those who escaped when the Lusitania was torpedoed.

Capt. L. W. Whitehead, 13th Battalion, 5th Royal Highlanders, who was on the neckwear buying staff of Tooke Bros., Montreal, is reported wounded and missing. Letters from soldiers state that Whitehead showed remarkable coolness under fire, and those who knew him will quite believe it. He had made several trips to Germany, and expected to be quite at home when he reached Berlin.



All his lady friends "wearing the bally things, y'know."

## 400 Shirts at 8 Cents—Costly Ad. for a Paper

**O**N the front page, lower right hand corner of the *Ottawa Citizen*, a short time ago, on a Thursday morning, appeared a notice stating that owing to a typographical error in the evening edition of the day before, shirts advertised at 8 cents should have read 85 cents!

It was a costly newspaper ad., that one of the day previous. At five o'clock in the afternoon Ely's store in Ottawa was jammed with people, the front door was locked and a burly policeman was guarding the cash register.

Before the store closed at six o'clock—and it closed sharp on the hour this Wednesday—400 shirts had been sold at 8 cents, regularly \$1, \$1.25 and \$1.50 values. It was like a run on a bank, that wild scramble for eight-cent shirts, due to an error in the ad.

The manager of this branch store that caters to an exclusive circle, was rather inclined to refuse the first customer—the idea seemed so absurd—but when the paper was produced, he decided as all wise and tactful men's wear dealers will decide, to keep faith with the public. So he sold two shirts—this was the limit—to each customer throughout that exciting, laborious two hours of that afternoon. It was a clamorous crowd—prepared to be militant in defence of its rights of "Citizen"-ship, and the bargain in shirts.

But when that first awful day had passed into history, the store had done its duty, had kept the faith. Next morning entered another bargain seeker: "Too late!" was the reply. And perforce he departed, disappointed. Late the second afternoon there entered a man. Half sheepishly, half apologetically: "I suppose you haven't any more of those 8-cent shirts?"

The manager also smiled as he shook his head. "All gone."

"I was afraid they would be," and he departed.

Who, then, must be held responsible? The newspaper, for the correction on the ad. had been disregarded. On each of those 400 shirts the store lost 77 cents, or \$308. Probably—certainly, shall we say?—400 shirts would not have been sold at 85 cents. And yet those 400 shirts had gone: they could not be realized on again. Many had cost more than 85 cents.

What would be a fair bill against the paper?

When should the store have stopped selling at 8 cents?

How would you have handled that difficult and unusual situation?

For each of the two best answers received up to July 15, *Men's Wear Review* will give one year's subscription.

Send in your answers—make it interesting reading for all.

What Would You Have Done Under These Circumstances?



## A New Type of Men's Store Front



*This new front of Buckham's, Limited, Toronto, is a new style of front which provides a magnificent display on both sides and in the centre. It has come in for many expressions of admiration and it is likely to be adopted in many a plan for store improvements.*

*The merits of the design are self-evident and need little description. Probably the most unusual feature is the centre-piece taking the place of the ordinary separate "Island" front. This is slightly curved at the apex and gives a splendid opportunity for the display of ladies' Panama hats which the firm have just added to their stock. This will be reserved for the display of these until Fall, when furs will replace them.*

*The entrances are on each side of the central window, and a door leading to offices upstairs is neatly concealed behind the left hand window.*

*The new store is double the size of the old one, being 25 feet wide and 120 feet deep, taking in the former Brockton shoe store. The height is 14 feet. The splendid display features of the window arrangement is amply kept up by the lighting, the new nitrogen lamp being used. In the big windows, there are 10 200-watt lamps, and 2 400-watt and 2 250-watt in the entrance. The semi-indirect system is used in the store, which is equipped also with 200-watt nitrogen lights, while four are used in the beveled window.*

*The interior is equipped with handsome oak cases for hats and furs, and four-sided mirrors are set around the central pillars.*

*In the windows are over 25 dozen hats.*



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### THE INIQUITOUS SLAUGHTER OF STRAWS.

**F**OR the first time in years the time seems favorable for local men's wear dealers reaching some agreement in regard to clearing sales for straws.

Why should not the merchant realize a decent profit on his season's purchases?

It is not a question of being forced to cut prices in order to clean out surplus stock: it is a wise man who does this on all occasions—when necessary. Hat men are forced to do it year after year when it is unnecessary.

Usually the man who starts it is cutting his own as well as his neighbor's throat.

And yet it goes on, year after year.

In 1914, after a fairly brisk sale of straws the last week in May, cut price sales at one dollar and less started and spread.

It only needs one man on the street to do it: the rest are forced into it.

This year before the first of June one store announced a sale of 85-cent straws! Not mixed with others at \$1.50, \$2, \$2.50 and \$3, but the job lot at 85 cents! And the season had not begun, even for the new and higher-priced goods. The "85-cent" straws were not \$2 goods of 1915—but the public were spoiled and started to look for more 85-cent prices.

Elsewhere in this issue is an article suggesting that men's furnishers attempt some arrangement to hold off these profit-killing sales until July 15, and thus garner in something in the way of profit. The season has opened very late: at the time of writing not 10 per cent. of the men on the street are straw-hatted. If a sale starts soon, the usual profits will be wiped out absolutely.

But, according to precedent, the man next you will proceed to dump his stock, new as well as old, into the window and label them: "To clear at \$1 each."

Then you must follow suit.

A bad, foolish and unnecessary business.

Cannot you arrange to stop it?

### A SHERBROOKE LESSON.

**T**HE visit of a staff writer to the Robert store in Sherbrooke, Que., provided material for distributing some good ideas that are carried out in only a small proportion of men's wear stores. There is the practice of separating shirts according to sizes. It is a common practice to have a lot on view all mixed up so that the customer finds a pattern he

likes but has to be informed that "this is a 15, we haven't that in 14½." This causes a certain amount of annoyance that is not conducive to further search and buying. It has been found the only safe rule to separate shirt stocks according to sizes and show a customer only the styles in the size he can wear. This may appear a small point to those who lump their sizes, but those who have worked it out know its value.

### OUR NEW YORK LETTER.

**T**HE Review of New York's styles continues to form a much prized portion of the menu of Men's Wear Review. Two months ago our correspondent wrote warning against going in for any freaks in straw hats, and picking the "conservative" as the real seller. The opening business there bears him out, as it does in Canada. His early choice of the bow tie and polka dot has been justified fully by the outcome. We look forward to constant proofs of his ability to "pick the winner" far in advance. His letter in this issue contains as well, some interesting forecasts as to Fall demands in hats, neckwear, etc.

### AGAIN WE LOOK TO THE WEST.

**Y**EAR by year as the season of crop sowing passes and early indications of harvest conditions reach us, we figure out the financial prospects of the great prairie West for the coming twelvemonth and measure up its wide-spread influence upon Eastern conditions as well. It is almost as if from early in June onwards we held our breath to catch the whis-pers, and waited, inactive, for the garnering of the grain before plans of expansion or repression were allowed to take definite shape.

This season, for all the war, we have begun the same process. Probably the importance we attach to the 1915 crop is one of the most convincing proofs that we are not so much as we feared at the mercy of externals, but control our own commercial destiny far more than we dared to hope. This being so, those early prairie whispers could hardly be more encouraging. Of late years Southern Alberta and Southern Saskatchewan have seemed to lie under the evil scourge of drought. But this year reports show that they have received more moisture already than during the whole of 1914. Around Medicine Hat the rainfall has been 3.2 inches, and around Lethbridge 2 inches, against practically none last year. Around Saskatoon the moisture is already equal to last year's total and in Calgary district it is double. Unlike the East the early rainfall in the West is sufficient to last the soil through the whole season. Winter conditions, moreover, were quite favorable, as the southern lands of the two provinces mentioned were covered with snow all Winter, which fed the thirsty soil in Spring. Seeding was two weeks earlier and to cap all, the call from the devastated fields of Europe was answered by an increase in acreage of from 20 to 25 per cent., as compared with a decrease in 1914 over 1913 of 13 per cent. Even the frosts at the end of May that struck down the small fruits in sections of Ontario escaped the Western crops. These favorable reports, if they continue as seems certain now, cannot fail to have a toning-up effect on business all over Canada.

**SALES OF BANKRUPT STOCKS.**

**S**HOULD signs announcing bankrupt sales be allowed? This is a question which the retail merchants of Saskatchewan are discussing to-day and which they have carried to the Government of that province. They want a law passed prohibiting such signs and have asked for legislation covering their request.

While this may appear to be a radical move, yet there is undoubtedly some reason for it. A bankrupt sale is the legacy a business failure leaves behind. It means that a stock of goods is—in most cases—being sacrificed in price and this injures the trade of the legitimate retailer who has paid a hundred cents on the dollar for his goods and who is struggling against competition to get his money and a living out of the business. The first thing he knows someone comes along with a bankrupt stock and loads many of his customers up with goods they do not want or which will require a long time to consume. Cash has to be paid for such goods. This means that the legitimate dealer loses trade through no fault of his own and he has to wait longer for much of his money.



**POST OFFICE LISTS AND MAIL ORDER FIGHTING.**

**I**T is curious perhaps, and yet natural to find two sets of opinions advanced every time some activity of the large department store or Mail Order house is introduced. There are some retailers who would petition for legislation restricting their operations in every possible direction. When Parcels Post was introduced there was a protest against it on the ground that the lower rates would extend the field of the Mail Order houses. There are others among the retailers who are disposed, not to welcome the extended area of competition, but at least to set themselves to meet it and beat it back by availing themselves of the new facilities that are thrown open in common to themselves and the invaders.

Such a two-fold attitude was manifest at the Saskatchewan convention of retail merchants. A resolution was introduced aimed at forbidding postmasters to sell lists of names,—usually those on rural mail routes,—on the ground that the Mail Order houses were enabled to enter the preserves of the local merchants. This resolution received considerable support, and yet the convention left it alone. "Do we want to stop this practice?" asked the President. "Where are we to get lists if we should want to circularize?" It was agreed finally that the practice should not be opposed on condition that all parties be given the information on an equal footing.

This surely is the proper spirit, the only fighting attitude that will win victory for the retailer. In fighting parcels post, wherever it was done, an attempt that was bound to fail was made to block a great public convenience. The Mail Order houses unquestionably have taken advantage of the 20-mile zones to increase their trade, but so have the most enterprising retailers all over Canada, and they are increasing their business under this new method.

Do M.O. houses send out catalogues? So do local merchants, in one form or other reaching the public that want to buy.

Do large department stores have bargain counters? So do the smaller local stores, and make it pay exceedingly.

Do the department stores make it more enticing to buy by accepting returns of goods—to satisfy and keep satisfied the customer? So do scores, hundreds, thousands, of the smaller stores in Canada, and it pays them well.

Study the methods of the Mail Order houses; of the big department stores, and adopt every one that looks good to you. It will help you fight them more successfully and more permanently than any action that may be construed—and resented—by the public as a "restriction of trade."



**UNIFORM HALF-HOLIDAYS.**

**M**ANY towns and cities are observing the weekly half-holiday. It appears to be taking even a stronger hold this year than last.

The Review has one suggestion to make in this connection. A uniform date should be selected for the half-holiday wherever it is observed. Up to the present the practice has been for the stores in the various cities and towns to select their dates without regard to what is being done in other places. The result is that the dates selected vary. In one place the stores will close on Wednesday, while in a town a few miles away, Thursday will be selected. Over in the next county they may be observing Friday or Tuesday. In consequence, the traveling man's operations become more or less of a gamble. He is never quite sure when he strikes a town whether he will find anyone around or not.

Such confusion is not desirable, nor is it necessary. By the selection of a uniform date all trouble could be avoided. Wednesday is probably the day most commonly selected. Why not make it general the country over, except of course, where it falls on a market day?



**EDITORIAL NOTES.**

HERE'S TO A GOOD warm month of July!

\* \* \*

KEEP YOUR HAT PRICES up to July 15.

\* \* \*

WILL THE STIFF HAT come into its own again this Fall?

\* \* \*

MAKE PLANS TO CLEAN up your slow sellers in July and get a clean bill for Fall.

\* \* \*

BUT HOLD ON TO YOUR serges and any cloths that will be good again. Some manufacturers are offering bonuses to be clear of early orders.

\* \* \*

NOW IS THE time to figure ahead on your recreation this season—what about the weekly half-holiday this year?

\* \* \*

THIS YEAR—1915—of all years in Canada's history, the farmer is king. Increased acreage, intensive cultivation, waiting markets, and record prices, all point to unequalled prosperity for the agriculturists of this country. They themselves are at last beginning to realize this fact, and so are a great many wide-awake retailers who are looking for new and steady markets.



# NECKWEAR



*Something new for Canada is this bathing in black and white. The bats are only single, though they are split and made double, and the shorter length makes a good firm knot. A floral design in a warm dark red is displayed as a Fall leader, while the horizontal stripe is in bright coloring. Shown by A. T. Reid Co.*

As the season wears on the predominance of bright colors for neckwear increases rather than declines. All scarfs have been exceedingly loud for some time now and Fall indications are that bright colors in ties will be the strong leaders.

First bid for popularity is stripes rather than spot or all-over designs. This, as we have explained before, is chiefly the military influence; it is not easy, of course, to show anything in the way of regimental colors in anything but stripes, and these are being shown in bias, and in horizontal effects.

This crossbar stripe is the most popular at the moment and the manufacturers tell us that in their orders for Fall this state of affairs is continued. The crossbar is something new—that is during the last few months—it is some time since any horizontal design was popular in neckwear the predilection for that being for perpendicular and bias stripes. Some few years ago horizontal in ties was popular leaning just as it was in hosiery but for the last five or six years the perpendicular and the diagonal stripes and ornamentations generally have been in vogue, almost to the exclusion of any which favored of the horizontal.

The only exception to this was the knitted tie which has been for some seasons now upon horizontal lines. This failed to oust from acclaim the other perpendicular and diagonal models and only had a comparatively small share of popularity in the neckwear business. There have been various widths for the new cross-bar tie,  $1\frac{1}{2}$  and 2 inches have been the most popular up to now but some manufacturers are now going very strong on a tie which is  $2\frac{1}{2}$  inches in width and while this is selling a good deal for Summer the indication is that it will have a stronger vogue in Fall and Winter neckwear for 1915-16. This is chiefly popular in fairly wide stripes. Belgian and Roman. We reproduce some on this page. We saw some in a retailer's window where the stripes were quite even and were really bars and not stripes. Blue and gold alternated in half inch widths. On the other hand a bundle of stripes and then a bar of solid color and then another bundle of stripes and another bar of solid color is a very effective design, and in this connection we point out one of the illustrations on this page. With regard to other designs the diagonal or bias will have very strong representation. We reproduce illustrations of this point which will do more to explain than a written description.

## Remarkable Vogue, Black and White.

Another remarkable thing is the vogue of black and white. This black and white up to a year or possibly two years ago was almost entirely regarded as an English habit. In this country black was supplied with grey and not white. It has, however, come in and the War has made it stronger. There is an old saying amongst neckwear manufacturers that War-time is black and white time. It is a fact that during the Boer War and the Russo-Japanese War, the Balkan Wars and right up to now this black and white habit during war-time has been proven again and again. There never was such a run on black and white as there is at present and there is nothing so pleasing to the eye. An illustration of the immense sale of black and white that is going on at present is that a manufacturer told us that he bought 1,200 yards of black and white silk simply for this black and white idea alone. He ran it in six widths and the same number of designs and now only a few weeks after it was bought—he has not 50 yards altogether. A black and white tie, in all sorts of widths, would be agreed on by most manufacturers as one of their leaders.

## Red, Black and Yellow.

Appropos of what we were saying about militaristic tendency we have remarked on another page in this issue, the prominence now being given by retailers to Belgian colors. This is confirmed by the manufacturers who tell us that they are making up a great many designs with the red, black and yellow of the Belgian crown. These are made up in both the close stripe and the wide stripe; in the cross-bar and also in the bias style. We also see that

some manufacturers are making them up for bat wings too.

We illustrate also a sample tie made up four-in-hand style, of red, white and blue. This, be it noted, runs in the proper order red, white and blue. The manufacturer of this—so far as we know there is only one—reports that there is a good call for this coloring and that he is making good on his sales, to a surprising extent.

Now coming back to material and make-up. For Fall the Mogadore corded cloth without any blaze is going to be very strong. This works out particularly well in striping and already orders are coming in in big numbers showing that the taste of the manufacturer putting out of this stuff is right. They have sensed the market feeling. We may say incidentally that New York is going to run very strong on this for Fall and Winter and that for once at any rate we are right up to the minute with New York, instead of being, as we often are, 6 months after. Stripings, in all sorts of designs—broads, narrows, uneven, even, will have an immense vogue in Fall and some manufacturers are putting these out with a dull finish. A very attractive fall model which we have seen and one which we illustrate on this page is a satin and Mogadore combination; the satin comes up in glazed red and the Mogadore comes up dull and unglazed. This makes a very attractive tie.

#### Bat Wings Keep Strengthening.

So far as bat wings are concerned these keep on selling, stronger and stronger, they too are in all sorts of designs with stripings well to the forefront. Some manufacturers are running on novelties, but black and white or bright stripes are designs which the man who would be *à la mode* will be purchasing at the present time and indeed right through the Fall and Winter. One of the patterns illustrated on this page is a plain black with a splash of white on the front wing. Something novel, also in black and white is a short tie which is very simple to tie. Instead of there being four leaves to the bow—two at either side—there is only one at either side. The ends are double, however, and give each the appearance of two. This looks extremely smart.

The run on foulards, according to some manufacturers is still going on, while others, judging from their own experience, think it will not continue for Fall. Foulards are being very much worn at present, and this is not surprising in view of the fact that they make an excellent Summer tie. Black and white combination and yellow and blue and white in narrow stripings are very popular and we notice up and down the City here that a great many retailers are running very heavily upon these, in pointed ends. There is apparently no plethora of style in bat wings and we think that open ends have now got it all over round or square ends for popularity. This is likely, judging by orders, to continue right through the Fall and Winter.

So far as knitted ties are concerned, these are strong but they seem to be waning a little in the public estimation. Black and white here again are very strong with soft and loud coloring according to the buyer in other lines. Silver grey is also very popular as a back ground and bearing brightly and frequently striped coloring. Plain black ties are very slow now and are likely to be so, we understand for the Fall and Winter.

#### COLORED GROUNDS WITH BLACK AND WHITE.

Montreal, June 14.—One of the newest ideas in the neckwear market is a two-tone stripe, with a khaki stripe added. It is a variation on the club stripe to give a mili-



Three leaders for Fall wear shown by Wm. Milne. The broad stripe is in red, white and blue, and a distinct novelty. The bat is of excellent material for tying. A Roman stripe in mogadore, which is unusually wide, is the third.

tary effect, the stripes being one inch wide. These are made on a repp ground in the following combinations: khaki, maroon and emerald; khaki, royal and garnet; khaki, belmont and green; khaki, navy and white; khaki, purple and orange; and khaki, black and scarlet. There are some colors which do not go well in this type of neckwear: for instance, helio is a hard color to introduce.

Satin ombre will be good for the Fall, and the newest thing in this line is a satin ombre with white canelle stripes. These stripes are something new for Canada, although New York has been showing them in large quantities this year. The stripes will run down the edge of the ombre colors, giving them a sort of border. It is expected that for the Fall trade there will be nothing to beat this for style. Ombre is always a good line for Fall. One Canadian manufacturer disposed of over a thousand yards of one set last year, and ran six sets.

#### Long Stripes Out West.

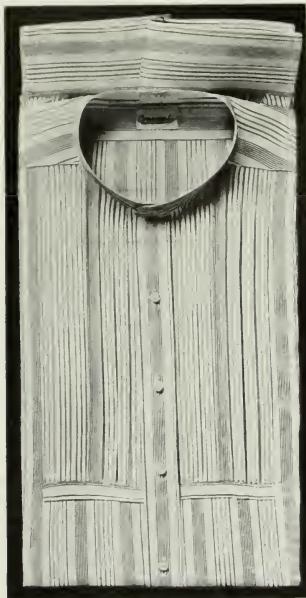
Black and white Mogadores have been the big sellers this year. The stripes are being made in six widths, the fairly large sizes being most in demand. Generally speaking,  $\frac{3}{4}$  to  $\frac{1}{2}$  inch stripes have been the best sellers. These should be good for several months yet, and are selling too well to fall off suddenly. Should such a calamity occur, manufacturers would be caught badly, as several have invested large sums of money in stocks of this silk. A large number of Western houses have asked that their orders of black and whites be cut long instead of on the bias. They appear to be favoring the long stripe out West.

A new line now in the hands of travellers has a highly colored ground, with black and white cross-bar effects. These are claimed to be New York's newest novelties, and are being made in grounds of peach bloom, canary, rose bud, sea foam, lulu fado, and lilac.

In regimental stripes, there is a plain military khaki, with cross-bars of various regiments. Another military khaki has a solid shade of cross-bar in the following effects—light and dark blue purple, Tipperary green, cerise, and black. It is expected that these will be in the hands of the trade by the middle of July.



# COLLARS & SHIRTS



Another black and white stripe design for Fall. Shown by Crescent Manufacturing Co.

pretty sure that the closed collar will not return this year. It is practically dead now — except for conservative buyers — manufacturers showing only a few lines, the big demand being for cutaway styles. There is also a big demand for soft collars in the same style, which are offered in fine pique, moire and silk poplin.

The chances are that the wing collar will be the correct thing for dress next Fall, with a variation in size and shape of points. But it is far too early to predict with any certainty what form the changes will take. The wing collar is a far more sensible collar than the straight band or poke collar, a few of which are being worn now.

MONTREAL, June 14.—It is difficult to make a guess at what style is likely to be worn for Fall, either in wing collars or any other kind. The belief is that the cutaway will stay, and they are a good style of collar for manufacturers of neckwear, as they allow of a large knot or bow, whereas when the closed collar was in vogue, the neckwear was loose and stringy, and not easy to make.

There will likely be some variation from present styles, but one can be

It has been suggested that the wing will take the shape of an equilateral triangle instead of a right-angled triangle. This change was made last Fall, and quite a number were sold both here and in the States. It is very possible that this idea will take on this year. A collar of this type was placed on the market by a Montreal firm, with narrow spacing, the collar being of two pieces, which is supposed to give a better fit.

### Cutaways for Fall.

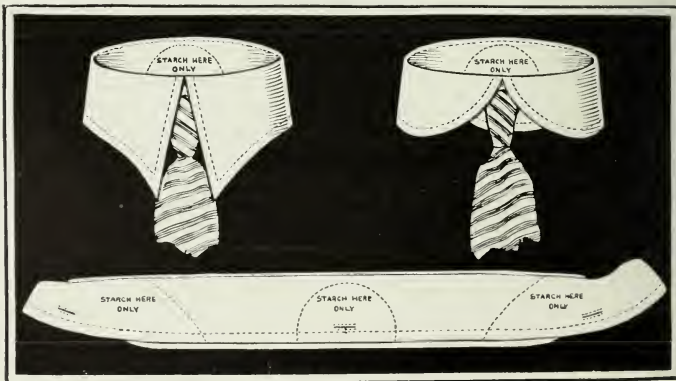
A Toronto expert in the collar line gave it as his opinion that the cutaway, both extreme and medium, would remain the leaders for Fall. The wing collar he could not see gaining much; the other two deserved their place, owing to the ease in wearing and their adaptability to cravats.

### Shirt Gossip.

Among the Fall lines for shirts is a range of the new colors, Belgian Blue, Grey and Tipperary Green. These run about 1½ in. in width and on either side are heavy black stripes with lighter ones adjoining them.

There has been quite a rivalry in the silk and cotton shirt in contrast to the all-silk ones in the single and double cuff. One firm limited itself to double cuffs and the shirts sold at \$2. Another firm brought out a shirt with single cuffs and caught a large sale in these. The advantage of both, of course, is that they enable the part of the shirt that is in view, the bosom and cuffs to be of silk and the wearer to appear in quite as good circumstances as the man who has bought his \$5 shirt.

Indeed reports from New York,—and they are verified from one or two places already in Canada,—indicate that the sale of the all-silk shirt did not come up to expectations, as they depended so much upon the financial ability of the public. Sales are already being held of these shirts, some started the 1st of June, and prices generally were

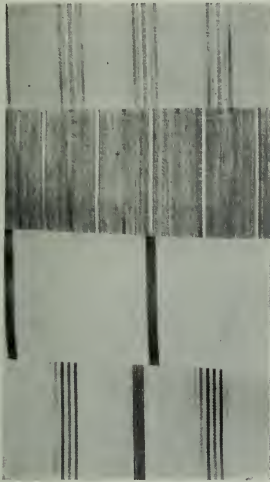


In these samples portions of the band around the buttonholes are starched to reinforce the soft collars so that they will stand up better. Shown by the John Forsythe Co., Limited.



cut in two. However, up to the time of writing, the sale for both the silk-fronted shirt with double and with cuffs was held up well and both made good extra lines for the season.

The new sports shirt has found a very strong demand and came into popular favor. Indeed everyone remarked



Wool taffeta shirtings with silk stripe. Some of the popular lines. Shown by Greenshields Limited.

that it was strange no one thought of it before. The short sleeve and the collar that did not have to be unbuttoned to be turned down are just the things that the man who takes out-door recreation of any kind has long desired—he found the part of the sleeve below his elbow superfluous as well as the upper ends of the band that had to be undone and tucked out of sight.



ADVANCE IN BLUE OVERALLS.

Trade Will Be Offered Chiefly Browns and Greys for 1916  
—Effect of Dye Scarcity.

There is a danger, if the war continues, and the textile industry is deprived of proper dyes, that black and blue overalls and drill shirts will be difficult to procure, and that in their place the trade will be compelled to carry greys and browns.

In the case of negligee shirts, which do not require such heavy dyes, the situation is not so serious. For a long time textile manufacturers have been drumming into the ears of overall makers that before long there would be a shortage of materials. Little notice was taken of these warnings, the opinion being held that they were being made for the purpose of securing orders. Not until orders for material were cancelled was the situation realized. Now it is necessary to submit orders to the mills, who accept them or decline them according to their urgency.

Manufacturers of overalls are in a quandary, as their ranges for 1916 should have been ready this month. With several makers of indigo drills withdrawing their prices in the States, the situation is certainly a difficult one. They are getting out a line of logwood grey, made of a special dye.

Indigo blues can hardly be secured at any price, and big advances have occurred in aniline blues. Garments of the latter will be offered to the trade at a higher price.

There are one or two changes in designs, but these do not amount to very much. The demand for overalls has fallen off, as so many workmen are unemployed, and those in employment are economizing.



OVER A THOUSAND HATS IN A DAY.

Straw Hat Day a Great Success in Baltimore—How Charities Got Old Derbies and Soft Hats.

The experience of the city of Baltimore in having a straw hat day this year is very interesting as it shows the amount of business that can be developed by a campaign in which the newspaper or the press generally of the town or city takes an interest.

One paper in Baltimore, "The News," was induced by the hat men to take up this question of a special day to open the season in straw hats and the first of May was chosen, three weeks earlier than last year for most sales. A deputation of the hat dealers was sent to the Mayor to make the day official. The theatres and moving picture houses were induced to flash "Straw Hat Day" on the screens for the week preceding the opening day, Saturday. A special announcement was made in The News and feature pages were run of exclusive hat advertising for the Thursday and Friday before May 1st. The result was that at the end of the day one dealer reported that he had sold more than 1,000 hats, many times his record for any single day during his business. All the merchants reported a very big success for that day and the business continued on during the next week very briskly.



A new cape, guaranteed washable with soap and water. Shown by Perrin, Freres et Cie.

A straw hat day was worked in a number of other cities with considerable success. The date varied, running on to the middle of May and even later.



# BOYS' DEPARTMENT



## GETTING AND HOLDING CHILDREN'S TRADE

Written for Men's Wear Review by M. Taylor, The Robinson Co., Napanee.

**N**APANEE, June 12.—Get the good-will of the parents and they will speak favorably of you at home. Consequently, you will have the good-will of the boys. When the mother is buying general dry goods, draw her attention to some particular line of boys' wear that you think will interest her.

Find out the boy's first name, and whenever you meet him have a jolly "Hello, Bill" for him.

Ascertain what line of sport he is most interested in, and get posted on that particular sport so as to be in a position to talk to him about it. If mother should write or phone for a suit, give the matter very careful consideration and send the best value possible.

Get the birthdays of all the boys, and send them a souvenir each year worded something like this:

Master John Smith,  
Smithville, Ont.

Dear friend Johnny:

We enclose you herewith a slight souvenir of the occasion of your birthday, and hope you may have many more happy and pleasant ones.

Your faithfully,  
Firm's Name.

Here is a case that came to me only recently. Father, mother and Johnnie were driving to market some 15 miles away. When nearing the town, mother asked father where they had better go to lunch. Johnnie immediately said, "Go to the store that sent me the birthday present." So, if you get in direct touch with the boy you win the good-will of parents also.

Another business-getter I found is having an annual Boys' and Children's Clothing Week. (See newspaper ad.) For boys' week, besides this ad coming out in the paper we had several hundred handbills printed in the same style and enclosed one in each parcel going out of the store for a week previous, and mailed many to families at a distance whom we knew had boys. We also had our card-writer print cards, size 14 x 11, with "BOYS' CLOTHING WEEK" in good plain type. These were placed in conspicuous places in every department of the store.

Win the confidence of parents and boys and never deceive them. Let them see you are trying to further their interests as well as that of the store.

If they do not buy to-day, let them go away feeling that they have been treated as pleasantly and courteously as though you had made the sale. (April showers bring May flowers.) They will no doubt come back if properly treated.

## AFTER MONTHS OF PREPARATION

We Announce an Extraordinary Display of Boys' and Children's Clothing and Furnishings for Seven Days only, Commencing Friday, April 17th, and Continuing Until Saturday, April 25th.

Our Clothing Section will be the center of attraction to boys and their parents. We will have an immense showing of Boy's and Children's New Spring Suits, Overalls, Reefers and Blouses. No need to tell you that our stock comprises everything that could reasonably be desired for boys from 2 1/2 years to 17 years.

The newest and best that manufacturers produce are found here. All suits from \$20 to \$35.

AS A SPECIAL INDUCEMENT FOR YOU TO COME AND VISIT US DURING THESE SEVEN DAYS we are taking your choice of any of our Twenty-five Cent Ties with the purchase of any Suit, Reefer or Bloused up to \$4.00. With a Suit, Reefer or Bloused up to \$6.00, any of our 50c Shirts or Shirt Waists. Your choice of our 75c Shirts with any Suit, Reefer or Bloused over \$6.00.

Our aim is to encourage the boys to dress neatly and becomingly. We invite all the boys and their parents to see this special display in our Clothing Section, and ask you not to feel under any obligation to buy.

## Over 300 Boys' and Children's Suits Now in Stock

**Four of Our Leaders in Buster Brown Suits**  
No. 1200—\$20.00 to \$25.00  
No. 1201—\$20.00 to \$25.00  
No. 1202—\$20.00 to \$25.00  
No. 1203—\$20.00 to \$25.00

**Seven of Our Leaders in Two-Piece D. B. Bloused Suits**  
No. 1204—\$20.00 to \$25.00  
No. 1205—\$20.00 to \$25.00  
No. 1206—\$20.00 to \$25.00  
No. 1207—\$20.00 to \$25.00  
No. 1208—\$20.00 to \$25.00  
No. 1209—\$20.00 to \$25.00  
No. 1210—\$20.00 to \$25.00

**Four of Our Leaders in Boys Two-Piece Norfolk Suits**  
No. 1211—\$20.00 to \$25.00  
No. 1212—\$20.00 to \$25.00  
No. 1213—\$20.00 to \$25.00  
No. 1214—\$20.00 to \$25.00

**Seven of Our Leaders in Boys Two-Piece Norfolk Suits**  
No. 1215—\$20.00 to \$25.00  
No. 1216—\$20.00 to \$25.00  
No. 1217—\$20.00 to \$25.00  
No. 1218—\$20.00 to \$25.00  
No. 1219—\$20.00 to \$25.00  
No. 1220—\$20.00 to \$25.00  
No. 1221—\$20.00 to \$25.00



No. 1222—\$20.00 to \$25.00  
No. 1223—\$20.00 to \$25.00  
No. 1224—\$20.00 to \$25.00  
No. 1225—\$20.00 to \$25.00



Dozens of Other Norfolk Suits in all the New Materials and Colorings

Special Boys Blue Serge Suits at \$5.00

Many Other Two-Piece D. B. Bloused Suits from \$2.50 to \$6.50

**Boys Reefers**  
No. 1226—\$20.00 to \$25.00  
No. 1227—\$20.00 to \$25.00  
No. 1228—\$20.00 to \$25.00  
No. 1229—\$20.00 to \$25.00



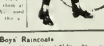
**Boys Blouses**  
No. 1230—\$20.00 to \$25.00  
No. 1231—\$20.00 to \$25.00  
No. 1232—\$20.00 to \$25.00  
No. 1233—\$20.00 to \$25.00



**Boys Overalls**  
No. 1234—\$20.00 to \$25.00  
No. 1235—\$20.00 to \$25.00  
No. 1236—\$20.00 to \$25.00  
No. 1237—\$20.00 to \$25.00



**Boys Raincoats**  
No. 1238—\$20.00 to \$25.00  
No. 1239—\$20.00 to \$25.00  
No. 1240—\$20.00 to \$25.00  
No. 1241—\$20.00 to \$25.00



Our Boys' and Children's Clothing Satisfies the Boys' Comfort, the Mother's Pride, and the Father's Economy



MAIL ORDERS DELIVERED FREE BY PARCEL POST

## BOYS' FURNISHINGS

**Boys' Blouses**  
No. 1242—\$20.00 to \$25.00  
No. 1243—\$20.00 to \$25.00  
No. 1244—\$20.00 to \$25.00  
No. 1245—\$20.00 to \$25.00

**Boys' Hats**  
No. 1246—\$20.00 to \$25.00  
No. 1247—\$20.00 to \$25.00  
No. 1248—\$20.00 to \$25.00  
No. 1249—\$20.00 to \$25.00

**Boys' Caps**  
No. 1250—\$20.00 to \$25.00  
No. 1251—\$20.00 to \$25.00  
No. 1252—\$20.00 to \$25.00  
No. 1253—\$20.00 to \$25.00

**Boys' Belts**  
No. 1254—\$20.00 to \$25.00  
No. 1255—\$20.00 to \$25.00  
No. 1256—\$20.00 to \$25.00  
No. 1257—\$20.00 to \$25.00

**Boys' Pyjamas**  
No. 1258—\$20.00 to \$25.00  
No. 1259—\$20.00 to \$25.00  
No. 1260—\$20.00 to \$25.00  
No. 1261—\$20.00 to \$25.00

**Boys' Shirts**  
No. 1262—\$20.00 to \$25.00  
No. 1263—\$20.00 to \$25.00  
No. 1264—\$20.00 to \$25.00  
No. 1265—\$20.00 to \$25.00

**Boys' Socks**  
No. 1266—\$20.00 to \$25.00  
No. 1267—\$20.00 to \$25.00  
No. 1268—\$20.00 to \$25.00  
No. 1269—\$20.00 to \$25.00

**Boys' Shoes**  
No. 1270—\$20.00 to \$25.00  
No. 1271—\$20.00 to \$25.00  
No. 1272—\$20.00 to \$25.00  
No. 1273—\$20.00 to \$25.00

THE ROBINSON CO. Store Closes at 6:00 Except Sunday

Quality Value Service

Sample of bright ad. 4-cols. wide in local paper.

M. TAYLOR..

**BIG RUN ON BOYS' KHAKI.**

Boys' khaki military suits were received by the trade with doubt at first. Large department stores, who do an immense business in boys' clothing, were afraid of them. One store placed an order for only two of a size, which they followed up next day with an order for a hundred. Their total order to date is for fifteen hundred. While it is one of the best selling lines of the season, it was invariably greeted with skepticism.

There are two or three lines on the market, wool and duck. The latter are in great demand, and manufacturers have been compelled to place big orders with American duck manufacturers, Canadian makers not being able to fill the orders quickly enough. Difficulty is being experienced with dyes. Duck suits are offered for \$1.75, including cavalry riding breeches and coats, cap and puttees. The coat, straight pants and cap can be bought for \$1.50. Wool suits are costing in the neighborhood of \$2.75, the demand for which should be heavier towards Fall.

**Good for Couple of Years.**

It is expected that these military suits will be good for at least two years—as long as the war lasts. The Indian suits worn by boys last year and the year before were a short-lived fad. There can be no doubt as to the demand for them. All a dealer has to do, apparently, is to display them in his window, and the boys come for them.

It begins to look as though the Buster Brown and Peter Pan suits had had their day, and are giving place to the Oliver Twist and Tommy Tucker types. The tendency in the United States is in the direction of straight pants, but it may take a couple of years for Canada to go in strong for them. The big demand this year has been for Norfolks, with just a few double-breasted in high grades.

A Montreal manufacturer has experienced a big demand for a suit with three pleats, two small pockets on both sides on top of the pleats. Another good seller has only one pleat, which extends down as far as the belt, and has patch pockets, the belt being sewed on.



**FAKE STORES WITH FAKE VALUES.**

**Mushroom Places Spring Up to Reap Hat Harvest by Deceiving Public.**

Reputable hat sellers in New York are complaining bitterly of a number of fake stores who opened the season with sales of hats as low as 60c each, giving their value at anywhere from \$2 to \$4. The cause of the honest hatmen was, fortunately—for a certain portion of the public is apt to be misled by such dishonest claims to cheapness and value—taken up by The Globe of New York. In an article it condemned the so-called cut prices of "mushroom" dealers. Scores of hat shops had been opened up just before the season started in order to reap a harvest by offering their hats at cut prices. It goes on to say:

Straw hats are advertised by huge signs over the mushroom shops at 60c, 90c and up, and the value given at \$2 to \$4. One shop on Broadway at 42nd street, announces that it has a \$3 hat by a reputable maker on sale at \$1.15. A Globe reporter entered the shop yesterday. One lone clerk was sweeping out the place. He was requested to show one of the \$1.15 hats in question. He produced a low crown, wide brim, faded-looking straw. The name of the reputable dealer was on the lining and sweat band; on the under side of the band was stamped "factory sample."

"This isn't this year's hat," said the reporter; "it must be two or three years old at least, isn't it?"

The clerk ignored the question and produced a higher crown and more modern looking hat, but one which was very cheaply made and would have been very dear at \$1. There was no name of the manufacturer inside. The reporter said he wanted one of the make that was advertised.

"We haven't any of those in high crowns."

"Maybe you have some in other shapes besides this one. Let me see what you have," the inquirer persisted.

One other hat, equally ancient, was produced by the clerk, but the reporter shook his head.

"Apparently you are using the name of this dealer as a bait to get people into the store, and then sell them another make. Do you call that fair dealing?"

"Every hat in the shop is worth at least \$3," responded the clerk, ignoring the question. "Lots of shops are selling the same hat at \$3 and \$4."

The reporter swallowed this and left. He found about the same grade of hats on sale at numerous other mushroom shops. All were advertising \$3 and \$4 value hats at ridiculously low prices. In order that none of its readers may be disappointed in the hats they purchase, the "Globe" advises that they go to the store of some reputable dealer whom they know will be at the same stand and ready to give them satisfaction a month or six weeks from now if they should be dissatisfied with the way their hat wears.



**THE TURNING OF THE TIDE.**

That a greater cheerfulness is pervading business generally is shown by an abundance of evidence. There are many reasons for this, good, permanent basic reasons, such that cannot be removed lightly. Only a small and insignificant portion of business men now believe anything else than that the bottom has been reached and that business is on the upward march again. An element in Canada that affects so materially business conditions, the West, is rejoicing anew.

The War orders are still continuing and in some lines are increasing greatly, distributing a large amount of money throughout the various centres.

Canada's business will be greatly improved by the crowding in of tourists, as the War has barred Europe from Americans. Reports from Muskoka and other centres indicate that this will be one of the best years in their history as bookings have already been made in a large number of cases.

Best of all is the improved attitude of the public and business men generally as a result of the stressful period they have passed through. Wisdom has been taught, wisdom in doing business, wisdom as regards reckless buying, wisdom in getting a close insight into the details of their own affairs, and new means have been provided for regulating and improving them.

The best asset of business to-day in Canada is that merchants have reached rock bottom,—a stable, permanent, safe foundation.



The Bachelor Clothing Co., Limited, has been granted letters patent, with head office at Sherbrooke, and capital of \$20,000.

J. H. Dube, formerly manager of the Fashion Craft West End shop, Montreal, has been engaged as manager of Henry Mark's store in the Freeman Hotel Block, St. James street, Montreal. He will be assisted by Charles Aiken, for many years with Ely, Toronto.



# SUITS & OVERCOATS



HERE we are in the middle of June, getting out a July number. Who would have thought it? The weather might be anything—November, December or January—but it certainly doesn't look like June or July. However, here goes for predictions, based—as all Men's Wear Review predictions are based—upon concrete information given by manufacturers.

First of all with regard to overcoats, there is still some difference of opinion as to whether the loose overcoat or the tight-fitting will have the biggest run for Fall wear. Orders coming in now favor, it is true, the tight-fitting overcoat. On the other hand, at the beginning of the Fall selling, numbers of retailers placed immense orders for the loose-hanging overcoat. Kimona, Balmacaan—notwithstanding it was said that this was buried—and other loose-form overcoats were getting good business. Gradually, however, the tight-fitting overcoat began to encroach and right now more tight-fitting overcoats are being sold than loose ones.

## Lapels Long and Wide.

There is nothing very startling in the shape of the tight-fitting overcoat. It is along the lines of those we saw in the late Winter, conservative—that is, not freakish—and yet smart. The main thing is the broad and sweeping lapel. On the suits for Autumn wear this combination is not seen; they are broad without being long. These tight-fitting overcoats, however, combine both features. The lapel rolls not quite so fully as heretofore and buttons at the two bottom buttons of a three-button coat. That gives the lengthy look. The lapels are pressed well back on the shoulder, and therefore the collar is deep and high.

A word as to collars. A great many models that we have seen feature velvet—particularly in black. This may be on a black coat, or a grey or a blue or a brown. It was thought at one time, a few weeks back, that the velvet collar for Autumn was doomed, but to judge by the samples that have been submitted to us this is not the case. Cuffs are more or less con-

spicuous by their absence on the sleeves. There are no cuffs this year, that is, on tight-fitting overcoats. The length of the coat is anywhere from 34 to 36; at this writing we would say that the 36 overcoat predominates. The belt is *non est*. Very few tight-fitting models show a belt. We think that the belt idea has had a good run now for several seasons in more or less a degree of popularity, and therefore a plain back will be something of a relief.

## Snuggness the Big Idea.

The whole idea of this form fitting coat is snuggness. It fits close to the body, it gives, therefore lots of warmth and yet retains 100 per cent. of smartness. As to colors, black and grey and some rather dark greens and plaids will have a good run. In discussing the color and texture and weave of overcoats just as of suits, we put in the rider that each manufacturer pleases himself to a very marked extent and it is difficult to lay down any law. There will, we think, be a let-up on the blue overcoat this year and that more of the dark grey and black will be sold. In one factory we saw a very attractive overcoat in curly wool. This is an exceptionally smart model. It is for the young or youngish man and while heavy and warm is close-fitting enough to become an older man extremely well too.

## Never So Many Kinds of Suits.

Now as to suits. The main thing with regard to these to be said is that never in the history of the trade, probably, has there been so many varieties of models designed. Notwithstanding the effect of the war upon the pockets of the buying man-public, novelties—that is in little things; not in the large things—are in great requisition. This applies alike to material and to details of style. The big essentials of the latter are the same as we have seen during Summer in Summer suits. There is, however, this main difference. There seems to be a consensus of opinion among manufacturers that the very wide lapel will not have as much vogue this year for Fall and Winter wear



Fall model with lapels very wide but longer than the Spring type, a new idea, neutralizing somewhat the width, collar is deep, and coat inclined to be long. Shade, a very warm brown. Shown by E. G. Hachborn & Co.

as the medium lapel. We think that this tendency towards wideness has had a good run, or at any rate, as good a run as it deserves and as good a run as the average man wants. Already America, which instituted it, has grown tired of it and is going back to the medium width and even the narrow lapel for Fall and Winter wear. Now there are two ways in which this medium width can be attained. We illustrate one by a drawing in this issue. Either the lapel can be made longer and retained in width, or else the actual width can be narrowed and the length of the lapel remain the same as seen for the Summer. The tendency is to lengthen the lapel. There are a number of two-button sacks; details of course are very different in the case of each manufacturer, but the essential lines are the same.

**Two-Button Still Popular.**

The three-button sack for general wear will not, we think, be popular. Of course all these predictions are made with reservation. There is a certain class of man which will always want a fairly high lapel; and for these three-button sacks and even four-button sacks are being made this Fall. Nevertheless the big demand is for the two-button, with wide lapel of good length. The breast pocket will have a good run. Few manufacturers are making any models without it and the average man on this side of the water is partial to it. The coat will be fairly well cut away in the front: for Summer there have been one or two models made with the front cut square. These have done very well but will not be in vogue for Fall. Nevertheless the idea of having an extravagant cut is not welcomed and the two sides of the coat in front will just fall away nicely and gracefully. Cuffs on the sleeves will not have much popularity. The plain sleeve is going to be the sleeve for Fall.

**Details for Vests.**

As to the vest, this will be cut well away in front, almost sharply in some cases. The lapel on the vest is optional; we have seen several models which have it and several more which have not. The tendency is to an opening of medium depth. The very high vest has gone for some seasons, we think, and yet the trade is not ready for the very low vest. Instead of going to an extreme in this regard it halts half-way and a medium depth in opening is shown for Fall and Winter wear.

**Vogue of Norfolk Styles.**

We should be ignoring something pertinent if we forbore to mention the vogue which the Norfolk suit and near-Norfolk suit have had this Summer. Up and down the streets of our large cities men who are known to be always *au fait* are wearing Norfolk or semi-Norfolk suits. Perhaps the

most fashionable of all is the semi-Norfolk. This has the pleats across the back, but is minus the bands in front and at the back and the belt which goes round. Nevertheless it has patch pockets with overlapping buttonings and a long vent right down from the waist. The pleats in the back give both comfort and smartness. Many suits featuring these are seen up and down town a good deal. The readers of Men's Wear Review will remember that we prophesied at the beginning of the season a good run for this kind of suit, and as usual, our prophecy turned out to be based on good premises.

There is one thing too that we should remark on. That is the continued popularity of the Glen Urquhart plaid.



**THE EASTERN VIEW OF IT.**

*By Resident Staff Correspondent.*

**M**ONTREAL, June 14 (Special)—New models for Fall are fashioned on models being shown in New York, but are Canadianized. If the style in New York were to go naked, in Canada it would be necessary to have at least a little covering. The "young man" appearance is more pronounced than ever in the suits for Fall.

One of the features of a model now being shown by a Montreal manufacturer is a double-breasted vest, with wide notch collar, five buttons, V-shape, and four pockets on the outside. It looks as though the double-breasted vest will be worn very extensively next Fall.

The coat has one button—a chain button, which can be used both ways, the idea being to preserve the shape of the lapel, and not flatten it. It is of high peak shape, and semi-fitting. Both pockets are piped (or, to use a technical term, are circular), have no flaps, and are slant. Slanting pockets seem to be another feature that will be seen in Fall and Winter. There is one top pocket, with welt. The cuff has a narrow, artistic cuff, with three buttons. There is a long vent at the back.

Check tweeds which came in last Fall, seem to have had their day, and are giving place to narrow stripes, which are to be seen in all the high-class New York stores. A narrow stripe gives both a big man and a short man a taller appearance.

Blue and black serges will be worn chiefly at weddings next year. The market for this class of goods is getting so high, it will soon be a luxury to wear black and blue. The big sale during the present period of depression is of fifteen and twenty-dollar suits, and the price of black and blue serges is running so high, it will be impossible to make suits at these prices.



*This pleated idea in shoulders and back has become very popular this summer in linen and flannel and is an ideal suit for comfort. This bears out the prophecy of Men's Wear Review in February last.*



# HATS *and* CAPS



**T**HERE is an increasing feeling among the manufacturers and a number of retailers that the prestige of the soft hat will be modified to a formidable extent by the stiff hat this Fall. The latter was a shade stronger than of late during the Spring and the sales so far for Fall indicate that a much larger proportion will be bought than was the case last Spring.

One manufacturer reported to *The Review* in the middle of June that his returns from men on the road during the previous couple of weeks showed that fully one-half of the sales had been stiff hats. Another mentioned three-quarters as the proportion in favor of the Derby, whereas in the Spring the proportion has been reversed.

## Dyes a Difficulty.

"The stiff hats are standing at three to one," he declared. "We sincerely hope," he went on, "that the stiff hat will be the big thing for Fall. Already we are finding difficulty in getting dyes for our green soft hats and the situation in England and the States with regard to substitutes for the German aniline dye does not seem to be improving. If stiff hats come into vogue it is certain at least 90 per cent. will be black, and this gives little difficulty so far as dyes are concerned. There is some call for brown in the States and there will be a little probably in Canada but it has never made headway here and we do not expect it will to any extent this Fall.

"Another point that makes it likely that the stiff black hat will be in fairly good demand is of course the question of mourning, and we certainly must build on that in making plans for our output, just as retailers must in their buying. No one would care for the black soft hat, it would be the stiff hat that would be worn in cases where it is unquestionably necessary or where one's feeling tend that way and this will undoubtedly help the sale of the stiff hat.

## "Foolish" Contrast Bands.

"It seems only natural to suppose that the soft hat has had its day with about four years of a run. What is hurting it most for the future is the foolish contrast bands that were brought out last Spring, which, although they did not last long had the effect of turning people away from the soft hat as a desirable piece of head wear."

## Stiff Hats Higher.

The general tendency of stiff hats for Fall is rather higher than last year running on an average round 5¼ inches and 5½ inches, with a brim of about 2¼ inches. Last year 5 inches was the average while the year before the hat, as all will remember, was much lower—4½, 4¾ and 4¾.

Some hats for Fall run as high as 5¾, but the average will be 5¼ or slightly higher. There is a freak hat which has been brought out, 5¾ in. with 1 in. band, which tends to emphasize the height. It has a very extreme curve and will, of course, serve only to introduce the medium hat.

The bows will, for the most part, be at the side, even the three-quarter being considered now to have pretty well run its course, with scarcely any at the back.

The bands will average about 1½ in., with a few slightly narrower.

The crown is somewhat tapering, which is a departure from the rather straight up and down crown of the last few years, but these latter will, of course, have a good sale, as staple lines and for older men. There will be a tendency to tilt the hat considerably to the back of the head and down pretty well towards the ears.

When it comes to the question of color, the all-important one lately in the soft hat, the first place is given the old favorite, green. Not the lighter shades, of course, but the darker ones that were brought out for the Spring selling. Blues, it is generally agreed, are absolutely dead, except in a few articles. There were a number sold this Spring, but not in the larger cities and the slight sprint one year ago was a weak effect compared with the condi-



*Fall Models—Upper one: Moor grey with black band and black binding. Lower: dark green with self-color band, high crown, both showing predominance of fedora style. Courtesy of Ansley, Dineen & Co.*

tion of affairs in the Fall of 1913, when they were very strong, in fact leading the onward march of the soft hat movement.

A large jobber, remarking on this, said this is the way with blues, their life is short; this was the third time in a number of years that blues had come in for a short time and then died away. Blues must be very strong or very weak; there is apparently no middle course for them as there is for green.

**Greys Second to Greens.**

With greens in the lead and blues absolutely eliminated, the next in favor would appear to be greys, the darker colors preferably, although a number of the lighter shades, pearl, for instance, will still have a good sale. Greys started late in the race this Spring, but made a fairly strong run, bidding for the most exclusive dresser during April and early May, although they were never popular with the general trade. The black band was the favorite "trim" just before the close of the season, and this promises to go into the Fall in preference to any other. There appears to be some need of a contrast in greys that there is not in greens. Greens are strong enough to stand by themselves; grey sadly needs some strong supporting color like black to carry it through. This is the explanation, then, for the preference shown for contrast band in greys, where in nearly every case, greens have a dark green band or a close approach to it.

**Fedora Shape 1, 2, 3.**

The shape of the soft hats for the Fall, so far as they have been brought out by the manufacturers, remain about the same as for Spring. It is noticeable that the movement towards the side bow continues to increase in strength and the flat bow is absolutely gone, while a large proportion of the hats have the band on the side rather than on the three-quarter or on the rump. The fedora will be in a class by itself, so far away have the other shapes fallen.



*Just to show what they could do the Crown Hat Co., of Galt, brought out one—only one—particularly fine split straw—the lower one of the two illustrated above—of 20 laps to the inch, one of the finest ever manufactured anywhere. This has excited very favorable comment. The upper hat is the new type of Panama.*

ing up and down our streets reveals the fact that many of the most smartly dressed men are wearing a puggaree.

By-the-by, a puggaree band is supposed to be an Indian habit. It is worn over there round the sun helmet. It gives a touch of smart negligence that the plain black band cannot give, and while you can't wear a "Pug" to a funeral you can wear it pretty nearly everywhere else.

**THE PUGGAREE BAND.**

The "big noise" in the hat market for Summer hats and their appurtenances has undoubtedly been made by the puggaree band. Men's Wear Review had illustrations of these two months ago, and predicted a good run for them, and we understand now that the puggaree has "gone" with the trade to a surprising extent. A Canadian has gone into the business himself and it has proved a money-maker. Sales have been vigorously pushed and scores of stores in Toronto have devoted part of their windows to the display of the puggaree. A trip through the country reveals the fact that several stores in the smaller cities and towns are stocking it also.

The puggaree has had various sales in all sorts of spot and stripe combinations. Belgian stripes, Roman stripes and the like in varied widths and thicknesses have had the best run. Foulards, in different colors, got their share of the business while quieter combinations in dull colors have found lots of purchasers.

As the Summer wears on, observation of the men walk-

**\$40,000 OF PANAMAS IN WINDOW.**

The John Wanamaker store in New York that is usually doing something big at all seasons of the year, opened this season with one of the largest displays of Panama hats probably, the world has ever seen. The value of the hats in the window was placed at \$40,000 when finished. The window contained forms of Panamas in all stages from bundles of the fibre up to the finished braid, also a number of bales of natural hats from South America with the background of a rough hut, as found in the wilds down there surrounded by tropical plants.

**A CORRECTION.**

By an error a picture of a Cravanette Cap appearing in this department in our June issue was said to be the product of a company which does not handle it. This cap, which is a leading Summer line, is made by Charles C. Punchard & Company, of Toronto.



*Type of puggaree shown by Wm. Wyndham, who rightly foresaw the popularity these would attain this year.*

# KEEP STRAW PRICES UP UNTIL JULY 15

August 1 is Best Date for Smaller Centers—This Year Result Will Be Disastrous If Early Cutting Starts In—Make an Agreement With Local Merchants.

THE evil of early price cutting in the straw hat trade should be recognized more clearly this year than for many years past. It is a long time since the season opened so late, and seldom has there been such a small sale of hats during the latter part of May and the first ten days of June. Indeed, last year most hatters will remember that they sold as many straws in the last ten days of May as they did the rest of the season, and this was not a small number. This year probably not five per cent. of their stock was sold by the 1st of June, and up to the middle of June the weather had only an occasional warm day so that there was very little demand.

If the epidemic of price cutting starts in this year as it did last and for a number of preceding years, what will become of the profit of the dealer in hats? It seems to be self evident that it is in the interest of the men's wear dealer to keep up the prices of straws until away round in July, but some may feel that it is unnecessary to urge this matter upon the retail merchants. But experience in other years has shown that some men seem to have a mania for boosting sales at the present period of June with the result that they spoil good prices not only for themselves but for everyone else in the neighborhood. Last year the selling of \$1 straws to include everything up to \$2.50 in a store started at the end of June, and by the first of July there was hardly a store on Yonge street in Toronto, which did not have its \$1 sale of straws. This was recognized as a great iniquity, but the merchant meets you with the question, "What can I do when the man up the street or down the street starts price cutting? I must follow suit in order to get a share of the trade and save my reputation for future business."

The price cutting evil injures trade in so many different ways. Not only does it lessen the profit of the hat that would naturally be sold in the hot weeks of July, but by its being repeated year after year these price cutting sales have got a large portion of the public into the way of waiting until the first of July before buying their straws in order that they may get them at \$1 instead of \$2, or \$2.50. This lessens the early sales. Nor does the reduction draw the man who ordinarily would buy two hats in a season. If he buys at the full price on the first of June or the latter part of May he is not ready by the first of July for a second hat, as he would be by the middle or the last week in July. The result is that he puts up with his one hat for the whole season because when a rush is made to the sale arena on the first of July the \$1 hat game cannot be kept up at this rate until the first of August, when the second-hat-in-a-season man might be expected to get busy.

A movement was started last Fall among a number of hat dealers in one or two of the larger cities in Canada, looking for some agreement among themselves that would remedy this evil. Those who had it in charge found unanimity on the part of the hat men for some stand, and the fixing of some date that would be more advantageous to them than in the past. It would appear, however, that some definite agreement must be made by all those concerned in the different centres, possibly by the signing of some petition before this will produce any practical result.

The date which is generally agreed upon in the larger centres is the 15th of July. It should not be difficult to

get all the hat men in the local men's wear stores of the larger cities to sign an agreement not to cut prices before the 15th of July, and in the smaller places the first of August is a date that is thought to be quite early enough.

We trust that the men's wear dealers will start some movement of this kind this year, particularly under the favorable circumstances of a late opening season which should add points to any arguments they use with rival dealers against what is a very hurtful and unnecessary practice. Particularly as has been said, when the sales are falling so late, and when the stocks of straws were less than usual to begin the season.

## Whittling Away the Profits.

This subject is treated in the current issue of "Clothing and Furnisher," of New York, as follows:—

Cutting prices is started much too early in the season, often before the real hot weather has set in. What is the result? Many people wait until prices begin to drop before buying a hat. As a rule the hottest weather of the Summer occurs in July and August, and whilst June is a warm month it is not likely to have many scorching days. This being the case, why is it that so many retailers allow themselves to believe that Summer is at least half over and the bulk of the straw hat business is done when the 4th of July has come and gone? After that date the slaughter on the prices of straw hats begins. The profit already in hand begins slipping away and finally when Fall arrives there are little or no profits to show for the Summer's business and simply because the number of straw hats sold at cut prices was much larger than those sold at a profit, earlier in the season.

It is a belief with every manufacturer and also of all those in the straw hat trade that just as many hats would be sold, and at greater profit, if every retailer in the country would wait until the middle of July before making any reduction in the price of their straw hats. By that time everyone who wanted to wear a straw hat would have purchased one and at a profit-bearing figure to the retailer. By that time also many hats sold earlier in the season would have become soiled and men who could afford to would gladly purchase a new one at a reduced figure, particularly if there were a prospect of getting four or six week's wear out of it. People who purchase a hat in June and make that one last the season are not influenced by the early reduction in prices and would not be influenced at any time no matter if the reduction were made in July or August.

Making or losing profit on straw hats rests entirely with the retailer and if he does not make money out of them he has no one to blame but himself.

Leeder, Ltd., of Battleford, Sask., have bought the men's wear store of H. H. Ellis, Biggar, Sask. This firm has a dozen stores in that section of Saskatchewan.

A new hat and fur store has been opened in Victoria, B.C., by Booth & Booth. George R. Booth, one of the partners, left Sellers-Gough, Toronto, while the other, Charles R. Booth, was in the store of Fitzpatrick & O'Connell, Victoria.





# KNITTED GOODS



**A** GAIN and again and still more strongly it should be impressed upon the retailer and it still needs to be impressed that he is a wise man who does not delay in laying in a stock of knitted goods for the Fall and Winter. Week by week the general situation becomes worse. This does not mean that there are no supplies now on hand, as a matter of fact business conditions have been instrumental in keeping quotations to the retailer lower than the primary market conditions warranted. And purchases have been made even up to the present at prices far below those that will rule in a very short time. This is simply a fortunate incident, something that would not occur very often in business history and something which we feel certain will not continue very much longer. Indeed in a large number of lines increases went into effect this Spring and have been followed by several others in the meantime.

This is inevitable. Look in any direction you please and there does not seem any chance of conditions improving so far as the price or supply situation is concerned. The demand in Europe will continue certainly to the same extent as it is now, for months to come. The price of yarn is continually increasing. The attempts to find a substitute for aniline dyes of Germany have not yet revealed any great success either in England or the United States and it looks as if it would be some time yet before supplies are in anything like a satisfactory state. Last month and on a previous occasion The Review called attention to the wisdom of taking advantage of any fair offers that were being made by the manufacturers to lay in stock for Fall and Winter, and we repeat this with even stronger emphasis this time. At the beginning of June prices of crossbred yarns advanced 5c with 2c additional for indigo blue, and the finer yarns although not used to anything like the extent that the medium and coarser grades are for Army purposes, advanced in sympathy also 5c. At any moment further increases may be announced over the cable.

## No Good Cashmeres at Old Prices.

In discussing the situation with The Review one of the shrewdest of the Canadian buyers said "I was fortunate to get my stock for Fall some time ago so got fairly good prices, I could not repeat now at anything like what I secured them then and if I waited a little longer the prices would be still higher.

Cashmere hose, around the same quality that sold for 35c last Fall, will cost sufficient to make it a 50c article this Fall. There will be grade of 35c cashmere selling but they will be of lower quality than last year, something like 25c quality or even lighter. By next Spring the indications are that there will be nothing on the market that will sell for 35c at all, 50c will be the lowest that we can mark them. This condition will extend also to underwear. Even if there should be an unexpectedly short ending to the war we cannot expect any better conditions because for one thing all the soldiers who are in the field will have to be re clothed in ordinary civilian garments which will take an enormous

quantity of wool and in addition to this the Government are sure to stock up with supplies of all kinds of hosiery, underwear, etc., and even Khaki clothing in order to have a sufficient supply to clothe as large an army as there is in the field at present or will be in a few weeks.

## Summer Hosiery and Clocking.

The sale of white hose has been rather disappointing this year although the warmer weather may start the purchasing more briskly when it comes. One dealer remarked that the only people who were buying white hose were those who had not bought it before, his opinion being that no one would use it who had tried it previous years. However, this may be there has been some report of a fair sale of white hosiery and also white with clocking of black.

In colors there has been a small sale of tan but colors have come mostly in gun metal and grey.

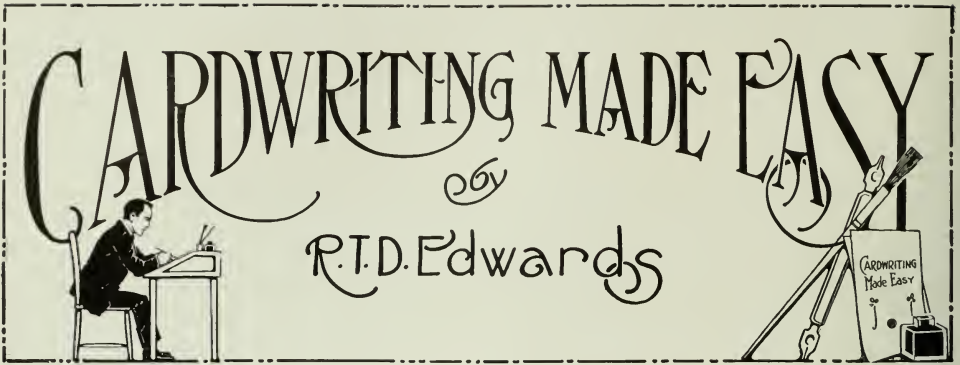
There has been a certain demand for clocking in these, for instance in the gun metal and grey for self clockings and in black for white, and in white for black. In black there has also been a fair demand for gold and purple clocking and in tan for self clocking.

One dealer points out that the popularity of clocks would be much greater if it were possible to bring them out at a less expensive price for he cannot find anything that he can sell at less than 75c with which he is satisfied. On the thin grades the clocking costs as much almost as some of the cheapest lines of hosiery.



## NEXT SPRING'S LINES.

Men's fifty cent union suits, says a New York report, are an unusually prominent feature of the new lines being shown for the next Spring season by underwear manufacturers. From the reports in the market as to prices and number of manufacturers showing samples the competition in this direction is keener than ever before. Prices to jobbers, according to reports, start at \$2.75 per dozen and from there go as high as \$3.50 a dozen, according to different styles. For the average flat knit suit the quotation is about \$3.25. The better numbers go as high as \$3.37½ a dozen for the flat suits and \$3.50 for the ribbed suits. In the dollar suits there are the usual lines being shown for next Spring, the prices varying from \$6 a dozen to \$6.50 for the better grades. The best reports heard regarding the amount of business that salesmen are securing from jobbers for next Spring do not express the situation more strongly than by the word "fair." A "fair" amount of business, in other words, is the best that most lines can report to date. General expectation is that the bulk of the early buying will as usual be left by many buyers to the time when they make their trips here in July.



LESSON NO. 6.

AS was stated in previous lessons but will bear repeating, a good layout on a show card is more than half that goes to make the card a success. You may have your letter formation perfect in every detail, but if you have failed to space them properly on the card, then your work goes for little. I have seen many cards that were quickly made but better from a selling point of view than others that took the writer hours, simply because the person who made the "quick" cards knew that to be a successful card writer one must work for "effect," rather than what may be called strict "accuracy."

The prospective customer does not stop and admire a card because it is correct from a drawing point of view. The card is there, first to attract the eye, and secondly to tell the observer about the goods it advertises, and to tell them at first glance.

Remember the show card often decides whether a customer comes into the store or passes by. If the card is difficult to read people are not going to wait to figure out

what is on it. They will pass by with the impression that that store is not up-to-date. That means lost business. **Good Looking and Easily Read.**

But, on the other hand, let them be attracted by a



Fig. 1.

nically worded, well spaced, and well lettered card which can be read at first glance, and they are bound to look at the goods if they are in the least interested, because the show card has told them something that has created a desire for further information.

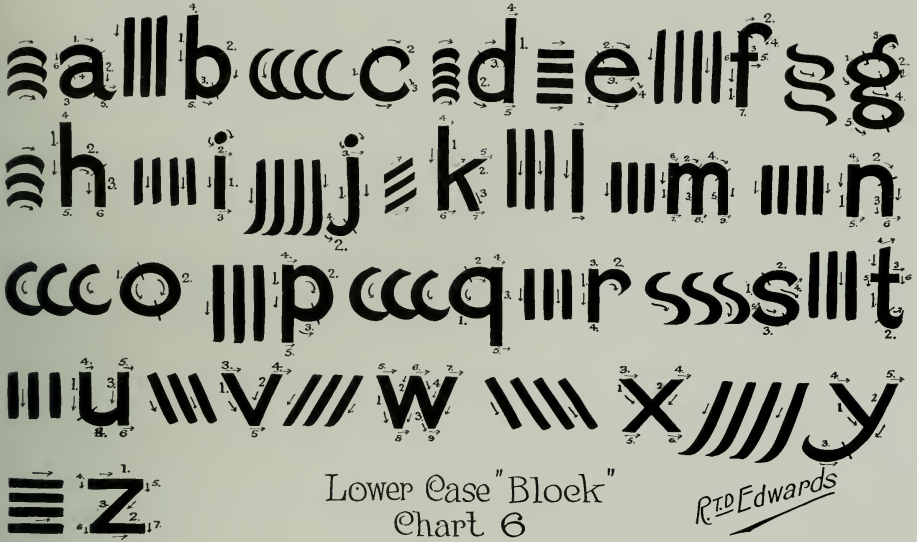
So, with the purpose of assisting the beginner I have prepared two plates, one of correct spacing and the other of inaccurate spacing. A careful study of these will do you a world of good before you fall into the rut of spacing "any old way."

Three Styles of Layout.

Stick to straight line spacing for a long time yet. It is the easiest to make and much the easiest to read. In figure 2 I have shown three distinct styles of layouts. The first shows an upright card spaced from the centre. "A" shows how the card should appear after all necessary guide lines are drawn. "B" shows the next step. Here the letters are roughly spaced out so as to serve as a guide



Correct Method for Spacing  
FIG. 2.



for brush work, "C" shows the finished work with all pencil marks removed.

The next card shows a different style of layout. The lettering is started from straight lines down the left side of the card. This is the easier and quicker of the two layouts and is most popular in card shops.

The next style is balanced up from the centre the same as the first but is written on the card landscape style. This gives a chance to put more than one word on each line.

A study of Fig. 3, shows a few of the many errors in layouts which have come under my notice. I think the worst of all is the one with the lettering too large for the card. This seems to be the most glaring one among beginners. They get the idea that it is necessary to cover as much of the white space as possible and lose sight of the fact that it is the white card behind the black that makes the lettering stand out.

need a finishing stroke if the brush is lifted so as to make a straight edge.

"D" has three main strokes. Stroke 3 is illustrated and needs considerable practice. The "E" has a formation similar to that of the "C." Stroke 3 should be parallel with the quick lines but nearer the top than the bottom.

Stroke 1 of "F" should not be made as high as that of the "B" and "D." The curve of stroke 2 brings it up to the top guide line.

"G" is the all-curve letter. Almost every card writer has a different formation for this letter. This is the one mostly used. This letter should be practised many times. Pay special attention to stroke 4 as shown in the preceding exercise.

Note that the top stroke 3 of the "H" does not come up to the guide line but meets stroke two, whose curved

(Continued on page 53.)

Chart 6.

This chart along with the last two charts, known as charts 4 and 5, complete the brush stroke block lettering. All the strokes in these letter formations are made with one stroke of the brush.

The "A" is composed of five main strokes. Make each stroke in the order as numbered and you will get along better than if you went at it haphazard. Practise well every stroke before attempting the full formation of the letter. "B" shows a letter made up of three main strokes; 4 and 5 are the finishing strokes of the ends of stroke one.

"C" is composed of two main strokes and one finishing stroke. The end of stroke two does not



# THE JULY CLEARANCE SALE

## One Dealer's Schedule.

The following is a schedule which one high-class men's dealer has adopted, with success for several years past in his July clearance sales:

50 and 75 cent ties.....	3 for \$1
\$1 ties.....	50 cents
\$1.50 and \$1.75 shirts.....	\$1
\$2 and \$2.50 shirts.....	\$1.45
\$3 shirts for.....	\$1.95
\$5 shirts for.....	\$2.45

These "uneven" prices have taken well in the higher figures.



## SHIRTS AND COLLARS FOR FALL.

Probably the most interesting feature of the advanced Fall business thus far booked by the leading shirt manufacturers is the increased demand for stiff-cuff shirts, says "Men's Wear," New York. Before the salesmen went out on the road with their new fall lines there was considerable speculation in the market as to just how retailers would buy shirts of this character, for, while a majority of the manufacturers anticipated a greater demand for them, some of the most prominent buyers expressed the opinion that stiff cuffs would be no more popular next Fall than they were last season, but now, judging from the way orders have been placed by merchants all over the country, the indications are that a big percentage of the Fall business will be done on shirts with stiff cuffs.

In patterns, the demand is, as usual, for stripes almost exclusively, manufacturers report, the call for figures amounting to comparatively nothing. Only a few small orders are being taken for fancy stiff-bosom shirts, the bulk of the business on colored goods specifying negligee bosoms. Staple pleats are selling very well, as are also pique stiff-bosom white dress shirts, which are expected to completely replace the various soft-bosom shirts worn for dress purposes during the past year or two. The vogue of these tucked-bosom shirts has passed out as quickly as it came in several seasons ago. Many of the traveling salesmen have returned from the road, but some will be out until the latter part of this month.

A great many broad stripe patterns appear in the present season's goods, and retailers report that they are selling fairly well. The demand for silk shirts, especially in the popular-price grades, has fallen off considerably this season. The various styles of sport shirts which have been introduced on the market during the past year or two have become very popular, and comparatively large quantities of them are being sold this Summer.

Their popularity is expected to affect the sale of the regular attached soft-collar shirts to a certain extent. The sale of soft collars, in all the various styles in which they are made, has been very large this season. There are some men in the trade who believe that the vogue of solid-colored shirts among smart dressers this season is a forerunner of a wider popularity next Spring.

Several of the big shirt manufacturers are still complaining that cut-price sales have done more to demoralize the shirt business than anything else, but they feel that a great many retailers are coming to realize how really harmful these sales are and that fewer of them will be held in the future.

THE month of July is one of the most useful clearing periods of the year, when the wise merchant engages in his semi-annual house-cleaning. More and more merchants are coming to realize that—as it is tersely put—"the first loss is the least," and bravely taking their first losses,—cashing in on them, to the growing confusion of the assignee.

This year has exceptional conditions in several lines that compel a careful consideration of the goods that will repay anything like a slaughter. For example a prominent clothing retailer deprecated any attempt at cutting prices on any serges in stock for the simple reason that they could not be replaced for anything like the price paid, and soon, not for the selling price.

## Would Buy Up Every Dollar's Worth.

"If the public really knew the situation in regard to cloths there would be such a run on my stock that tomorrow by this time I wouldn't have \$1 worth in the place!"

One leading retailer when asked the basis of selling prices for his clothing declared that on Summer lines he made it a practice to clear out at cost, but not below unless he felt sure he could not sell at the cost price.

## Against "Discount" Notice.

"What is your view on offering so much per cent. discount at these sales?"

"I think it is a poor practice. It is not so much that the public will not believe what you say—unless it is grossly exaggerated—but the percentage really means nothing to them. What does it signify to a man that this suit is reduced by 25 per cent.; what he wants to know is exactly how much he has to pay for a particular suit, \$15 or \$12 or \$10. It is not a question of what it was, but of what it is now; not how big a reduction is being made, but what the suit is going to cost at this moment. Percentage figures are confusing.

"It is far better to run a list, if you like, showing comparative figures: \$20 suits for \$15; \$15 suits for \$12; \$12 suits for \$10, and so on.

"This can be carried out in the case of ties: 'All \$1 ties for 50 cents; all 50 cent ties for 25 cents,' for example."

## Cut Ties in Two.

The cut-in-two prices are very common in ties, particularly where any lines are apt to go out of fashion, as any extreme or novelty style is, at any moment. There is no use to hoard these up; a small sacrifice now will net more than a larger one later on. In the case of shirts reductions are not as large, and usually run from 25 to 33 1/3 per cent.

Some stores that cater to a medium and higher class of custom object to feature reductions in their windows or even prominently inside the store, on the ground that this is liable to interfere with their regular trade. This idea, however, is fast passing away, and some of the most exclusive stores find periodic clearing sales are good business, in which the best of their customers often participate. The scruples, too, as to the use of price tickets are fast disappearing.

An appropriate window card.

CARDWRITING MADE EASY.\*

(Continued from page 51.)

top just touches the line. The dots over the "I" and "J" are made with two strokes with the side of the brush.

Much practice is needed in order to get the right angles on stroke 2 and 3 of the letter "K."

Don't neglect to practice the "L," it will assist you in the formation of other letters.

The "M" and "N" are of similar formation.

The curved lines require a lot of attention. The "O" is the only two-stroke letter in the alphabet. You cannot practise this too much. Note the strokes used in this letter are the same as those in "P" and "Q."

Stroke 2 of the "R" after a lot of practice can be made without using a finishing stroke.

The exercise preceding the "S" is very beneficial in its formation.

Note that the stroke exercise preceding the "T" does not come to the lower guide line. This is to allow the curved tail to rest on the guide line.

The "U" is similar to that of the "N" only reversed.

Practise many times the slant lines of the "V" and "W." See that where the strokes join, the angles are all the same.

Cross strokes 1 and 2 of "X" are as near midway between the guide lines as possible.

The "Z" while it is constituted of straight lines, is not always easy to make. Make the upper and lower lines first, then the diagonal.

Wherever possible you will note, I have marked, by small cross bars, where the strokes join. This does not mean that you must lift the brush abruptly at these points, but they are the best places to overlap them. Take much care to keep the joins from showing. Draw the brush in the way indicated by the arrows.

Use the same method for practice work as explained in previous lessons. Practise each letter and exercise as shown in Fig. 1.

The accompanying cards illustrate the use of brush stroke block lettering, taken up in this and the last two lessons.

\*At the request of readers of The Review the third page has been separated from the second instead of backing it, in order to allow of the pages containing this cardwriting article being pasted in a book for future reference.—The Editor.

TO TALL AND FAT MEN.  
Did you ever try mailing a letter to a special class of men?

Here are two from a California retailer, one to tall and one to fat men. The first read as follows:

"Too bad when a man's long in the reach he cannot find shirt sizes to meet his reach. Not so at my stores.

"I'm a fat man, and personally see to the fat men's sizes—because in my travels I've found the 'portlies' usually neglected. This made me think of my elongated brothers.

"So I am my stores' godfather for long-sleeve sizes as well as fat men's sizes. "Suggest you drop in soon for a 'look.'"

The second read:

"I'm a fat man. I've tripped it around this world several times. I know what it means to hunt in vain for a fit in shirts, let alone underwear. And believe me—if any one build of man is specialized on more than another at my stores it is the fat man.

"The 'Old Man' sees to this his own self.

"I've just been down in the stockroom looking over the Spring 'smarties.' Some mighty nice creations in shirts, also underwear, for the 'portlies.' Suggest you drop in and 'risk an eye.'"

The lists in each case were prepared from information written down by clerks after each sale.



Sports shirts are being made up now in colors, as well as in white, stripes being the favorites.

Seasonable card you can turn out now.

Remember the annual convention of the Canadian Association of Display Men held in New York this year, August 2, 3, 4 and 5. The secretary is F. J. Thompson, 52 Stanley street, St. Thomas, Ont.

# Odd Twists and Fancies in Men's Fashions

A SUSPENDER COMPANY announce a new style of belt that "holds trousers up and shirt down." The belt goes around the body several inches below the usual belt line and running up from it are cloth-covered flexible steel stays that fasten to the ordinary suspender buttons of the trousers, catching in the shirt at the same time like invisible suspenders.

\* \* \*



*This is a facsimile of a "map" tie being shown in London shops. The knot is arranged so that "Great Britain" takes the place of honor. This cut is reproduced here by courtesy of Hope Bros., London.*

\* \* \*

FLENE'S, BOSTON, IN AN ADVERTISEMENT announce that "White flannel trousers have just made their appearance in a domestic flannel, finished like English cricket cloth, and of a close weave that does not show your garters." The price for a pair is \$4.95.

\* \* \*

ALTHOUGH THE PALM BEACH suit has not developed much strength in Canada so far, it is selling very rapidly in the States. In the Middle West even farmers are calling for it.

\* \* \*



*This is a tie seen by The Review in Detroit, and is also on sale in New York and elsewhere. It is a sports tie with both sides similar and instead of being tied is caught by a corded silk band which slips easily up into place. It was brought out to suit the new sports shirts.*

\* \* \*

A SHIRT SUIT of fine white Oxford has been brought out by Cluett, Peabody & Co. The trunks are in one piece with the shirt, which has half sleeves and pocket.



*This cap is a type of unusually extended peak.*

A NOVELTY IN FLANNEL shirts has been brought out in the shape of a knitted worsted collar, as in a sweater coat. The collar may be worn in three different forms. There is a strap of flannel fitted to the left-hand side of the neck-band, which buttons across the front when worn military or storm fashion, while it buttons across the back for the collar when it is worn as a turn-down. This shirt is made up in khaki as well as in the regulation grey flannel.

\* \* \*

SHIRTS OF THE ALLIED NATIONS have been brought out in silk and other materials. These consist of alternations of heavy and light stripes with the red, white and blue of Belgium, the French tricolor design, the Russian yellow and black, etc.

\* \* \*

A CHEAPER LINE of silk-bosom shirts is on the market at about \$1.56 instead of \$2. One difference in price is found in the cuffs, which, while unlaundered, are single instead of the French double.

\* \* \*

A NEW IDEA is introduced by a British firm of straw hat manufacturers whose line is handled by a Montreal jobber. It consists of a small mirror inserted on the inside of the crown, taking the place of a lady's vanity box. All it lacks is a powder puff. One of the drawbacks to this arrangement is that it is impossible for a person to see his hat in the mirror.

\* \* \*



*This is the new "Round-the-Corner" hat brought out by Truly Warner and shown in his Detroit store. He calls it the most becoming he has ever brought out.*

The Men's Wear Review Chart of Correct Dress for all Occasions.  
DAY WEAR.

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET-CETRAS
BUSINESS, MORNING AND EVENING WEAR	Single or double-jacket or cut-away plain or braided	To match fancy fabric or medium or fine-breastrd with long roll.	Like jacket in case of cut, striped or grey	Stawy Panama or Silk	White or colored, plain or pleated	White wing double fold	Four-in-hand or bat-wing	Yellow, grey or chamois or tan kid	Cotton, silk or stranded colors	Black or buff boots or fancy black low patents with white or cravenette	Chesterfield loose or form-fitting; black or grey or black or cravenette	Single gold or jeweled gold chain, light weight cane.
NOTHING, GENERAL SPORTING, COUNTRY	Norfolk in grey or brown tweed	To match coat or fancy fabric.	Same as suit or knicker-bock, strap and buckle, knicker-breeches	Cloth, felt, Alpine cap	Necktie; soft cuffs.	Soft, cutaway or fastened or kerchief	Four-in-hand or sailors knot or stock	Yellow above or special sporting	Wool, silk, plain or fancy tops or puttees	Brown low boots, leggings	Raglan driving or cape or barberry	Plain bar pin
WEDDING, MATINEE, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away or frock, s. or d., breastrd, lined or grey, or braided or plain.	Same as coat, s. or d., breastrd, lined or fancy double breastrd low	To match coat or grey striped worsted	High silk	Stiff or soft white; fancy	Wing or poke	Ascot or hand to match gloves	Black, tan or white, or pearl grey, or chamois	Black or colored silk, plain	Patent (black) calf or plain tops	Frock, s.b. or black Chesterfield	Pearl or onyx around pin, plain gold chain; links

EVENING WEAR.

EVENING, WEDDING, MATINEE, THEATRE, FORMAL OCCASIONS.	Evening jacket, or frock, satin.	White s. or plique or black, or grey or fancy silk	Same material as coat, one broad, two medium, braided or braids	High silk, with broad or plique corded silk band	Stiff with single cuffs, white, plain plique, small studs to show	Pique or wing	Butterfly, with round or straight ends, plain or small plique pattern	Plain white or white, or pearl grey, or chamois	Black, grey or deep blue silk or other color	Patent leather ties, patent pumps	Frock, Chesterfield or Inverness in dark or black	Pearl or onyx around links and studs, plain gold chain
INFORMAL DINNER AT HOME, ETC.	Evening jacket, breastrd, black.	Same as above, white, grey, S. or D.	Same as above	High silk or plique or Panama	As above or, for Summer, soft plique, nosom	Same as above	Same as above in black	White back	Same as above	Same as above	Same as above	Same as above

**Good Ad  
Copy for  
Men's Wear  
Stores**

Here are three advertisements drawn up by an advertising writer for Men's Wear Review that should prove helpful for the summer campaign. Each is intended for single column, 7 inches—an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased through Men's Wear Review at the price of 50 cents each, postpaid. Cash must accompany order.



***"Come on in—the  
water's fine and  
the beach is sandy"***

Don't let the lack of a bathing suit keep you from enjoying the people's Summer pastime.

No matter what particular style your figure is—short stout, tall stout, short slim, tall slim, or normal, we have a bathing suit that will fit you and a style that will catch your fancy.

Join the merry crowd with one of our no-shrink, no-fade bathing suits. Drop in to see them.

(Firm name and address)



**Provoking  
isn't it**

to have a starched collar glued to your neck on a 104-in - the - shade day when, if you had thought sooner, you might have had the comfort of a neat, cool, soft collar—and in your favorite style too?

We're reminding you tonight so that you won't have to suffer to-morrow.

Step in and see our new range of plain and fancy P.K.'s, Silks, etc., in all styles.

(Firm name and address)



**"That's my hat!"**

is the exclamation that would naturally accompany the expression on the face of the average man who sets eyes on the new model—the nobly top-covering, we are displaying to-day.

**It's "just in"**

and has opened up away better than our wildest expectations at loved for—a real choice bit of headgear that will, 'get even' the most conservative dresser, yet the man in the extreme 'top' will 'fall' for it at first sight.

Figure on seeing this new hat at once.

(Firm name and address)





## SATURDAY STRAW HAT

**SWARTZ**

Straw Hat Time

SWARTZ, Baltimore

**\$1.50**

**The Leader**

Straw Hat Time

SWARTZ, Baltimore

**\$1.50**

**FASHION SHOP**

Straw Hats

**\$1.50**

**THE BALTIMORE HAT CO.**

Straw Hats

**\$1.50**

**THE QUALITY SHOP**

Straw Hat Day

**\$1.50**

**WICK Palm Beach**

Straw Hats

**\$1.50**

## OPENING DAY

**New York Clothing House**

Tomorrow is Straw Hat Day

**\$1.45**

**Hamburgers**

**DRAGON BARBER**

**5000 NEW STRAWS**

**\$1.25**

**STRAWS**

Men's \$5 and \$6 Low Back Top Hats

**\$3.85**

**WICK Palm Beach**

Straw Hats

**\$1.50**

**STRAWS**

Men's \$1 & \$2 Straw Hats

**95**

**Men's - Your New Straw Is Here**

**\$1.50 \$2.00 \$3.00**

**Saturday in The Hub's Sale**

Men's \$2 to \$4

**WICK Palm Beach**

Straw Hats

**\$1.50**

This is a reproduction of a two-page spread from a Baltimore paper at the opening of the hat season, as described elsewhere in this issue, and appeared in "The American Hatter." A feature of the occasion was an appeal by charitable institutions for the use of all cast-off hard and soft felt hats for use during next Fall and Winter. These ads. contain some suggestions for making copy, although one shows the evil of early season price-cutting.

Below is the first of a series of reprints of Canadian ads. some of excellent quality and some not quite up to the mark. The largest one, from St. Thomas, is a type of complete advertising, in which the space—5 cols. wide—is sufficient for treating coats, hats, underwear, suits, etc., adequately. A strong point about this is that descriptions in detail accompany each announcement, usually a convincing form of advertising where the goods are right. The Ely ad. used is a new style Mr. Ely has been running, with "typewriting" type instead of the ordinary newspaper type. This is neat, and gives an exclusive, and at the same time a "personal letter" air to the ad. Where only one firm uses it in a place, it remains effective.

The Brantford ad. on the left side is good in wording, but the heavy, crocodile-leather-looking border detracts from its appearance. The hat cut and single rules would be better.

The ad. from New Glasgow, N.S., tries to cover too much especially in illustrations. One of the kind is quite sufficient for one notice us to a great extent they are repetitions in form and contents. Something more definite on a few lines usually pulls more than a half dozen general statements.



**YOUR NEW STRAW HAT**

Art Percy

## Summer • Wearing Apparel

### Summer Coats

Light weight, all wool, in new styles, in all colors, and in all sizes, ready to wear, made in U.S.A.

**\$1.50, \$2.00, \$2.50, \$3.00**

### Straw Hats

Saturday the Big Hat Selling Day

Four Seasons: \$1.50 and \$2.00  
Five Suits: \$2.50  
Club Coats: \$1.00, \$1.25 and \$1.50

### Soldiers' Supplies

ALL our headquarters, now 1215 Centre, with the following complete on each line. These headquarters are open and closed. We have been forced to close our doors for the last time. We are now in a position to open our doors again. We are now in a position to open our doors again. We are now in a position to open our doors again.

### MEN'S FIXIN'S

It's a Man's Toggery that Counts! It's a Man's Toggery that Counts! It's a Man's Toggery that Counts!

**NEW SHIRT SLEEVES 75c to \$1.75**  
**NEW SHIRT SLEEVES 75c to \$1.75**  
**NEW SHIRT SLEEVES 75c to \$1.75**

**Fanjoy's Limited**

NEW GLASGOW Nova Scotia

# OF A PERSONAL NATURE

J. Ludman has opened a clothing store in Winnipeg.

\* \* \*

William Rewen has opened a tailor shop in Brandon, Man.

\* \* \*

The Reliable Clothing Co., Winnipeg, has been registered.

\* \* \*

C. Goody has opened up a men's wear store in Weyburn, Sask.

\* \* \*

Beggs & Hills, tailors, St. James, Man., have dissolved partnership.

\* \* \*

The Ware Clothing Co., Regina, has been incorporated as Wares, Limited.

\* \* \*

John Rodger has bought the men's wear store of G. T. Scott, Preston, Ont.

\* \* \*

W. McLelland, has opened a men's store at 66 King street east, Hamilton.

\* \* \*

Freeland Bros., have opened a clothing and men's wear business in Winnipeg.

\* \* \*

The death took place of W. G. Scott, of Scott Bros., men's furnishings, Montreal.

\* \* \*

The City Hat Works, and the New York Hat Shop, both of Winnipeg, have been incorporated.

\* \* \*

Loss of \$1,000 was suffered by C. B. Giffin, men's furnishings, during a big fire in Sydney, N.S.

\* \* \*

The Miller Rubber Co., of Canada, has been chartered with capital of \$50,000 and head office Toronto.

\* \* \*

De Young, men's furnisher, Toronto, has put in a men's wear stock in Callum's cigar store, King street west.

\* \* \*

F. E. Liddle, Regina, has taken charge of the dry goods and men's wear department of the Anderson Supply Co., Craik, Sask.

\* \* \*

Among Quebec registrations are: Fashion Fit Clothing House; Peerless Tailoring Co.; Fashion Knitting Co. and Model Tailors, all of Montreal.

\* \* \*

Early in June cables brought bad news of Mr. A. R. Clarke, of A. R. Clarke & Co., Limited, Toronto, who was on the "Lusitania." A broken rib had pierced his lung. Later news, however, says that he is improving.

\* \* \*

J. B. Harrison, formerly manager of the cotton department of Gault Bros. Co., has started business for himself

as manufacturers' agent. He will represent in Montreal the Oxford Knitting Co., Limited, Woodstock, Ont., manufacturers of men's and women's fine underwear.

\* \* \*

Much sympathy is felt in Montreal for William Robertson, the St. James street hatter, whose son, Ian, has been killed in France. He was only seventeen years of age when he enlisted in the Grenadier Guards following the outbreak of war.



## CHANGE IN LOUNGE SUMMER SUIT.

The lounge suit is undergoing a noticeable change to avoid the ready-made styles, says a Canadian expert. This is particularly noticeable in the jacket on which the ready-to-wear makers are featuring an extremely wide and high notch lapel. The favored English lounge suit shows a slightly smaller lapel which is not so extreme in effect and the garment being hand-tailored with a soft front, has a decidedly more graceful roll than the ready-made article.



## WITH OUR ADVERTISERS

From Information Supplied by Sellers, But for Which the Editors of The Review Do Not Necessarily Hold Themselves Responsible.

### PRINCELY NOVELTY CO.

The Oppenheim Roggen Co., manufacturing "Little Prince" boys' wash suits, 84-90 Fifth Avenue, New York, will be dissolved on July 1. A new firm, under the name of the Princely Novelty Co., is being formed by Max Katz, their designer and manufacturer, William Singer, one of their salesmen, and Benjamin Pachmel, office manager. This new firm will manufacture the same line as the old firm, and is at present looking for quarters. I. Roggen and Samuel Oppenheim of the firm are not yet ready to make public their future plans.

\* \* \*

### "ARM AND HAMMER" AND "HAUGH" BRANDS.

The business known as McKechnie & Tanner, Limited, and that of the Defiance Manufacturing Company, Limited, have been amalgamated, and will henceforth be known as the J. A. Haugh Manufacturing Company, Limited.

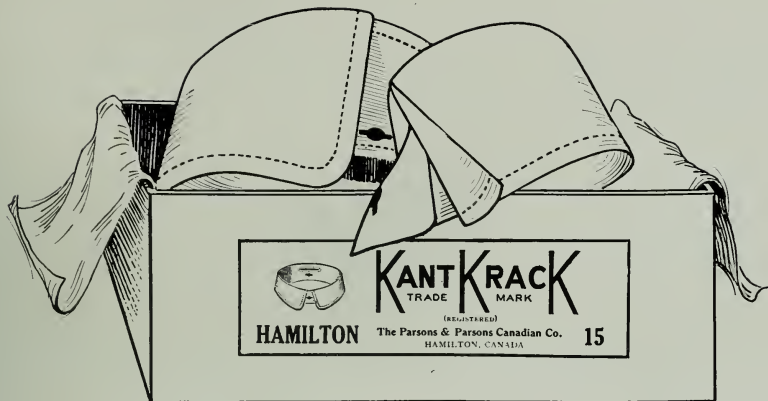
It is their intention to continue manufacturing the lines the old companies specialized in, and they feel that they are now able to serve their customers even better than formerly, as each line of manufacture strengthens the other, and enables their many friends to continue with them as one account.

The "Arm and Hammer" brand will be used on shirts and overalls; and the "Haugh" brand for trousers, duck clothing, etc.

The new firm hope for the continuance of the pleasant business relations they have enjoyed in the past; and assure their customers that their commands will receive prompt and careful attention.

---

WANTED—GOOD MANUFACTURER'S LINES TO ESTABLISH agency and handle on the road, Maritime Provinces. Write with full particulars, Box 3, Men's Wear Review, Toronto.



## Feature Number 10

### CONCENTRATION

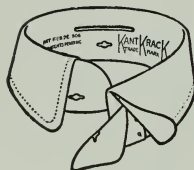
—That's exactly the word that describes our policy  
 —Webster says "Concentration is the act of directing to one object." We direct or centre all our attention, all our resources in the manufacture of water-proof linen collars to "*One Grade only and that the best.*"

**KANTKRACK** is not one of several grades, but the best water-proof collar made at any price, backed with an absolute guarantee by the makers.

This is only one of the many features of **KANTKRACK** water-proof coated linen collars which make excellent selling arguments for the promotion of sales. Note others listed in panel and write for samples of the various styles and finishes.

*Sold direct to the trade.*

**KANTKRACK**



### FEATURES

- The heavy flexible lip.*
- Cemented and riveted lip.*
- The long slit over back buttonhole.*
- The reinforced back buttonhole.*
- Waterproof but odorless.*
- Cleaned easily and quickly without cost.*
- Made of fine waterproof coated linen.*
- Made in Canada by expert Canadian workmen.*
- Try one on the absolute guarantee of the makers.*
- "We stand back of it!"*

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA



## You are Needed in Chicago

if your business interests can be advanced by trade or technical journals. The relation of these publications to your business needs will be among the subjects discussed at the Eleventh Annual Convention of the Associated Advertising Clubs of the World, June 21-25.

If you champion the cause of truth-in-advertising and every other channel to safer, cleaner, better business; if you feel heartily in accord with the attainment of these ideas and ideals you are needed.

The various committees in charge of arrangements assure us that every effort is being spent in providing a programme of many-sided interest.

President Woodrow Wilson has promised to speak in session, international relations permitting. Hon. William Jennings Bryan, late Secretary of State; John H. Fahey, President of the Chamber of Commerce of the United States; George Horace Lorimer, Editor of the Saturday Evening Post; Henry Watterson and Arthur Brisbane are among

others listed for the programme. This convention will bring together what promises to be the greatest gathering of business builders that ever worked for a common purpose.

There will be open departmental meetings for the discussion of trade and technical newspaper, magazine, outdoor and various other forms of publicity. Business men will find solutions to their own peculiar merchandising problems.

Remember the date and place, June 21-25, 1915—Chicago.

### WILL YOU BE THERE?

Full information, including rates for accommodation and programme bulletins, can be secured by addressing Convention Committee, Advertising Bldg., Chicago, Ill.

**Men's Wear Review** 143 University Ave., Toronto  
Montreal, Winnipeg, Boston, New York, Chicago, London, Eng.

# SOMETHING NEW!

## Exclusive Tailoring Device

*Business dull? Give it fresh life. A new Suit Maker that can be used for window trimming, demonstrating purposes, etc., enables you to*

**SHOW YOUR CUSTOMER HOW HIS SUIT WILL LOOK**  
**WHEN FINISHED**

THESE ILLUSTRATIONS TELL THE STORY OF THIS TIME AND TROUBLE SAVING device, long needed in the tailoring business. Simply slip material between the panels, then drop back the forward panel—and there you are! Takes only three seconds. Thus you place right before your customer's eyes an exact, life-size reproduction of how the suit will look on him. *That's what he wants to know.*

Incidentally it will save you dollars and bring new customers. It eliminates the old-fashioned way of draping the cloth over your arm or leg. You save sample cutting and it moves odd and old patterns from your shelves by making them attractive to the customer's eyes.

The fixture itself is very simple, staunchly constructed. No mechanism to get out of order, nothing to break. It is an advertising medium and a silent salesman of the best sort. And it will pay for itself in a short time.



Fig. 1

**COSTS ONLY**  
**\$12.50**

For medium-size Demonstrator,  
43 x 22 ins.

FOR LIFE-SIZE DEMONSTRATOR,  
63 x 31½ ins.

**Only \$15.00**

F. O. B. Hamilton  
(Patent applied for)

Frame is finished in Birch-stained Mahogany or dark Fumed Oak. Paneling and cut-out made of Venerated Wood, highly finished, showing natural grain.

Fig. 1 shows the Demonstrator when open and ready to receive the cloth.

Fig. 2 shows the Demonstrator with the cloth in position. Note its neatness, compactness and practicability. This illustration is taken direct from photograph.



Fig. 2

## TAYLOR MANUFACTURING COMPANY

The Taylor Manufacturing Company,  
Hamilton, Canada

Date ..... , 19 ..

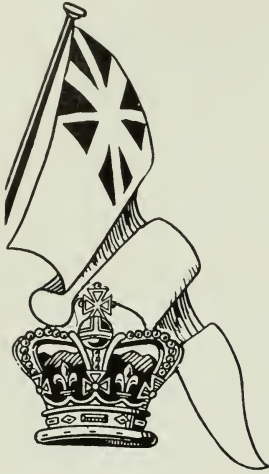
Gentlemen:—Please ship at once by ..... "Suit-Making Device," Size ..... Finish ....., for which I agree to pay \$.....

Name .....

Street and No. ....

City ..... Province .....

Send in this Coupon NOW—To-day. Obey that Impulse.



*Imperial*  
Pure Wool  
*Underwear*

## You're Going *to* Sell Wool Underwear

this Fall and going to sell all you can—the more you sell the more reason you have for selling the best that you can buy—the underwear that will clinch the come-back orders by giving absolute satisfaction.

Such a line is the Imperial Pure Wool Underwear. For over a third of a century these high-grade, time-tested, pure wool garments have been making satisfied customers for merchants throughout the Dominion.

The range consists of Imperial Natural Wool, Elastic Knit, Scotch Wool and Scotch Knit for Winter wear and balbriggans, lightweight merinos and worsteds for Summer.

Write for Samples

### Kingston Hosiery Company

KINGSTON, ONTARIO

## This applies *to* you



Attractively displayed jewelry is sure to catch your attention, and if you have needs in this line you're going to buy—apply this to your own business.

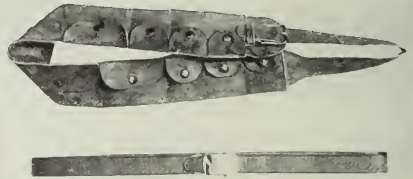
Your suits well displayed are going to get the attention every time of the man needing a new one. But to have them well displayed you need the assistance which Dale coat forms give. They show the latest styles off to perfection, being made to conform accurately with them.

A couple of these forms will prove a big factor in selling your suits. Why not order a couple?

The Dale Wax Figure Co.  
Limited

The Largest Manufacturers of Display Forms in Canada

Formerly Dale & Pearsall  
106 FRONT ST. E. TORONTO



We manufacture 6 good selling lines for soldiers to retail from 75c to \$1.50. Samples on request.

## Soldiers', Sport, and Dress Belts

Men are becoming more in favor of the suspenderless trousers—the close-fitting waist line and the leather belt. We are showing a very fine range of Soldiers', Sportsmen's and other belts. The upper illustration shows the regulation Military Belt (lightweight), used also for Sporting purposes; the lower is our new adjustable style.

Order a sample dozen to retail at 50c. We will sell you 12 kinds at \$3.75 a dozen.

Western Leather Goods Company  
LIMITED

1191 Bathurst Street - - - Toronto



# ZIMMERKNIT

## HIGH GRADE UNDERWEAR

Among your customers, there are many who will demand the comfort of the perfectly woven Zimmerknit garments.

Zimmerknit will bring them in again and again, because no other underwear gives such complete satisfaction.

**Zimmerman Manufacturing Company, Limited**  
Hamilton, Ontario

**Agents: E. H. Walsh & Co., Toronto; W. R. Begg,  
Toronto; A. R. McFarlane, Vancouver**

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# The Publisher's Page

By F.M.A.

## *The Knocker is always found on the outside of the door*

¶ Advertisers and others tell us that they are told by advertising and subscription salesmen (with axes of their own to grind) that we cannot keep up the pace and maintain the editorial standard of Men's Wear Review.

¶ But as stated in this page before we have the necessary organization and facilities for securing and publishing in attractive form the news and information you find in every issue of Men's Wear Review.

¶ And the next man who tells you we cannot keep it up, tell him he didn't have to knock to come in and doesn't have to knock to go out.

¶ We are here to stay and have nailed our standard of editorial superiority to the mast, where it will stick.

¶ We guarantee to both reader and advertiser that the standard will not only be maintained, but improved considerably.

¶ If the worst they can say of us is that we cannot keep it up, they must admit our present superiority, and as for the future, we will take care of that.

¶ What's the answer?

**MEN'S WEAR REVIEW**

Publication Office: 143-153 University Ave., TORONTO

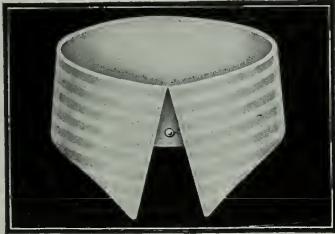




**LONDON**  
Shown only in  $2\frac{1}{4}$  inches



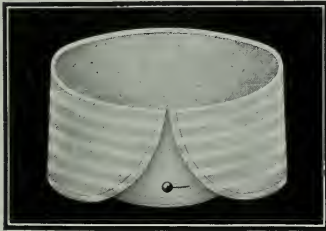
**MILTON**



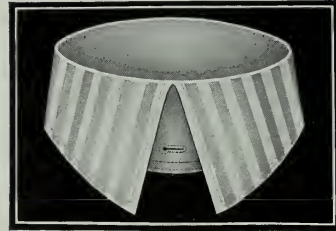
**BRIGHTON**



**WHITBY**  
Shown only in  $2\frac{1}{4}$  inches



**BEDFORD**  
Shown only in  $2\frac{1}{4}$  inches

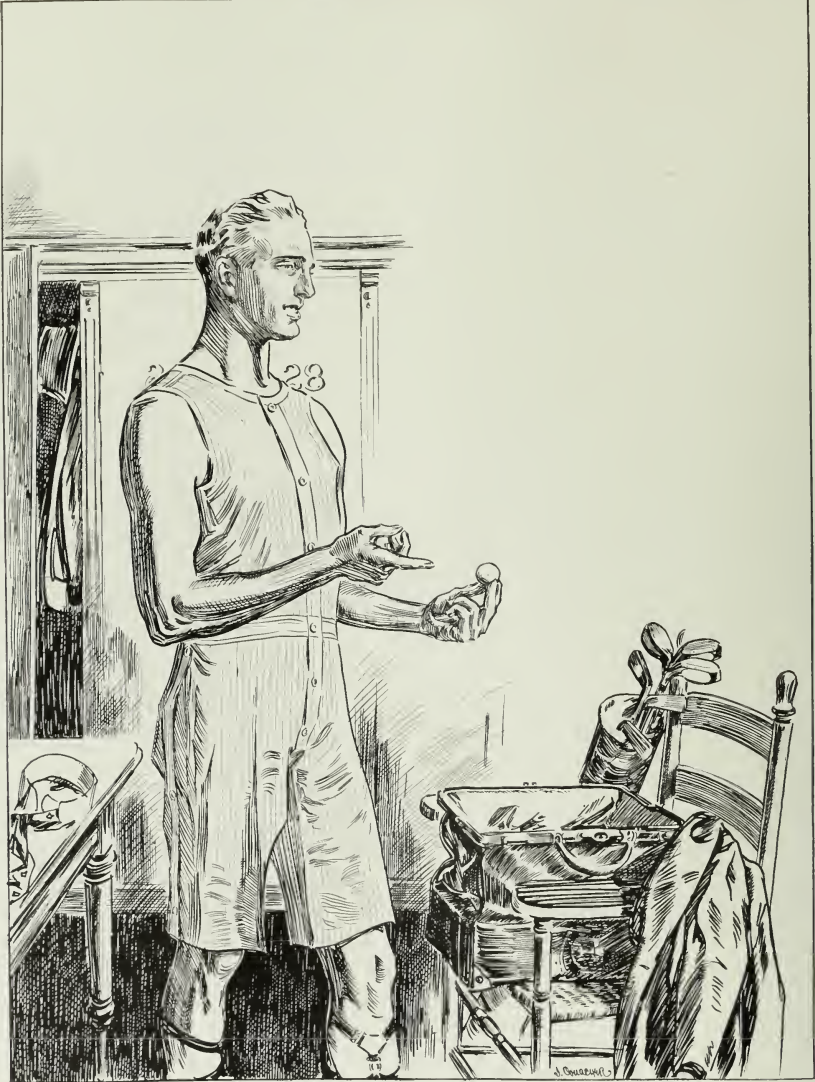


**ESSEX**

SIX SPECIALS MADE BY  
The Canadian Converters Co., Limited, Montreal.

MAKERS OF *Success*  
COLLARS  
MADE IN CANADA

"Made in Canada"



# Monarch and ARROW

UNION SUITS

IN FINE MUSLIN OR NAINSOOK

Monarch Quality, \$9.00

PER DOZEN SUITS

Arrow Quality, \$10.50 and \$12.00

Monarch Two-piece Undersuits, \$9.00 per Dozen Suits

CLUETT, PEABODY & CO., INC., Makers

Salesroom—MONTREAL

Factory—St. JOHNS, P.Q.

# MEN'S WEAR REVIEW

Vol. V

PUBLISHED MONTHLY

No. 7



Photo, Underwood & Underwood.

August 1915

Maclean Publishing Company,  
LIMITED  
143-153 University Avenue,  
TORONTO.

*Classic*  
HATS FOR MEN

MADE IN CANADA

The Crown Hat Company, Limited, of Galt, Ontario, announce that their representatives will be out the 1st August with the new line of *Classic Hats for Men* for Summer 1916. ■ ■ ■

The range includes a fine showing of Split, Sennit and Soft Brim Straws—also some very fine novelty numbers that promise to be extremely popular next year with the straw hat-wearing public. ■ Buy “Classic” and get the best service possible.

# The TIE of the FUTURE!

## The New IMPROVED Sterling "Stay-in-Shape"

PATENTED MARCH 1915

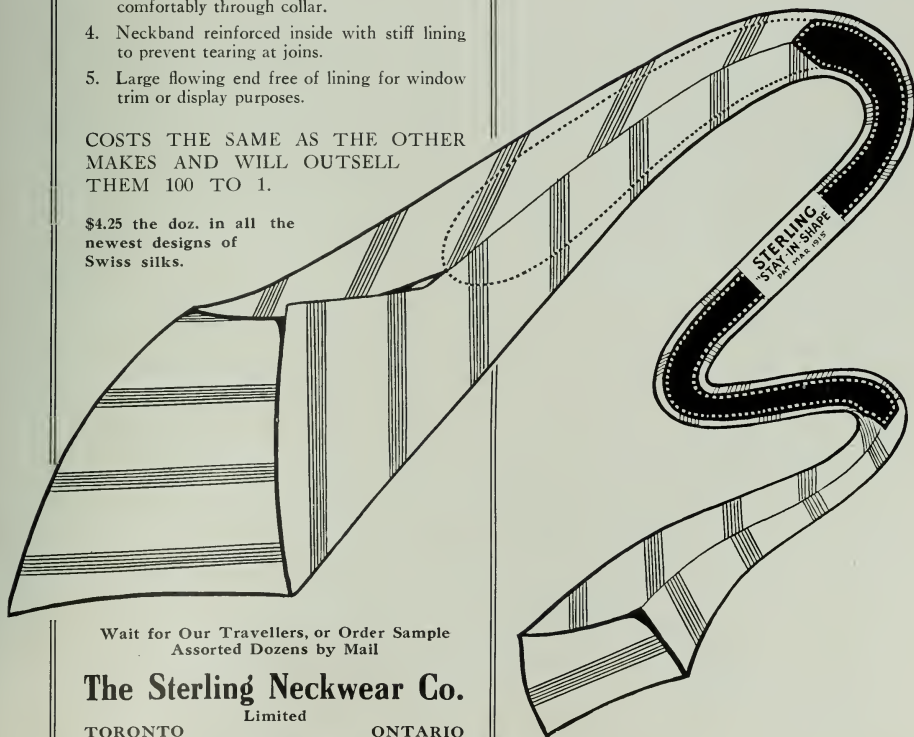
This new perfected "STAY-IN-SHAPE" Tie will be the one "best bet" for big Fall business.

### SEE HOW IT'S MADE

1. Has two rows of stitching running right through from the back of tie into the lining, gripping it firmly in place so that it cannot slip, rip or twist out of shape.
2. These "Stay-in-shape" stitches now run right around the large end of tie and away up into the neckband, preventing "crumpling" or "puckering" in the knot.
3. Neckband has satin facing, so that tie slides comfortably through collar.
4. Neckband reinforced inside with stiff lining to prevent tearing at joins.
5. Large flowing end free of lining for window trim or display purposes.

COSTS THE SAME AS THE OTHER  
MAKES AND WILL OUTSELL  
THEM 100 TO 1.

\$4.25 the doz. in all the  
newest designs of  
Swiss silks.



Wait for Our Travellers, or Order Sample  
Assorted Dozens by Mail

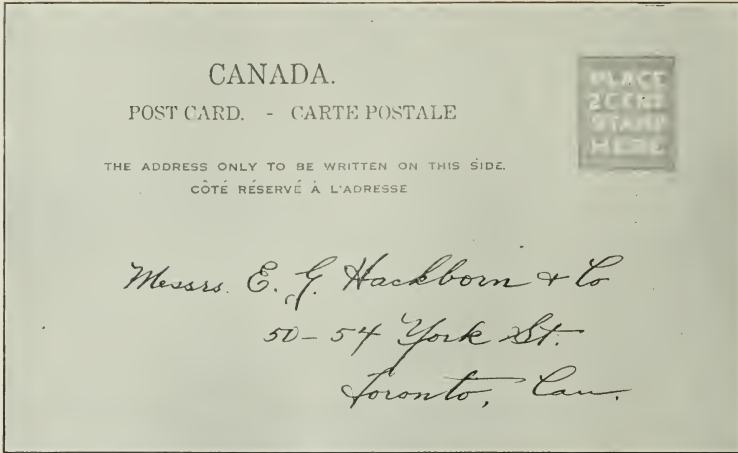
**The Sterling Neckwear Co.**

Limited

TORONTO

ONTARIO

"The House of Novelties"



## What You Do:—

REVIEW the business you have done during the past six months, now, and see how you could have increased it if in addition to your regular stock, you had been selling a dependable line of made-to-measure tailoring. You know what it has cost you to do business,—what your rent has been, how much you paid for clerk hire, etc., what it has cost you to carry your stock, and you can easily figure out what proportion this bears to the total amount of the sales you made.

Now consider this,—you could have sold several Style-Craft made-to-measure suits every week without one additional cent of expense and with little extra effort. The whole profit made on each suit would have been a net profit, one that you could set aside as an investment fund or for use in any way

you desire, or you could add it to your total profits with the result that your proportion of selling expenses to sales would be materially reduced.

Does not this sound attractive? It is attractive, and it has been the experience of hundreds of merchants who have been selling Style-Craft Tailoring.

All you need do is send us a post-card, enquiring about the Style-Craft Agency proposition. Now is the time to do it, for next month we will be sending out our sample

**Style-Craft**  
TAILORED CLOTHES

outfits, and we want to place our agencies with the men who will give them early and constant attention.

The Style-Craft Agency will supply you with the means of reducing the "high cost of doing business" and it will add to your store's reputation for being able to supply the dress requirements of well-dressed men.

## E. G. Hachborn & Company

50-54 York Street, Toronto, Ontario



## What We Do:—

UPON receipt of a request from you, we send you full information about the Style-Craft Tailoring selling plan. Then we send you our selling outfit, which includes style plates, order forms and sample swatches of the season's most popular fabrics. We furnish you with complete equipment to start a custom-tailoring department,—all you need is

a table on which to show the samples and the determination to sell made-to-measure suits and overcoats to all your regular customers and to as many new ones as you can interest in the line.

After you have the samples and commence selling, our service to you only commences. You sell the first Style-Craft suit to a customer, but we see to it that he receives such satis-

faction that future sales are made certain. Success in selling made-to-measure tailoring rests on the tailor's ability to satisfy every customer. The agent has done his part when he secures the order and sends in the correct measurements, and we see to it that Style-Craft garments back up every claim the agent makes for them.

The styles shown and the patterns

**Style-Craft**  
TAILORED CLOTHES

and qualities of the fabrics sent you enable you to sell clothes to any man. In our tailoring shops, the best

custom tailoring practice is followed in all operations of making, and the inspection that every garment undergoes before we send it to you insures it will meet with the approval of your most exacting customers.

Will you send us that postcard to-day?

**E. G. Hachborn & Company**

50-54 York St., Toronto, Ontario



## Your Customer for an Outing Shirt will Buy an Ingersoll too!

The "call of the open" gets into the bones of every man when the hot days of July and August arrive—his plans for outdoor sport and his summer holiday trips are put into effect—he gets back to Nature and "roughs it."

No man is going to wear clothes that won't stand the rough life, nor is he going to take his expensive, easily-damaged watch—his need is a sturdy, inexpensive Ingersoll, which stands the rough and tumble life and all kinds of weather, yet is very neat in appearance and a reliable time-keeper.

You have outing men in to make purchases every day and dozens of times a day—there's your opportunity—Your Ingersoll opportunity with its quick sales and big profits.

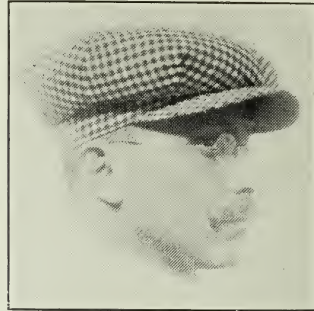
A small Ingersoll show case on your counter with an assortment of Ingersoll watches means only a small investment, but gets the attention of your customers. Sales are made easily and quickly because the Ingersoll qualities are well known.

Now is the best time to put in a stock of Ingersoll's. Write to your jobber or to us for an assortment of watches and advertising that will cash in on the summer demand—now.

**Robt. H. Ingersoll & Bro.**  
200 McGill Street - Montreal, P.Q.

*The Boston Cap*  
REGISTERED BRAND

MADE-IN-CANADA



## See Our Range for Fall

This is our Boston No. 1—one of the many different patterns we are showing in our Fall range to sell at \$4.50 a dozen up.

Write to-day for samples of our best sellers

**Boston Cap Co.** 219 St. Lawrence Blvd.  
MONTREAL

## Create the Demand



and the sale will look after itself. There is no better way of creating this demand — of bringing customers into your store than by a good display of your suits on Richardson Men's Forms. They bring out to perfection the close-fitting lines of the coat so popular at the present time. The coat hangs right either buttoned or unbuttoned, and the collar fits snugly round the neck.

Write for catalogue.

### 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, 1 1/2 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



# Sales Booster

## THE SEVENTH

### Try the rainy-day stunt

An eye-catcher is the thing. It's not the merchant who sits down and waits for business to come to him who gets it—he's the one who gets left behind, while the fellow who puts forth a big effort goes sailing up the home stretch and passes under the rope with a long lead.

Try a "Stunt" now and then. Get something different into your advertising, into your displays, into your selling.

**Here's the rainy day idea** which you can work to great advantage and which will cost very little compared with the effect you will get.

**First**—get a plumber to make a temporary water connection with the window, either from the top, bottom or back, and regulate the flow of water so that a coarse spray falls, giving the effect of rain. This can be carried out as elaborately as desired and gives you a chance to use your artistic

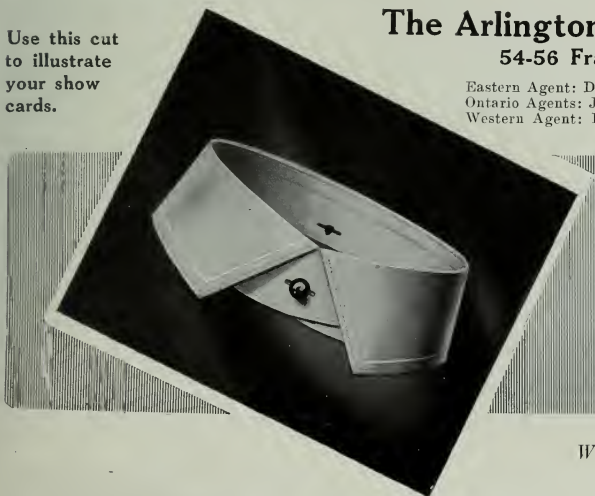
powers. A concealed or semi-concealed pan should be made and a waste pipe run through the floor to connect with a hose to the drain. The pan may be given the effect of ground by painting it grey and sprinkling with gravel or even covering it with thin sods, making sure of course that the waste water will get away by screening the exit opening.



**Second**—trim the window with rainy-day requisites—rain coats, umbrellas, rubbers, rain-proof hats, and right in the centre where the water is falling, place a stand with an **Arlington Water-proof Collar** and show an Arlington sign just above at the rear. The effect will be good and will attract attention. It will demonstrate the water-proof qualities of these famous collars—the collars that are made in a style and quality to suit every fancy and

pocket book. How is your stock—sort up with and push Arlington Collars. **See the Challenge**—the best of the six grades—price \$2.00 dozen, all styles.

Use this cut to illustrate your show cards.



### The Arlington Co. of Canada, Limited

54-56 Fraser Avenue, TORONTO

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

We will supply handsome display cards on request. Write to-day.

# Your goods are sold before you order

THAT'S THE



CLOTHING  
WAY

*Satisfactory to  
weaver*

*Satisfactory to  
retailer*

**U**NDER existing conditions we believe we can be of real service to you in your clothing department.

Instead of tying your money up in unnecessary clothing stock, use the McA. & R. Special Order Dept. and give your patrons

## SATISFACTORY CLOTHES

McA. & R. clothes have good style and fit, are thoroughly tailored and made of honest materials.

We supply you samples of cloths, style folio and measure chart. By the use of these you take no risk. Goods are sold before you order—you pay for just what you order—your customer gets a suit made specially for him. WE KNOW OF NO BETTER WAY FOR US TO GET TOGETHER THAN A TRIAL ORDER. SEND ONE TO-DAY.

*We have made up, ready for shipment, a good assortment of suits and FALL OVERCOATS. A card will bring samples to you.*

The McAlpine-Richardson Co., Limited  
ADELAIDE and DUNCAN STREETS, TORONTO

*Have you seen the Imperial  
Combination Underwear?*



MADE IN  
CANADA

We will be glad to have you inspect our new and improved combinations. They're every inch up to the Imperial standard for fit and quality, with additional comfort features which make for big and growing business.

Imperial all-wool Underwear comes in all weights of pure wool from light-weight merinos to heavy elastic ribbed, including Natural wool in all weights, Scotch wool and Scotch knit.

Imperial perfect-fit comfort combinations should be in your Fall and Winter stock.

Write for samples.

# Kingston Hosiery Company

KINGSTON, ONTARIO

# Fall Season 1915

## Reppo Stripes



One of our  
New Ideas  
for Fall.

Very Smart  
and  
Attractive.

Our Salesmen now on  
Road with complete  
range—larger and bet-  
ter than ever. Be sure  
you see our collections  
before placing your  
orders.

Made of  
Rich All-  
Silk Cloth  
and shown  
in  
Thirty-six  
different  
combinations.

### E. & S. CURRIE, LIMITED


Largest Makers of Men's Neckwear in Canada.

TORONTO



**Stifel's Indigo Cloth**  
 DATES BACK TO THE FIRST RAILROADS  
 ASK FOR **OVERALLS, JUMPERS, UNIFORMS OF**  
**Stifel's Indigo**  
 STANDARD FOR OVER 75 YEARS



**STIFEL'S  
 INDIGO** has a  
 trade record  
 that's valuable to  
 you. Look for the  
 name and trade mark  
  
 on the back of the  
 cloth. It's a guarantee to  
 your customers of the cloth  
 that never has been imitated  
 successfully.

*Standard for Over 75 Years*

*Cloth manufactured by*

**J. L. STIFEL & SONS**

*Indigo Dyers and Printers*

**SALES OFFICES**

**WHEELING, W. VA.**

NEW YORK ..... 290-262 Church St.  
 PHILADELPHIA ..... 324 Market Street  
 BOSTON ..... 31 Bedford Street  
 CHICAGO ..... 223 West Jackson Blvd.  
 SAN FRANCISCO ..... Postal Telegraph Bldg.  
 ST. JOSEPH, MO. .... Saxton Bank Bldg.

BALTIMORE ..... 114 W. Fayette St.  
 ST. LOUIS ..... 425 Victoria Bldg.  
 ST. PAUL ..... 238 Endicott Bldg.  
 TORONTO ..... 14 Manchester Bldg.  
 WINNIPEG ..... 400 Hammond Bldg.  
 MONTREAL ..... Room 500, 489 St. Paul St.



We are the Originators of the

## Boys' Patricia Uniforms

It has been the Biggest Selling Line  
in the history of the Clothing Business

We Stock

## Boys' Cavalry and Infantry Suits in Wool and Duck

Ask for 1 Sample Dozen

Also Men's Palm Beach Suits

Helleur, Gariepy & Broderick  
LIMITED

16 Craig West

Montreal, Canada

## WATCH FOR OUR NEXT ISSUE

### Special Fall Merchandising Number

The finest and most useful issue of any Men's  
Wear paper ever published in Canada. Published  
August 21st. Advertising forms close August 14th.



This Store Equipped with Taylor-made Rack System

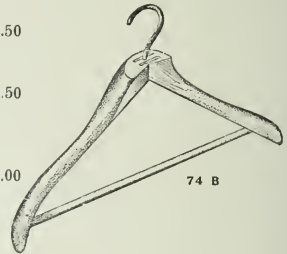
No. 33 I.B.—Combination Suit  
Hanger, per 100 - - - - \$7.50

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

No. 74 B.—Combination Suit  
Hanger, with inserted Trousler  
Bar, per 100 - - - - - 15.00



33 I.B.



74 B

A Perfect Hanger.

**Made of Polished  
Steel Tubing**

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

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 Catalog 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.



With new Overseas Regiments being formed and khaki uniforms being served out to Militia Regiments, there is a lot of business in the Officers' Outfitting line.

## Are You Getting Your Share of It?

We specialize in khaki outfits and can supply you from stock on hand with Uniforms, Caps, Helmets, Glengarrys, Belts, Buttons, Badges and Trimmings, Swords, etc., for all ranks.

Write or wire for catalogue.

**A. HARRY WOLFE**  
248 Notre Dame West, MONTREAL  
Maker for the Canadian Government

## The combined facilities

of two of the leading Canadian manufacturers of shirts, overalls, trousers, duck clothing, etc., enables you to get these goods at better values than can be obtained elsewhere. The production of the popular line of

## Arm and Hammer Brand Shirts and Overalls

with that of the well-established

## "Haugh Brand" Trousers and Duck Clothing

strengthens each other and enables us to give you prompt delivery.

Be sure to see samples of our lines—either from our traveller or by mail.

**J. A. Haugh Mfg. Co., Ltd.**  
658 King St. W. TORONTO

# Craftana

Registered No. 202,07



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.

## A Modern Store Front WHICH WOULD SELL ANY CLASS OF MERCHANDISE



And would bring you increased **SALES** and **PROFITS**

# EASYSET

SYSTEM

**METAL STORE FRONT**

"Made in Canada"

A postal card will bring Catalog "M" to you without any obligation. Get in touch with us to-day.

**H. J. ST. CLAIR CO., LIMITED**  
69 Toronto Arcade TORONTO, ONT.

\$2.75  
Per  
Dozen



Over 1,000 patterns  
of fancy silks available  
in this shape for your  
selection.

“Tycraft Scarves,” at \$2.75 per dozen,  
Offer You an Opportunity to Become  
Leaders in Your Locality in

## 50 Cent Cravats

Sample assortments of 2, 3 and 6 dozens gladly submitted  
to satisfactorily rated Canadian merchants

PATTERNS CONFINED TO  
ONE STORE IN A TOWN

Standard Neckwear Company

BOSTON, MASS.



# MEN'S WEAR REVIEW

*Published Third Wednesday in Each Month*

VOL. 5

TORONTO, AUGUST, 1915

No. 7

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The Double-Breasted Coat.  
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# WAR COLORS



## Military Cravats

New combinations in multi-color stripes on heavy silk poplin, which are so much sought after. Colorings totally different, bright and effective, so arranged to avoid loudness. Twelve different patterns—every one good. Made in the new shapes at \$4.50 and \$6.00 the dozen.



Our complete Fall range is now ready, containing novelties in stripes and bold detached figures, also neat close stripes, black and white, and two-color treatment.

Reid's Real Bengalene and Reid's Allsilk Barathea in plain colors, the two most successful neckwear silks in Canada. Your open order will have our very best attention.

## A. T. Reid Company, Limited

MAKERS OF NECKWEAR OF THE BETTER SORT

Factory: TORONTO, CANADA



# Men's Wear Review

*The Recognized Authority of the  
Canadian Men's Wear Trade*

VOL. V.

TORONTO, AUGUST, 1915

NO. 7

## THIS IS AN ADVANCE FALL NUMBER

**I**N this issue of Men's Wear Review we present to the men's wear men of Canada full authentic notes on styles in men's furnishings for the Fall of 1915. Just as previous numbers have had their mission in defining and announcing styles for Spring and Summer so this fifth of the new series of Canada's prime guide to the men's wear trade will point the trend of fashion for Fall.

You notice we say it will point the trend. This is not the Fall number. It is the Advance Fall Number and as such will herald the next issue. This is a forerunner of the Fall Number itself.

Nevertheless this number is important inasmuch as for those who wish to be guided in what to buy of certain lines, they may find it all set out herein.

This is particularly true of neckwear. For the first time, the men's wear trade of Canada has information, full, authoritative and authentic, of styles in Fall neckwear, and has this information before July is out. Our views, given you in the neckwear department, are corroborated by the manufacturers themselves, no fewer than eight of them showing you their samples. This is *Service*—and we spell it with a capital S. and italicise it at that. It is not for nothing that the slogan of Men's Wear Review is

**"WE SET THE PACE."**

All the style departments in this issue contain valuable information. Men's Wear Review, from end to end of its style section, aims to show, by printed word and illustration alike, what will be worn this Fall. Note that this is not what the wealthy man alone will wear. It is descriptive and illustrative of the habiliments of the average man. That is the client you are catering to. The universality of our appeal is therefore proven.

The same thing applies to our articles on window trims, store systems and the like. They take in everything. New York's methods are over-page from those of a small town in Canada. Our view is that both are equally important to our readers and therefore we present both to their notice.

This issue is even more full than usual of good pictures. We believe—like Chesterton—in pictures. They emphasize the written word and they very often help to make clear what the written word but inadequately describes. You have, in this number, pictures of stores and happenings and people in three countries, Canada, England and the United States.

All of which goes to show that this periodical is double-barrelled; it has the elegance and careful finish of the magazine, and the up-to-dateness and news-value of the newspaper.

Nor is it a trade paper which is dry-as-dust. A prominent retailer in Ontario told us recently that he took Men's Wear Review home with him over the week-end and that "the rest of them" at home found lots to interest, instruct and amuse, between the covers. We believe that a trade paper should fulfil that triplicate duty. And we believe that this trade paper does.

We should like to point out in this number the article which deals with a store in Toronto, the proprietor of which has a system which enables him to know just where he is with regard to his stock. The Review, as it goes up and down the country, continually meets with retailers whose difficulties emanate from the lack of an effective system of keeping stock. Read the article which tells how one man safe-guards himself.

The London and New York letters this month, as in those which have gone before, deal at length and in an interesting way with style topics in the two greatest cities of the world. What we have to say in a previous paragraph about our publication being bright and entertaining applies especially to this correspondence, where information about men and matters of moment is interspersed right along.

You will see too, in this issue, an editorial which talks of "A Year Ago and Now." Men's Wear Review believes in OPTIMISM. (Spell it in caps, please, Mr. Printer.) It does not urge the optimist's viewpoint when there is no justification therefor, any more than it deprecates the pessimist if his "blueness" is based on realities. But when there is, as there is now, abundant cause for a cheerful optimism, let us think it, talk it, live it! We can certainly say, with regard to business at present, that "It wud ha' be'n wor'"—which, being interpreted—means "It might have been worse." Optimism grows by what it feeds on: so does success. For that trade is as good as it is—compared to how bad it has been and might be—let us be thankful, and using all the initiative, hard work and good feeling that we have, let us buckle to, and make attainable and concrete the highest point to which our optimism soars.

And now, having told you a little about what you will find in this issue, we leave it to you to guide it. And, by the way, we should be glad to hear what you think of the paper. It is good sometimes to see ourselves "as others see us."



Illustration No. 1.—A well-planned sale trim of shirts which has a special appeal. Shown by Browning, King and Company, New York.

## SPECIAL EMPHASIS ON THE WINDOW

The Efficacy of the Special Sale Display—Overcrowding Particularly to be Depreciated  
—“Keep the Candle of Refinement Burning.”

*Special Correspondence of The Review.*

Office of Men's Wear Review,  
115 Broadway, New York.

**S**PECIAL sale displays claim the attention during August more than at any other period of the entire year. Not only it is necessary to clear shelves of unmoved goods and broken lines, but it is also essential to create a desire to buy when practically everybody has made the necessary purchases earlier in the season. Ultra exclusive shops are perhaps an exception to the general rule. The mission of their windows is different from the popular trim. The selection of an article is rarely made from the exclusive display, which is primarily intended to establish in the mind of the passer-by the character of the shop, while quite opposite is the case with the concern catering to the masses.

The trouble with the average sale trim is that it is crowded and slighted in pose. If a shop expects to convince its regular customers or the general public with the truth, that the reductions are legitimate, it must carefully avoid the depreciative tendency of overcrowding the space in an effort to show greater variety. A garment fallen

from its former rank of distinctiveness to a slovenly pose is a long way from making a favorable impression and convincing the observer of its actual worth. The better class shops no longer drag half their goods into the window in a rush to impress the public with an annual slaughter in merchandise, which procedure makes it even more difficult to make a sale at a marked concession than at the former price.

### The Well-planned Trim.

The first illustration here brought to your attention suggests the well-planned sale trim which makes its special appeal without the slightest detraction from the shop's esteemed prestige. This trim is from the Browning, King & Company shop, New York, and merits the close study of the aspiring trimmer.

Instead of jamming the window full of shirts the artist has cleverly grouped the garments in an attractive and striking manner. Three form units stand out prominently as the character exponents, while the various piles of neatly arranged garments are suggestive of clearance



Illustration No. 2—Effective Display of Boys' Clothes from Franklin, Simon and Company, New York.

sale offerings and at the same time impart a certain note of refinement that adds materially to the value of the merchandise.

Different qualities of shirts are shown, each marked with a plainly printed price card. In every instance a variety of patterns and color schemes is noticed which is particularly advisable in a sale trim where price and quality are the chief factors of importance. The large window card seen in the centre of the foreground, showing a scale of the concessions in price, is undoubtedly one of the best means of gaining interest without cheapening the character of the goods by large signs attending each unit. Plush is used for the foundation and in practically every way the same "air" of smartness is evidenced in the style of presentation of these reduced garments as in the display of merchandise at regular prices. In scrutinizing this trim one's confidence in the reliability of the goods does not waver, as is the case where refinement in pose has evidently been thrown to the winds and nothing remains but the ruins of a depleted stock.

#### Catering to High-class Trade.

During August, when it is too early for Autumn displays and the eleventh hour of the Summer season is at hand, exhibits are apt to be somewhat anomalous, but there are numerous items of merchandise that are particularly fitting for a typical high-class trim.

In an effort to dispose of every left-over, do not overlook the fact that there are still many to leave town for some Summer retreat and that there are always many visitors who, on their pleasure-bound way, are to be catered to also. In fact, many of the leading business men wait until some of their subordinates return before they leave to take their rest cure, and it is safe to assume that they will not purchase their necessary outing accessories

in shops that crowd their windows with a superannuated mass of merchandise. To take advantage of this trade it is essential that some prominent space be allotted to refine the showings, although final sale goods must be featured.

Boys' Summer suits and hats are admirably displayed in the next trim here pictured. This window is from the clothing department of Franklin Simon & Company, Fifth Avenue, New York, and it offers a unique suggestion in posing these garments to their very best advantage.

Boys' Norfolk flannel suits and Panama hats are arranged in a grouping which is a model for simplicity and refinement in pose. The pleasing effect of white goods depends largely upon the proper background to give it contrast, the proper spacing to avoid conflict, and the proper adjustment of every detail. Although merchandise of any kind should be posed with utmost painstaking, the absence of color in white garments emphasizes the slightest defect or carelessness in adjustment.

#### A Symmetrical Design.

As here seen, a symmetrical design is carried out, but instead of the usual straight lines from one end of the window to the other, a V is formed with dark green plush for the foundation. To some, this foundation may doubtless seem a trivial matter, but by careful observation one will discover that it is these evidently minor variances that differentiate between the ordinary and the uncommon trim. Double up the number of units here shown within the same area and you will instantly lose all characteristics of distinctiveness. The aesthetic qualities, as well as the opportuneness of the garments, have been carefully weighed and the result is a trim that cannot fail to appeal to the most captious as well as the casual observer.

Whether a sale trim or not, keep the candle of refinement burning bright at this dull season.

## Unit Trim of Underwear and Hose



*This is a trim specially designed for Men's Wear Review by C. W. Balmer. It is displaying underwear and hose. These are two summery lines which are usually regarded as difficult to display. Certainly they usually don't make as attractive trims as shirts or ties; suits, collars, and the like. This, however, is the exception which proves the rule. This display is chic, and compelling a second glance.*

*It will be observed that it is not symmetrical. The two sides don't balance—exactly. There is, however, a negligee impression given by the near-symmetrical arrangement which is better than mere conventionality.*

*It will be noticed that the hose are cleverly interspersed with the underwear. The back is a plentiful array of dark velvet tastefully draped so as to leave two pillars—not actual—but in effect—and a mass of drapery at the bottom. It will be noticed that only such underwear as is free and soft-looking is used. It isn't hard, bunched-up and angular.*

*Hose are used to form the startling black and white contrast. Two pairs were enough and they achieved the purpose of setting off the underwear.*

*A cane and a card are little details which mean much to the "finish" of the thing. Note the suspenders in the forefront of the picture.*

## Filling a Window Without Crowding It



Here is a window dressed for the Fashion Craft Store, on King street, in Hamilton, which, while filling a window, nevertheless, does not crowd it. Every suit, hat, shirt, and tie, told. Below we reproduce two of the cards used.

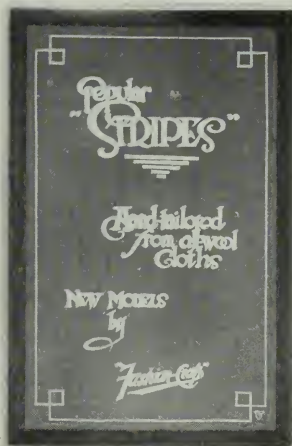
## EFFECTIVE USE OF ATTRACTIVE SHOW CARDS

Dressing a Window is Not All—Emphasis Furnished by Novel Cards—A Full Window Which is Nevertheless Not Overcrowded—Importance of the “One-Line” Idea.



### “ONE PARTICULAR LINE.”

Mr. Edwin E. Bell, whose window-trimming and card-writing alike we reproduce on this page, makes the following comment as to his ideas on the subject of making a window attractive. He says, in part, “I have found the featuring of particular lines such as ‘stripes,’ ‘checks,’ ‘greys,’ ‘blue serges’ and so on, to bring much better results than the usual mixed display generally shown in the trade. An attractive show card also plays an important part in claiming the first attention of the passer-by and then directing his notice to the goods shown in these special displays.”



## A Hat Window: Smart and Effective



G. B. RYAN AND COMPANY, GUELPH, PUT IN A CATCH-THE-EYE WINDOW.

*We have seen several straw hat windows this year, but for general effectiveness this is hard to beat. To begin with, the window was well-dressed. It was rather striking and original and attracted more than the usual attention. The face of the clock as made from beaver board, the clock dial being painted on, around the edge straw hats were fastened. The works of an eight-day clock were affixed at the back. The two large hands being made from cardboard. The clock was then wound up and set at the time of day, and it ran smoothly and kept good time for all the time the display was in. Straw hats were displayed around the clock, each having a price ticket on. The display attracted a great deal of attention, and many were surprised that the clock was "real," as many exclamations such as the following were heard: "Why it's moving," "Gee the clock is going, why you can see the big hand moving." Others pulled out their watches and compared the time: "Right on the dot. Say isn't that great."*



# Fifty Years Ago.

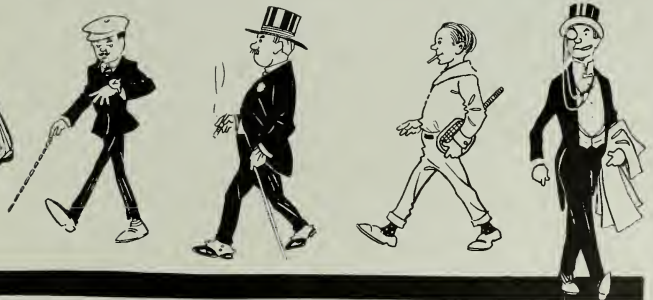
BY E. A. HUGHES

*With apologies to the late lamented Thomas Hood.*



I remember, I remember the town where I was born,  
A tiny hamlet circled round with fields of wheat and corn.  
The fields of waving grain have gone; the town's a city now,  
With factories and workshops there; with oil and dust and row.  
The people that were grown up in the days when I was small  
Have vanished now; the boys and girls are men and women all.  
I saw the place the other day; good land it's altered, yes;  
And nothing in it's altered more than how the men folk dress.  
Imagine if the folks of fifty came to B.—again,  
What would they think, say, of a fad like wrist watches for men?  
In years agone the watch they knew was just about the size  
Of what we call alarm clocks. Lord! wouldn't it surprise  
Them if they glimpsed a 'nifty suit,' with tightly fitting waist  
That makes our modern "nut" look like as if he's tightly laced?  
Supposing if our grandfathers were walking down the street  
And happened on a man with pique spats upon his feet.  
They'd think the fellow sure enough was standing on his head  
And went and put his collar white upon his feet instead.  
What would the folks of 'way back think if suddenly they'd see  
A modern Panama hat trimmed with gaudy Puggarce;  
They'd turn and tell you in their day, 'twas but the women folk  
That wore such frills and furbelows; they'd think the hat a joke.  
The latest sports shirt made for men with collar wide and deep  
Would be regarded as a thing to make the old folks weep.  
They'd want to know its origin, suggesting, p'raps a swipe  
And hint the man who wore it had borrowed from his wife.  
And if they saw an eye-glass band,—a white one—then they'd  
shout:

"Hey, mister! tuck yer shirt in there, the tail is hanging out."



W.F.C.

## COMING

*Combination sack coat and Norfolk, with half belt.*

*Wool mixtures in 2-piece suits much in evidence.*

*Pleated bosoms will be prominent in Fall shirts.*

*Black or Oxford grey jackets together with checked-pattern trousers.*

*Shepherd's checks for sporting events.*

*New, longpointed collar for Autumn wear.*

*The coat cut swimming suit.*

*Twill and fancy cloth, in black or blue, for evening wear.*

*The sash of subdued color is still a strong accompaniment to the restless Tuxedoed man.*

*Bow ties still highly favored for negligé.*

*Polka dots still all the rage.*

*Elaborate figures and flower effects in neckwear.*



## THE VERY LATEST SWIMMING NEW YORK IS CUT

The Bather No Longer Wriggles Like an Eel—Silk Shirts—Bright Ones Alone Have Sold—Semi-Stiff Shirt Will Do—Quiet Neckwear for Fall

115 Broadway, New York Office, Men's Wear Review.

FROM a casual glance throughout shopdom at this particular season, when all is topsy-turvy in the impetuous effort to dispose of all stock possible before the advent of Autumn productions, one would get but a vague idea of what is in store for the future, or, in fact, what is the present accepted good style.

But through the haze and maze of sale merchandise it is possible, however, to discern the lines that are holding their own and those which are being sacrificed at all hazards. Thus it is not difficult to judge the prevailing styles as decreed by the general public; and it is the say-so of the public after all that determines the drift and shift of fashion.

Every season an influx of novelties appears of which but few actually become styles; some are only window attractions while others get no further than the popular trade. These innovations usually consist of the smaller items which do not represent the important factors of smart dress. I will therefore refer chiefly to things shown only in the best shops.

### SILK SHIRTS ON SALE COUNTERS.

As was the condition last month silk shirts are piled sky-high on every sale counter, and a peculiar thing is that nothing but white grounds and subdued patterns are in evidence. This simply goes to show that the bright colors met with public favor while the less conspicuous designs have suffered the ill-fate of disapproval. Of course, the expensive price of silk and the weak pulse of business in general have something to do with the extraordinary sales now on. Practically the same thing regarding tinted grounds and tasteful, snappy colors applies to all kinds of shirts, such as madras, jacquard weaves, taffeta flannel and mercerized materials.

Although these conditions may guide one in sizing up the taste of the average man it is to the smart custom makers that we look for the advanced styles in shirts. It is evident that they are putting all their force behind the semi-starched bosom and the stiff or semi-starched cuff for Fall wear. Pleated bosoms are to be prominent in the new models. The supposed revival of the stiff bosom for day wear is not in sight. A continuance of bright colors is forecast. Green, tan, blue and helio tinted grounds are sponsored and where white is the foundation both stripes and detached figures in rich Autumn colors will be seen. Perpendicular stripes are to continue their rule, and striking black stripes on either white or tinted grounds are to be popular. Colored linens, embroidered figured patterns, jacquard effects on madras and on silk-and-cotton goods are inklings of the new Fall materials. There seems to be a lack of orange and pink in the new shirtings. Orange has been done to death and pink—well it never was a man's color.

In collars the new thin flexible starched kind are arresting the progress of the soft variety. These collars are made two-ply throughout and from crucial tests have proven their stability equal to that of the four-ply. They stand up so well that one cannot tell by their appearance that they have no interlining. Although stiff in effect they yield readily to the movements of the neck without breaking down. They are a

# SUIT SHOWN IN LITTLE OLD LIKE A COAT

Piled Sky-High on Sale Counters—Clearance of Pale Colorings  
be the Leader for Fall—Remarkable Run of Polka  
—A New Coat for Day-Wear.

pleasing compromise between the formal stiff and the informal soft collar. For early Autumn there comes a new long pointed collar. It is made light, thin, full-laundered and is designed to meet the demand for a comfortable collar to be worn in town as well as in the country. It is a decided improvement over the former stiff or soft styles with elongated points.

## REMARKABLE RUN OF POLKA DOT.

It may be of interest to note the remarkable run that the polka dot neckwear is having. The momentum already gained will doubtless carry the vogue well into the Fall season. Bow ties are still much favored for negligee. Well informed persons admit that the ruling tendencies for Autumn in cravattng silks are elaborate figures, as against stripes, and that the medium large shapes will take the place of the excessively full effects, which were bunglesome to knot.

Brocaded conventionalized flower patterns representing orchids and single-petaled blossoms and splash treatments are prominent. These effects are possible of innumerable rich colorings without a hint of vulgar taste.

Apropos of the seasonable togs the very latest swimming suit, not included in the Clearance Sales, is coat cut. This ingenious extension of the coat effect shirt has a promising future ahead. We no longer will have to wriggle into and out of our swimming shirt, eel fashion.

## COMBINATION SACK AND NORFOLK.

The very latest offering in day clothes is a combination sack coat and Norfolk. It is made with three or two buttoned opening, a soft-roll medium wide collar and a half belt at the waistline. It is cut loose-fitting other than the gathering at the waistline in the back where the belt forms a pleated effect from the shoulders down.

Black or Oxford grey jackets together with checked-pattern trousers in either bold or invisible shepherds' checks are popular right now for sporting events. This combination looks exceedingly smart on youngish men. Older men seem to prefer the tropical creations.

Regardless of the vogue for tropical garments wool mixtures in two-piece suits are much in evidence. In fact we see more men wearing two-piece suits in fancy greys and dark effects than ever before.

Striking reductions are offered right now on all suits including overplaids, Glen Urquhart plaids, checked cassimere and tartan plaids. Prices on suits of pongee silk and Palm Beach cloth are cut almost in half.

The ultra smart evening coat for Summer wear is remarkably trim in effect and weight has been greatly reduced by elimination of all eliminatable lining. Twill and fancy cloth, in both black and bluish black are now sponsored by the very best shops. Discarding the waistcoat for dancing has increased the popularity of wearing a silk sash with tuxedo dress. These sashes come in a variety of subdued colors but black Surah silk is most countenanced.

# GOING

*Pongee silk and Palm Beach cloth are waning now.*

*Stripes have been done to death in neckwear.*

*Pale and quiet colors in shirtings driven to the sale-counter.*

*Supposed revival for stiff-bosomed shirt not in sight.*

*Orange and pink overdone in Summer shirts.*

*Soft variety of collars giving way to the new 2-ply.*

*Excessively full-shaped ties are going: they were hard to tie.*

*Vest for evening wear is too hot these days.*

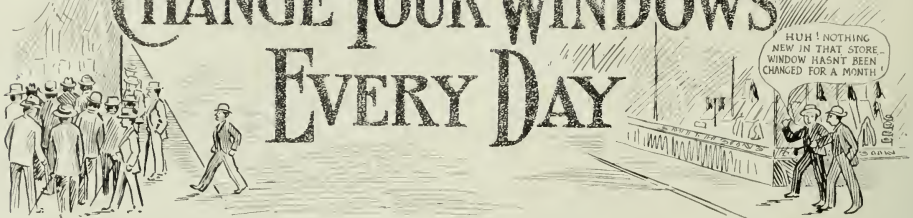
*Freakish straws have been turned out quickly.*

*Cross-bar stripe not in favor in neckwear.*

*Brown and white combinations in shoes are over-blown.*



# CHANGE YOUR WINDOWS EVERY DAY



*Special to Men's Wear Review, by Harry Thompson, Whitby.*

**I** DON'T think that you can harp upon a right string too much. From time immemorial writers in men's wear papers have been emphasizing the importance of the attractive window and while it is an old theme I may be able to throw some fresh light on it by citing the way I have worked in its usefulness in my case.

I believe that variety, besides being the spice of life, is the spice of the windows. I think that the windows should be changed as often as you possibly can; and the oftener the better. In my own case I re-dress my window every day. I like to feature one day after another as much of the new stuff that I get into my store as possible and I know that the best way to feature that is by putting it in the window and dressing it attractively. Possibly my own situation in Whitby is rather peculiar, in view of the fact that Whitby is so near to Toronto, and that for a long time men who have wanted nice and natty and good class furnishings and suits have gone to Toronto to get them. I started in a few months ago and I determined to see whether it was not possible to get the men's wear trade in my own town coming to me, Harry Thompson of Whitby, rather than going up to Toronto. After three or four months of the game I feel convinced that it is possible and this opinion is based on concrete results.

### Index of the Store,

The window is the index of the store. If you want to find something in a book and that book has got very many things in it the natural way to do is to look in the index. Just in the same way if a man wants to know if I carry such and such a line of shirts, if he doesn't want to go into my store to find out, the next best thing he can do is to watch my windows and see if he can determine it that way. As I have only an average size window I cannot possibly crowd all the good things that I have in my store in that window at once. The only way therefore is to dress it six times a week.

I have got results from this method. For instance I carry working men's shirts, overalls, etc. This sort of thing is very hard to make into a decent window trim and harder still to sell in a town that doesn't know that you carry it. I have had to make it known to Whitby that I carry working men's shirts. I dressed my window as attractively as I could; I didn't overload it with stuff but leaving lots of space, I made up as attractive designs as I possibly could with working men's clothes. That trim was in for two days. There is a factory not very far from where my store is and the men coming out of that factory on their way home at night nearly all do the same thing—they stop and look in my window. The result was that next day and two or three days after that I got a number of orders for working men's shirts. It was two weeks after that that some woman came in the store and told

me she had seen a working man's shirt in the window about two weeks before that she liked; had I any left? Yes, I had and I sold her them right away.

### Power of Example.

The same thing happened in the case of some suits I was carrying. This town didn't know what sort of things Harry Thompson was selling; he had only just started in. Who was going to be the first to buy? All the men hung around and said to each other, "Well we'll let So-and-So go and get a suit from Thompson before we go in ourselves, then if it is all right we will buy one ourselves." Well it so happened that about forty Dagos drifted into this town in connection with some railroad work. These fellows used to come into the store and look around at things and talk about things and make expressive gesticulations but they wouldn't buy. However, I let them go on; one day one of them came in and ordered a suit. I made it up for him—an \$18 one—he went out as proud as Punch. All his friends looked at the suit and thought how nice it was and with three or four days I had got over three-quarters of that bunch of Dagos buying suits from my store, which ranged from \$18 to \$30. It was simply the result of attractive display of those suits in my window. At first, I wondered a little whether it would prejudice the trade at all to have all these chaps wearing them but it didn't. Within the next two or three weeks I had half the well-dressed young men in this town coming in to order suits from me and I am still getting their custom, getting it more abundantly, and getting it—as I think—to keep it permanently.

It doesn't seem to me that changing one's window every day is at all going to the other extreme of things. Lots of men don't change it often enough and I would rather change it too often than have a window which is always the same. I am a firm believer in the appeal to Eye-gate. What strikes a man's eye is half way there to a man's pocket.

I have had too many talks with men's wear friends of mine at different times not to know that whereas if you have variety in your window you can get a crowd, if you have the same old window day after day, you get no-one to look at it. It is just the difference between standing still and going ahead; between vegetating and progressing!

We all judge things from our own point of view and I know the view I would take myself if I passed a men's wear man who, day after day, had the same old windows in his store. And I expect to be judged the way I would judge.

So I say, "Change your window every day."

Then'll you'll get the business.

And you'll deserve it!

## Ninety-Eight Bat-wings Used



As a business-getting window this one of Harry Way's, in Hamilton, is a top-notch. Underneath you can read how he did it.

No fewer than ninety-eight batwings are used in this window to display the stock which Harry Way has got inside. If the window be the index to the store, then Harry Way has got his index down to a fine point.

In a letter to *The Review*, he says: "Ninety-eight batwings are used to make this trim, and it has proved a winner, both in sales and comment. Through this trim we have sold more batwings in two days than we would ordinarily have sold in two months' selling. We are doing an exceptionally nice business in all lines of neckwear, but this is the first time we have featured batwings to any extent."

This window may be taken as a good style indication, too. Anybody who can get the results which this store got from such a window has demonstrated, without doubt, that the batwing is a popular line this Summer.

Notice the use of the showcards. They set off the window, and arranged as they are, there are none too many of them. Good cards are a real help to a good window.

It was a useful policy to "finish" this window by setting the top out with four-in-hands, particularly of stripes. They emphasize, rather than detract from the bats below.

Trim by Fred C. Petrie.

# WHAT THEY ARE WEARING IN LONDON

By  
MACLEAN,  
LONDON

I AM going to devote this letter to some description of the garb of our various men of affairs because as your newspaper will tell you the Cabinet has been changed here and once more there are coming into Public Life figures who for some time have been out—enjoying themselves in fishing or writing disquisitions on philosophy, or attired in a serviceable and comfortable tweed, tramping over the hills in search of a golf ball.

The other day in Mayfair I happened to come across Mr. James Lowther. Mr. Lowther had on his usual grey hat with a black band. This is an agreeable variation from the silk hat beloved of the politician, and so far as I know is peculiar to the Speakers. Mr. Lowther has now been Mr. Speaker for 10 years. I remember very well the scene in the House on June 8th, 1905, when Mr. Lowther with all the pomp and circumstance that attaches to all Parliamentary happenings over here, was elected to the presiding chair. Full many a time the genial speaker has jumped in where politicians fear to tread and has saved the situation, avoided a squabble or poured oil upon the troubled waters. When I saw Mr. Lowther the other day he was wearing a very attractive double breasted grey frock coat; the lapels were very wide and suited his well formed figure very well indeed. He must be getting on in years now but he still looks straight and still bears a remarkable resemblance—with his hat on—to the late King Edward.

## Mr. Chaplin's Frock.

Mention of this double breasted frock coat reminds me that practically all of our public men wear this form of coat. Mr. Balfour, Mr. McKenna, Mr. Walter Long and most of the other Ministers—even our once sartorially indifferent friend Mr. Winston Churchill—wear this double breasted frock. The one exception that I remember is Henry Chaplin. I saw Mr. Chaplin the other day in the House of Commons. He is the leader of the unofficial Opposition in the House just at the present. Mr. Chaplin is probably just about the only representative left of the old type of Tory. He still retains much of his country-squire character and when I saw him in the House he was wearing a coat, which like the man himself, seems to belong to other days. It was a single breasted frock coat. The lapels were very small, and cut very high and Mr. Chaplin looked,—with his immense weight—as if he is locked into this coat as a man might be locked into a straight waistcoat. Time was when Mr. Chaplin used to affect an eye-glass. I miss this now. I don't know whether he has discarded it but I did not see it hanging down his portly form as he lay back in his seat with his hat at a rakish angle on his head in the Commons the other day.

Bonar Law has now passed to the other side of the House and sits near his one-time enemies. It is rather curious to see Mr. Law hob-nobbing with Lloyd-George and Sir John Simon and McKenna, but war's alarms are responsible for strange happenings. Mr. Law comes from your

Country—I believe he was born in Nova Scotia—and is about the most miserable looking man, from point of expression, in the House. He looks as if he never smiled. He had on a cutaway black cheviot morning coat which was braided, and which had a well-rounded skirt.

## The Narrow Vest.

You will remember that in my last letter from London I was discussing the new waistcoat, and I was saying that for the Autumn and Winter this would be long and narrow rather than wide. What I had to say applies very much to the waistcoat which Mr. Law was wearing. This was cut very deep and very narrow and had a lapel. Mr. Law's collar was of the poke variety and he wore a black four-in-hand. Sir John Simon, who has just become Home Secretary, was dressed very much after the same fashion.

Strange enough surely to see our old friend Austen Chamberlain on the ministerial bench. To those of us who remember his distinguished father, universally known as 'Joe' it brings back reminiscences of days now gone. Austen looks the image of his father as usual; he is wearing the same orchid and glares or laughs at the House out of the same eye-glass. Austen Chamberlain or his father, either without the eyeglass or without the orchid would



not be a Chamberlain. He was in the House too the other day and was as usual very well dressed. I notice by the by that his trousers were a very light grey and they had a crease in them which rivalled that of Sir George Alexander, whose claim to posterity depends upon the crease in his trousers.

Green For Overcoats.

As I told you in my last letter there is a dearth of new style features in regard to the Englishman's clothes for Autumn and Winter. The fact of the matter is that there are now many of our tailors at the front, and so far as the actors and fashion experts are concerned—the young men who set our fashions—they are at the front almost in a body. So that there is really very little new in the way of styles to talk about. I saw overcoatings the other day for Autumn wear and I am told by my tailor, a West End man, that the velvet collar will be very fashionable here this Autumn. I am not sure about this by any means, because, although you appear to have had it over in Canada and America for two or three years we don't take very kindly to it in this country for anything excepting the formal black of dark grey overcoat. I understand however, that there is a movement to have a very wide velvet collar upon tweed ulsters and raglan coats for the Autumn. A coat that attracted me very much was a heavy green mixture in frieze. It had a very full skirt with a belt which hung loosely at the back. This belt was fastened on either side of the coat instead of being grouped and fastened together by two buttons in the middle of the back. So far as the color note for overcoats is concerned this Autumn, I am told that dark green will have the preference but dark grey in all sorts of mixtures will have a fairly good popularity.

Dearth of Panama.

It has been frightfully hot over here and such men as are still left in London, nearly all of them of middle age or over, are wearing straws and Panamas. The Panama hat is not very much worn in this country by the average man; the boater is the fashionable hat for Summer wear here, but it seems to me that there are more Panama hats being shown this year than last year and that they are a shilling or two cheaper. The Panama hat is beyond the ordinary man in price for a hat which can only be worn a couple of months in the year. It is true we have as long a Summer or longer than you have but we have about fifteen times as much rain, and this isn't particularly good that I know of for Panama hats.

I looked in the other day at the inquiry into the Lusitania crime, and saw Sir Frederick E. Smith and Sir Edward Carson. I am sending you herewith a photograph of them on their way to the court-room. Sir Frederick Smith—it is frightfully hard to call him by his title when we have always known him as "F.E."—was dressed very much as usual, he still sticks to the turn-down, four-fold collar, for even formal wear. He is seen wearing it in this picture. I never saw "F.E." in a poke or a wing collar yet. He doesn't like them and he doesn't wear them. His morning suit was very smartly cut away and was of dark grey chevot. It was minus the braid.

Fewer Well Dressed Men.

His confrere, the new Attorney-General, Sir Edward Carson, was attired much as he always is. His is rather an ugly figure for wearing clothes and he is not a man that "pays for dressing," as the saying goes. He had the regulation morning suit and black silk hat. By the by, did I mention just now that "F.E.'s" hat was grey, with a black band, a very broad black band? Sir Edward Carson has said some pretty strong things at this Lusitania inquiry and we feel over here, as doubtless you do in Canada, that they were not unjustified. A great many notables were in the court-room and I was struck by the singular lack of smartness of the men that were there. Usually an occasion of that sort would bring out a number of exceptionally



Sir F. E. Smith and Sir Edward Carson.

well-dressed men who are in the public eye. Most of these, however, are at the front, so far as the younger generation goes, and the men who were present in the court-room were middle-aged personalities whose dress seemed to me to be strikingly average and lacking in smartness.

The New River "Nut".

I was down the river the other day at Hampton Court and had an opportunity of remarking the difference between this year and previous seasons so far as sport goes. What struck me, looking as I was, for fashion notes for Men's Wear Review, was the entire lack of young men in flannels. Here and there I came across one, but he was more or less hiding from the public eye. The fact of the matter is that the "River Nut," the super-perfect youth with all his appurtenances, his immaculately dressed hair, his lounging form, his well manicured hands and his very smartest and most brilliant of ties, is no more. Here and there, as I say I came across him, but he didn't want to go out into mid-stream at all. He preferred to hide away.

This year there is a new fashion in river clothing and it is khaki, I noticed boat after boat going up and down the stream with a soldier, many of them officers and some of them privates back from the front; these were all wounded heroes; various arms, or eyes or heads were bandaged and patched and generally at the other end of the boat the lady in the case was doing the rowing or the punting. This time last year our men folk would not have dared to have let the women do the work in the boat. It is all different now, however. A boat passed me in which a man was laid stretched out with his arm in a sling. I heard him ask to be allowed to do some rowing, but the girl at the other end of the boat smilingly told him that he was to keep quiet and rest.

*Maclean  
London*

# NEW VARIATION ON AN OLD THEME

Hamilton Store Adds the Bicycle Stunt to its List of Business-Getters—Seven “Wheels” Given to Boy Competitors—Also Many Watches—Some Startling Results Proving the Efficacy of the Scheme.

*Special to Men's Wear Review by Traveling Staff Writer.*

HAMILTON, Ont., July 17.—A variation on an old theme is the stunt worked by the Oak Hall Clothing Co. at its Hamilton, Ont., branch. From time immemorial it has been a favorite device of retailers to attract trade by interesting the youngsters in the purchases which their parents make and the purchases which are made for their—the youngsters—own possession. In that way different things have been given away to the

coupons. Publicity was further given to the scheme by having in the window of the Oak Hall store one to three of the bicycles at different times, displaying by card publicity what this bicycle stood for and what was the nature of the competition.

The boys of Hamilton were enthusiastic. Some hundreds of them entered the competition and the winners have just been announced. The boys who had the most coupons yielded in something like 4,000 coupons, and very few of the boys who sent in any coupons at all were under 100. There were something in the neighborhood of 100 boys competing for the prizes. Each boy over and above the seven who actually got bicycles who managed to get 100 coupons was presented with a watch by the Oak Hall store. When the names of the winners were known they were advertised by the store in the Hamilton daily papers, and this was further publicity still.

### Success of the Scheme.

The Men's Wear Review has had an opportunity of discussing with C. V. Foreman, the manager of the boys' department in the Oak Hall store the success of the scheme. Mr. Foreman declares that the scheme has been a great sales booster. He pointed to, as a demonstration of this, the fact that the top boy had got no less than 4,000 coupons, while several had approximated this, and nearly all of the competitors had 100 coupons. Since each coupon was worth 25c, it demonstrates the fact that while the scheme was running the people of Hamilton must have spent a great deal of money at the Oak Hall stores. The boys were allowed to collect the coupons from anybody they could; they did not have to get them from their own parents nor were they necessarily to be the outcome of purchases of their own, that is, the boy's own. The boys had *carte blanche* to get the coupons where they could. Mr. Foreman informed The Review that altogether some thousands of coupons had been collected and that that proved to him that business during the time in which the

## Twenty-Five Cent Purchase

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**T**HIS COUPON represents one vote. The seven boys (five in the city and two in the country) who hand in the largest number of Coupons by **June 30th, 1915**, will receive their choice of a **Bicycle or Victrola ABSOLUTELY FREE.**

**OAK HALL, 10 & 12 James N., Hamilton**

kiddies. The Men's Wear Review has gone into this matter several times. The Oak Hall Clothing Co. has been well to the fore in employing this device to boost its sales for its boys' department. Up to now books, mouth organs, bootballs, and the like have been given away to the boys to interest them and to get their parents to shop at the Oak Hall stores. The Hamilton branch, however, has now gone one better and some time ago announced a scheme whereby it would give away bicycles or, if the competitors preferred, victrolas. This was how it was done: With every 25c purchase made at the Oak Hall stores the manager of the boys' department gave a coupon. We reproduce it on this page. When the sum was a large one, such as, for instance, \$1 or \$5, the coupons were made to fit the case; that is, they were equal to so many smaller coupons valuing one quarter or 25c each.

### Gave Away Seven Bicycles.

Then the store advertised in the daily papers and said that it would give away to the seven boys who delivered by a certain time the most coupons back to the Oak Hall store seven bicycles, or if the winners preferred it, they might have a victrola. The prizes would go, it was announced in the daily papers, by advertising, to the five boys in the city and the two in the country who produced the most



*One of the seven wheels advertised.*