

plan was in operation had been far above what it would be in the ordinary, thus demonstrating the usefulness of the scheme.

This selling stunt is important because it is the example in the case of the boys' department, of giving away something which is high priced. Heretofore, books, mouth-organs or footballs or some plaything have been more or less easy and inexpensive as give-aways to catch the boys' trade. The bicycle was something new, however, and something expensive. You cannot get a bicycle for nothing, or a victrola either. (By the by, none of the boys preferred a victrola, they all wanted the bicycle.)

Lots of Watches, Too.

In addition to the bicycle being given away to the seven boys who had the highest coupons, a hundred watches were given to the boys, each of whom had one hundred coupons. This meant—for it was announced early in the competition—that nearly every boy who worked hard had a chance of at least getting a watch and very possibly a bicycle. This made the thing worth while.

This means the outlay of some money, but it has been demonstrated that it was very much worth while. The time has gone by, we think, when trade can be corralled by cheap and inexpensive stunts. It is a fallacy to think that any men's wear man can get something for nothing. He cannot. He has got to make some outlay if he hopes to bring something in, and the Oak Hall people demonstrated that such expense as they went to was amply justified.

This was not inconsiderable, because it meant advertising the scheme to begin with, advertising the scheme now and then during its duration, advertising the winners when they were known, sending men round the town with the bicycle and an announcement, and then the cost of the seven bicycles and the couple of hundred watches. Altogether this meant a considerable outlay, but as we have pointed out, it was amply justified and the Oak Hall store is to be congratulated upon the initiative and upon blazing—what is, in some sort—a new trail in men's wear publicity. We do not mean to say that this stunt has not been done before, but there are some features of it that are new, and it is very commendable.



KEEP ON KEEPING ON

MR. C. W. GARDENER of Gardener & Thompson, of Hamilton, Ont., has some wise words to say with regard to moderate success in business. Mr. Gardener has been in business in Hamilton now in men's wear for at least 30 years, and somewhat astonished The Review when he told us that during that time he had never had a sale, and had not spent \$500 all that time in advertising. Whether such methods as he has employed would suit all the stores is a question upon which we are not going to say anything definite. Some situations demand measures which are different to measures taken in other situations. It is impossible to be generic; one has to be specific. Mr. Gardener, however, has the following to say:

"To my mind one of the most important things in making good in men's wear is to watch one's stock. A great many men fall down because they go on keeping up stock time after time, and then they have to sell it out at prices which do not pay them. It would be much better if, buying in small quantities, buying hand to mouth, they were to go more often and get less at a time and thus they would keep their stock newer and not be placed with a problem of having to get rid of a lot of stuff which would prove difficult to sell.

"I have always believed—in my own case—in studying the tastes of my customers. Of course a man who has been established for many years in a growing city and has grown up with that city naturally comes to have a number of customers who go to him as a matter of course and order a shirt or order half a dozen shirts or collars or hose without bothering to ask the price. This is not so with all men I know. But I would advise, when it is possible, to get hold of a certain bunch of customers who come to you regularly, and then you know that those men as soon as you have anything worth while in your window will come in and get it. I believe, in the main, that in a provincial town, as distinct from a metropolitan, a men's furnisher is more likely to attract a certain number of his own customers and not to cater to an indiscriminate trade. Of course, such trade as one picks up by the way is all to the good, but it is a good thing, too, to have a stand-by in the shape of a number of customers who are always, more or less, regular buyers.

"I would say, too, that I think a good many of the young men starting up as men's wear furnishers need to be told not to try and make money too quickly. It is not an easy thing to make a fortune at selling men's wear in a couple of years. It is done often; it is not like selling the Ford motor car, for instance. A man has to plod along steadily and do his best for his customers and use bright ideas and trim his windows and stores to be attractive and novel, and then he will be successful, but he cannot expect to do it all in a week. Rome was not built in a day, and no successful man's business was either. Trying to get rich quick is all right, but it usually involves some bargain stunts and other methods which I have not found myself to be necessary. To the young man I would say, do your best for your customer and keep on at it, and then you will make good."



SERIOUS WOOL SITUATION

The seriousness of the situation as far as suitings are concerned, is further accentuated by rapid advances in the prices of linen canvas. With a total advance of about thirty per cent to date, there is a danger of the price rising still further.

As evidence under which manufacturers of clothing are working the following letter, which was received by the Campbell Manufacturing Co., Ltd., Montreal, from a large English woolen and worsted manufacturer, is interesting. Retailers are asked by the above firm to keep these conditions in mind if they find that orders are not filled with the usual promptness, or if the goods are not exactly according to sample, or if advanced prices are charged in repeat orders.

"We beg to draw your attention to the fact that your order is accepted for delivery in 16 weeks conditionally on our being able to secure raw materials for same, and, for this reason and also for any claims which may be made upon us for Government Service, we reserve the right to cancel in the event of being unable to give delivery and do not accept any responsibility for loss of sale or other losses which may be caused by the cancellation. It is also possible that owing to the scarcity of dye wares, and the unusual deviation from the ordinary standard of all classes of raw materials, we may also require a little latitude in the matching of shades. At the same time we can assure you that we shall do our best, under the existing circumstances, to execute the orders placed by our friends and shall conform as near as possible to their requirements in every case. We shall be pleased if you will kindly note these conditions and shall be pleased to have your acknowledgement of same by return."



Interior of the Store of L. A. Roy, of Quebec City, who has some words of wisdom to say in the interview given beneath.

USING HABERDASHERY AS A BAIT

L. A. Roy, Quebec, Introduced This Line to Give Customers Free Entry to His Clothing Store—Added Boys' Suits to Catch the Men of the Future.

Special to The Review by a traveling staff writer.

QUEBEC, June 12.—It is a different matter opening a clothing or haberdashery store in Quebec City to say, in Montreal, Toronto or Sherbrooke. You will know why if you have ever stayed there any length of time. If you have not, know then that the city of Quebec, despite its history, its importance as a port, and the fact that it is the capital of the province, is merely an overgrown village or town—in many respects.

A stranger from New York, Paris, or Timbuctoo could open a clothing store on St. Catherine street, Montreal, and, granted he had the right goods and a reasonable amount of salesmanship, would be doing business inside of a week. In Quebec he could not. There is not the transient trade one finds in Montreal, and more important still, the people are more conservative.

It takes years to get the same hold on business in Quebec as could be secured in Montreal in a few months. The city is like one big family, trading at the same stores year in, year out. Usually beginners get discouraged. They start up with attractive goods, attractive values, a nice store, and plenty of selling ability, yet the process of building up a business is slow work. Once it is established, however, it is solid.

Social Connections of the Clerk.

Under these conditions, the clerk plays a very important part in the retail business, much more so than in

other cities. In Quebec, social connections are perhaps more to a clerk than salesmanship. It has been known for a slovenly man, with deplorable knowledge of his goods, to make a greater success in the furnishing business than a clever salesman, simply because he had a wider circle of acquaintances.

Clerks who speak good English are scarce, because both languages are necessary. There are lots of bi-lingual men's wear clerks in Montreal and Sherbrooke, but they would be handicapped in Quebec through not being acquainted. An English-speaking clerk in Quebec is valuable, because the English trade in high-class stores is of no mean proportions.

Ashamed, Then, of Ready-to-wear.

These are some of the conditions encountered by L. A. Roy when he opened a clothing store on St. Jean street fifteen years ago. It was the time when ready-to-wear was beginning to assume importance in the clothing business. In other cities, well-dressed men were not too proud to buy ready-to-wear. In Quebec it was different, and Mr. Roy struck a snag which took years of hard work, tact and perseverance to overcome. In a city renowned for its custom tailors, men were ashamed to be seen trying on ready-to-wear garments.

A change has taken place, and Mr. Roy, the pioneer

in this class of business, enjoys a high-class trade on one of the best thoroughfares.

Of late he has made a move which is calculated to take advantage of the very spirit which handicapped him when he first started in business—the spirit of conservatism. He has opened a boys' clothing department, and handles nothing but the better class of goods, for boys of twelve years up. It is hoped in this manner to get the boy when he has grown into manhood.

A Home for Clothes.

To quote Mr. Roy: "You take a young man who is well pleased with the clothes he had when a boy; he becomes familiar with the establishment, and looks upon it as the home for clothing. Serve the boy right, and you will retain the man in later years. That is why we try to keep nothing but the best."

Last year, a stock of haberdashery was added. They had the room, and it enabled them to complete a man's outfit from head to foot. There is always risk of an exclusive clothing store losing good customers who are attracted elsewhere in search of haberdashery. That important point was considered.

While it was hoped to make the furnishings pay a profit (which has been the case), there was no intention of

relying on this department for revenue. There was another reason underlying this departure. It had been brought home to Mr. Roy by personal experience that many people were afraid to enter a clothing store to have a look around, simply because their consciences would not allow them to do so without buying.

A Reason for Haberdashery.

Haberdashery was introduced, among other reasons, to allow people of this kind an excuse for entering the store without being compelled to purchase clothing. On the pretence of looking at a tie, a man who is not sure of the clothes he wants to buy can take a look around. The clerks will take much trouble to show him, but, knowing that he came in to buy a tie, the customer feels perfectly at liberty not to buy clothing. Haberdashery gives a man free entry into a store.

When deciding on this department, L. A. Roy wisely spent some money on good fixtures. There is nothing cheap about the department that is liable to keep customers away. His idea has been to go in for a good medium class of goods, not carrying the very best, nor yet the cheapest. His line would appeal to ninety per cent. of the well-dressed men of Quebec.

Odd Twists and Fancies in Men's Fashions

A USEFUL DEVICE is this simple wire arrangement by which cloth can be adjusted and made into suit gown in a



trice, so that tailors can see what the coat will look like. The cloth is simply shaped by the wires. This is adjustable to any size.

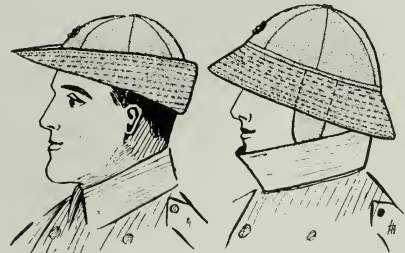
A DISTINCTLY NEW sport cap is that shown by Chas. Tobias, Bro. & Co., of Cincinnati. Styles during the last few months have changed from the big pleated caps to the small, jockey-shaped styles, and there is a big demand for shapes that are freakish. It was for the extreme

dressers that the "Sport" cap was designed. It has a snug skull-fitting crown, that clings closely, just like the old Eton caps worn by college boys. The visor is three inches long, and is like the visor of a regular racing jockey cap. The cover does not fold over, as in the golf cap. The whole affair rather resembles the cap worn by fall players.

THERE IS NO DOUBT that Palm Beach suits have captured the young man who wants to be *au fait*. And they are surely the sensible thing as well as being the fashionable.

THE LATEST THING in the sports shirt is the one that has the short sleeve, which doesn't come down to the elbow. Then, the arm is not hampered at all by a sleeve which overhangs the elbow.

FROM LONDON COMES this new "Weather" hat, which is to be worn a good deal this Fall. It is so made that the brim will turn up square at the back, making up almost



into a cap shape. For rain it turns down, like a Sou-Wester, and has flaps which cover the ears. It is made of waterproof material, or rubber.

PARABLE OF THE EARLY BIRD THAT DIDN'T GET THE WORM

By H. S. E.

ONCE upon a time there was a man who bought some neckwear from a traveler. The knight of the grip arrived in time. It was this June and the weather was not at all June-ish. Far Frum-mit. If you'd worn a fur overcoat you would have looked more reasonable than with a bathing suit. For the weather man, like the Kaiser, had run amuck. However, the retailer, anxious to sell his wares, decided to put his Fall neckwear in the window—even though July had not come in yet. So he arranged his display and stood back and surveyed it and said it looked good. So it did, at that, so far as the trim went.

* * *

And it came to pass that two young men were out walking. Not having enlisted they crept past the recruiting station and glued their noses to the window-pane belonging to the store of the men's wear man.

Said one: "It's beastly hot to-day!"

"You're right, old top," said the other, "it's very fagging."

Of course they found it hot. They had nothing else to do but see how hot it was. And it was, as they agreed, "infernally close," "awfully oppressing," "confoundedly warm," "beastly stuffy," and so on.

"Bai jove!" said one of the nuts. (No: a nut is not always squirrel's food.—Editor.) That window doesn't make you feel any cooler, does it, old chappie?"

The other rolled his eyes round haughtily and gazed into the window.

"Why, old top?" he said.

"Well, you see those ties?"

"Yes," the other permitted himself.

"Well, those aren't Summer ties at all."

"No?"

"No, certainly not. They are heavy and dark, the sort of thing I shall buy for Autumn, you know. But you'd think that the bally fellow would be showing something reasonable—something in the wash-tie way, something—au—Summery, what."

The other looked a little vacantly at first. Then he acquiesced:

"Bai jove, you're right, old top," he said. "You know there's no inducement for me to buy heavy and sombre-looking neckwear when the thermometer is up at the top

and doesn't show any sign of coming down the other side. If that man wants to attract my attention only, well, he's done it. But if he wants me to go and buy some neckwear, he's failed. He's not showing the right kind of neckwear to get my custom."

There is an old saying about "out of the mouths of babes and sucklings . . ." Those empty-headed men-about-town had hit the nail on the head. There was no inducement to them to buy heavy Fall neckwear in Summer. Think it over, yourself.

* * *

Imagine the weather something like it is where I am toiling away writing this parabolic harangue. It isn't merely hot: it's stifling, stuffy, oppressive, sweltering, boiling—(that will do, H.S.E., thank you—Editor). Supposing you want to go and buy some underwear. Naturally you want the thinnest of thin underwear. You want gossamer weight (this shows the poetic strain). Supposing you strolled into Main Street and saw a window full of underwear, thick, heavy, woolen Winter underwear. Would you buy at that store?

No, sir, you would not. You would hail Columbia, very forcibly, and expatiate upon the folly of the man who tries to get your order for Summer goods by dangling the Winter antithesia (That's a good word—Editor.) in front of your eyes. You would ask what kind of gol-darned logic that men's wear man had. You would say: "Of all the mutts, num-skulls, ninnies, dolts, fools, etc., etc., that window-trimmer is the worst. I don't want to buy hot clothes with the thermometer up at boiling point. I want suitable raiment! I wish reasonable vestments! I desire sensible habiliments?"

* * *

Well—that's what the two fellows felt when they saw cold-weather, Fall neckwear displayed in June.

Now, the man who trimmed that window doubtless thought it was great stuff. Yessir! he thought he was beating the other fellow to it! He said: "Lo! I will display my new Fall goods 'way ahead of anybody else! I will be enterprising! I will beat my competitors to it.

* * *

But the early bird didn't get the worm. As the office boy says, "Dress your window in haste and repent at leisure."

MEN'S WEAR REVIEW



VOL. 5. AUGUST, 1915 No. 7

A YEAR AGO AND NOW.

IT is pretty nearly a year since Great Britain declared war on Germany and Austria-Hungary. August 4th, 1914, was a red-letter day, as well for Canada as for England, and by August 5th there were not wanting prophets of blue ruin for this country. Canada—so far as business was concerned—was going to the bow-wows; trade would stand still, the money markets of the world would suddenly break and we would be nationally bankrupt. Thus—some of our own pessimists.

But the war has run a twelvemonth now and we see, at the end of that time, a hundred causes for hope and none for the antithesis. Later on, when we view things in their proper perspective we shall count the magnificent recovery of this country's business one of the features of the year 1915.

At first, trade reeled under the cumulative force of the blow. Before the war we were in none too good form. Our values were not valid; our business foundations were not of the soundest.

The West was admittedly in but moderate shape, due, very largely, to false and foolish exploitation of real estate values. We had had—up to the date of the declaration of war—a bad year so far as business was concerned and were in the middle of the hard-to-bear job of retrenchment. It is not too much to say that for some days the country reeled under the impact of so many unfortunate influences.

But slowly, but surely, we steered out of the rough and headed for harbor. We are not there yet. Rome was not built in a day and Canadian business won't be rebuilt in a year. But by dint of economies effected; by catering to trade that we may have looked down on before; by seizure of German-vacated markets—above all, by firmly putting a great national shoulder to the wheel, we kept business going, though, at first, only slowly.

Then war orders came along and helped, and the problem of unemployment was, in some sort, solved for us by wholesale enlistment. Meanwhile, the retailers all over the country had, one and all, gone fully into their position and found that two things were necessary: (1) Hard work and (2) readjustment. Orders became of a hand-to-mouth character, but if smaller they were at least steady and regular. By and by their number and extent alike increased and, now, one year after war was declared, if business is not "humping along" it is surely steadily, little by little, building up, and, above all, so doing on a foundation of sane, economic values.

There is justification for optimism in this and there is also full reason for the pessimist shutting up shop. The pessimist never did any good yet—that's why he is a pessimist. We do not need to throw up our hats and vaunt that our business is reorganized. But we can at least say without any tergiversation, "Business is sound and getting better steadily."

Of the old Greek runners it was said, "They did it because they thought they could do it"! There is power in confidence, and a whole dynamo in optimism.

WHAT IS YOUR TURN-OVER?

THE Small Stock will be found to be one of the solutions of the ills that the retail trade is heir to in these days when success is more difficult of attainment than in the easy-going sunny days of expansion. By a "small" stock there is no suggestion of an inadequate selection for the customer; that would the rather be to court danger of trade slipping away because it would go out dissatisfied. But it is surprising just how much a man can cut down his stock value and still provide such a selection for a customer as ensures a return trip. There is a universal complaint that the costs of doing business are creeping up and that in many cases the margins of profit for the retailer are being curtailed. It follows that the "leaks" in the business must be stopped up. One of the most serious of these is the piling up of stickers in every line. It used to be that collars were taken in at full value in the stock inventory; now, a large percentage, probably are found to be worthless. One retailer has worked two years to get rid of a few dozen that, have become old timers, broken sizes; a year or two ago worth their weight in new collars, but to-day, little better than junk.

The Review urges upon the retailer a serious study of his own business conditions whereby he may get along with a minimum of stock on his shelves without doing any real injury to the most satisfactory and satisfying relations with his customers. As Mr. Burrill indicates in this issue the evil of piled-up, slow stock is to a great extent a matter of progression; a little this six months, a little more the next. We would commend his point of view and his practice in holding up an ideal of no sales without a fair profit, even at clearing time. The value of the success of his experiment lies in the fact that this business is an average one, running in sales from \$5,000 or \$6,000 to \$7,500 a year, and does this on a stock that seldom exceeds \$1,200, including a good assortment of straw, soft and stiff hats.

There are some suggestive figures furnished by Mr. Burrill. He turns his stock five times a year, that is on the basis of the cost price. He figures out that a business doing \$9,000 a year in sales, or about \$6,000 a year from the cost standpoint should get along smoothly on a stock of \$1,200. We would like to hear from our readers on this point: What has been your experience? How many times do you turn your stock? Send in the result of your experiences and they will be published gladly. If you request your name not to appear with the figures your confidence will be respected.

EDITORIAL BRIEFS.

THESE ARE THE dog days—the dogs of war.

IT IS THE MAN who stays with it that gets there.

MAKE THE MOST of black and white in your displays. WAR means black and white year.

M.W.R. STANDS for Men's Wear Review. It also stands for Most Widely Read.

NOW IS THE time to sell a man his second straw hat. Are you doing it?

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . .

By MACLEAN, MONTREAL

ANY dealers are on the fence as far as novelties are concerned. Whereas in former years they were free to take chances even at periods like the present, now, with a war on, they are exercising the greatest care. Even people of the better classes are showing marked signs of economy.

The only new thing in neckwear a leading haberdasher was able to show me was a very fine line in foulard silk, of Persian design. This class of tie will often sell after a customer has refused to make a selection from the remainder of stock. There was a case this week of a broker who was hard to please, but purchased two of these fancy foulard ties when they were offered to him as a last resort. One thing in their favor at this period is their extreme lightness.

During July, the better dressed men have been ignoring fancy washable neckwear, confining themselves to plain white pique four-in-hands. Crepe de chines in plain shades are among the big sellers. Polka dots, which are staple, are perhaps in greater demand this summer than usual.

Shirts and Such.

One has to look a long way to find a new shirt in Montreal stores. I referred briefly last month to the new khaki soisette shirt. It has been an excellent seller, and heavy repeat orders are being placed. A similar line, made from very light khaki flannel, will be on the market for the late Summer. It is of a lighter wool than last year, and will have two soft collars supplied. Military men are favoring separate collars. Shirts as described will retail for two dollars.

Soft cuffs are being bought heavily this month. Taffeta wool and flannel have dropped off lately, and men are going in more for silk and linen, and different varieties of crepe. Retailers are showing no new stiff collars, and they hear no rumors of anything coming. The cutaway is still the leading seller, and the demand for close-fitting collars is very meagre. The demand is either for plain or for pique. Even the better-class people are buying the latter, and imported collars follow the cutaway lines. There has been a noticeable falling off in the demand for wing collars during the Summer.

A Madras, figured, and close fitting, has proved the big seller this Summer in soft collars, but a new arrival is expected, one with long points, and of a different cord. This is made on the same principle as the turnover collar, but there is a difference in the back. It is much higher than has ever been seen in long points before. Both stiff and soft colored shirts are dead, with the exception of khaki.

Stiff Collars for Fall.

Samples of stiff collars for Fall reveal nothing new, and nothing can be heard of. There may be something coming later, but there have been so many new collars within the past six or eight months, manufacturers natur-

ally want to get rid of the stock they have on hand. The cut-away collars are not old by any means yet.

Silk Gloves in Several Shades.

There is, and has been all Summer, an enormous demand for silk gloves, of three shades of grey. Medium grey is the best seller of the three. There has been a demand for grey suede, which is always good for receptions. They have nice fancy backs, which are not too visible. There would have been a big sale of grey cotton or lisle gloves had these been available, as there has been a heavy demand. Men like them, as they can be changed oftener. However, since they are made in Germany, customers have no option, and are paying \$1.25 and \$1.50 for silk gloves.

The Fall should see people buying washable capes, which were introduced last Fall by one of Montreal's exclusive houses, and proved so successful, they are now offered by a large number of glove manufacturers. They are shown in nice shades, not too heavy, with fancy backs of trimming in assorted widths.

White Socks Moving Freely.

In hosiery, it has been observed by more than one store lately that white socks have been moving very freely. They had dropped almost entirely out for a while, but with the advent of Summer, light pants and white shoes brought them back vigorously. Chief sellers are silk lisle and cotton cashmere. Golfers are wearing a plain white wool with a rib in it. They declare it is much better for walking. There is also quite a demand for white socks with clocks, especially silk. Pepper and salt in some stores are selling better than blacks. In cases where people want colored silk or lisle hose, they are showing a preference for plain shades instead of stripes or fancy shades.

Several stores report that they are practically cleaned out of blazers, which have been shown this year in plain shades and stripes, in Norfolk and other styles. Palm Beach suits were a success, and a large number of trousers were sold. Knitted bathing suits in two pieces had a good sale in the more exclusive establishments. In belts there has been a demand for the black elastic leather. Initial belts have been quiet.

I was rather surprised to see a table display at the entrance to Max Beauvais' store of ash canes, marked fifty cents. While I was standing there a gentleman, who might have been the Lieutenant-Governor entered, swung one of the canes in the air, then handed over his half dollar. The canes are odd and cheap, but do not detract from the prestige of the store. One can see men who hold very important positions carrying fifty cent ash canes down St. James street.

Maclean,
Montreal.

WHAT IS BEING SHOWN IN TORONTO SHOPS

By MACLEAN, TORONTO

I HAVE said before in these columns, what America wears to-day Canada may, with luck, wear six months hence. That is not always the same, as witness, the number of men who are now wearing Palm Beach suits. Several of our well-dressed men in town are thus sensibly and nicely attired and for such weather as we are now having this style of suit is the very thing. I see in the shop of the Fit Reform people some very nice goods indeed. One in their window took my fancy; it was very light in color. A cross between fawn and cream, it was neither one nor the other but was more of a string color. It had a very slight and inconspicuous brown stripe running down it, was cut form fitting, and had two patch pockets below and one on the right hand side on the chest. The lapel was cut fairly long. This style of suit is of course necessarily a two-piece suit; no vest is sold with it because no vest is needed in the hot weather.

An Old Fad Revived.

The annex in the T. Eaton store is as usual well to the front with novelty stuff and when I was in there to-day I saw some of the new ties which are being worn in the States, which are fastened by a ring and not by a knot. This is going back many years, really. It was a custom of our grandfathers in mid-Victorian days to affect this kind of neckwear fastening, and to dispense with the bother of tying a knot by simply tying the tie round the collar and making the two ends equal in front and then slipping a little gold or silver ring over to hold it together.

The tie which goes with this sort of fastening, best of all, is a soft material of a broad cut. Foulard, in four-inch hand shape, is the best material that I know of and this was what I saw in the store that I mentioned. There was one difference, however, and that was instead of a ring of gold being used the ring was of cord and made of blue and white. The material itself was dark blue with very big white blobs in it and fastened round the collar by this negligé fastening it looked mighty effective. The idea is to use this sort of tie really for sports wear and to wear it therefore with a sports shirt or a shirt with a low turn down collar but it may too be worn with ordinary linen collars. I understand that any tie can be used this way with this ring, and it seems to go particularly well with soft, well flowing material.

Something New in Blazers.

This country does not go as much after the blazer as does England but for sports wear there is nothing to touch it. There are blazers and blazers. The original idea in England was for a man to wear his college colors in blazer form for cricket or tennis or golf or any outdoor sport. Canada took this up more or less widely a couple of years ago and there have been all sorts and conditions of blazers in our store ever since, although out here Canadians don't bother very much with wearing any colors, because they are associated with them or have been associated with them. The one that I saw that particularly attracted me was a dark blue cloth coat with the collar and the cuffs made of a very light blue and white stripe. This looked very smart and was something distinctly new. These blazers—in one or two rather odd and novel designs, are being shown by the Wreyford Co. on King St. West.

Socks With Clocks.

We come back year after year to the problem of what to wear in the way of hose for the Summer and I always

think that nothing can beat the clock pattern in Summer hose. This can of course be in different colorings but an admirable sports sock is white. In Bilton's window this morning I saw some white silk hose with just a single plain black clock on the side. These were of very beautiful material, very well made and I cannot conceive of anything smarter with flannel for boating or sports wear than these. The reverse—a white clock on a black sock—is of course not so suitable for Summer wear with flannels as the black on the white. Colored socks with clocks are all right but for a really clean-cut and fresh looking foot a nice white buck skin shoe surmounted with white socks is the best thing, I think.

Spots of All Sizes.

Talking of ties reminds me that there seems to be a fairly big demand for polka dots in foulards. I see Mr. Hickey is devoting a good deal of space, both in his window and indoors, to displaying this particular tie in all sorts of sizes and in all shades of colorings. There is no doubt that the polka dot in foulard is a very attractive tie and goes down equally well for outing wear or for formal wear. White, widely placed spots upon a black background is a very suitable thing as an accompaniment for a morning coat, and a yellow or blue or green or mauve spot on a black background is equally suitable—either in bat-wing or in four-in-hand—for outing wear. There seems to be, by the by, a demand for the bigger spots.

In Ely's Stores there are some blue foulards being shown there and one of these attracted my attention because it had spots of three different sizes. This is unusual in one tie. Some of the spots are half an inch in diameter, some are quarter of an inch and some one-eighth of an inch. All these mixed up together in a hotchpotch of design look very attractive. It does not sound very nice, but it is and I understand there is rather a demand for this unusual tie.

The Right Shade of Brown.

Tan shoes are being used to quite a large extent now and there is some dissension as to the shade of brown which is *au fait*. Dack's are responsible for the style decisions of a great many men and they seem to be favoring a fairly bright tan rather than a dark mahogany or dark brown. I think this bright tan color is a good thing for Summer wear although possibly in the darker weather a darker brown is most suitable.

Stanley & Bosworth have got an unusually attractive line of shirtings in pink now. Some of them are being illustrated on another page of this issue. They are very highly mercerized cotton with line effects in shadowy and pale colorings on white or very quiet backgrounds. Pinks, greens, mauves, in combination shades are displayed. These are not stripes so much as just thin lines. They are, of course, for soft fronted shirts, with double cuffs. They are ideal for Summer wear in color and weight alike.

*Maclean,
Toronto.*

THE MODERN METHOD: SMALL STOCKS, QUICK TURNOVERS

How a Young Merchant Turns His Stock Five Times a Year—Advantages Over a Heavy Stock With a Certain Loss at Clearing Time—A Daily Record of Sales, Costs and Net Profits—Overcoming Self-Deception.

Based on Interview With Mr. Birrell.

We have reached the season in retail merchandising of the Low Stock and the Frequent Turnover. It is a condition some merchants arrived at by wise reasoning, and others by force of circumstances, that sometimes, happily acts beneficially even in the absence of the minimum of grey matter.

How many times do you turn your stock in a year? How long does it take you to sell goods to the value of your stock? Six months, three months, ten weeks or less?

It will pay you to prime yourself along these lines if you would take advantage of a Short Talk to all of us by a young Toronto Men's Wear Man on Bloor street, west of Bathurst. "I like to talk to anyone who is interested in this subject," said Mr. Birrell to a Men's Wear Review representative. "I suppose I'm a crank on this, but I intend to keep on being a crank — it pays well from a business point of view."

Travelers have expressed surprise at the comparatively small amount of Mr. Birrell's stock compared with his turnover. Briefly he puts it this way. "If a man has ten times as much stock as he turns over in a week and can, in a city like Toronto, get his stuff in an hour, why isn't that much stock enough? In other words if a man has an average turnover of \$150 a week, isn't a stock of \$1,500 large enough? Why does the average man with a store

and business this size carry a \$2,500 or \$3,000 stock, twenty times as much as he turns over in a week?" "But that sized stock isn't big enough. It doesn't give customers enough choice. What sort of an offering in shirts, collars, ties, underwear, hats, etc., can you give a man on that sized stock?" Thus the other side argues.

Mr. Birrell points to his own experience as a proof, just as The Review will point to other successful merchants' experiences in the next few issues to drive home this point by the force of repetition.

While The Review was in the store two men came in and bought shirts: one asked for a 14½, another for a 15. A pile of 20 or less taken from the showcase was sufficient. Each saw something that satisfied him. All the essentials of a successful sale were complete. Why?

Where Things Go Bad Quickly.

This brings home one of the main points of the Low Stock theory. A man who keeps a small stock turning quickly manages to have all the new things on hand; 20 good styles of shirts in the 20 he shows; not 40 shirts with 20 of them old stock.

"In the men's furnishings business things go bad quickly," was Mr. Birrell's way of explaining this section of his Business Creed. "If I have \$1,500 worth of stock



Exterior of Mr. Birrell's Store on Bloor Street, Toronto.

that is continually being renewed, surely I am in a far better position than the man who has a \$3,000 stock, a large portion of which was bought months or a year or more ago.

"And after all how does a stock become big? Most people start as I did on less than a \$1,500 stock. They make money the first year and add to their stock. The money they made actually has become old stock! I got through on an average with 200 different shirts, and young fellows congratulate me on the good range I have. Now, I have rather less stock than I had at the start. If I had a \$3,000 stock now, probably half of it would be fast getting out of date. Suppose a merchant buys ten dozen ties at one time. Before he got half through selling them he probably would be sick of seeing them around and would start clearing them out at a loss. If, instead, he has bought two or three dozen he would have sold them out quickly and been able to buy a few others of the same lot or new lines and cleared these out in their turn. Outside of a few dull weeks in Summer and Winter, I buy neckwear every week."

Disadvantages of Heavy Stock.

"Then as covering the operations of six months or a year, just where would the heavy stock be the most disadvantageous?"

"Well suppose you come to the time of a clearing sale, say July. The man who loaded up months before is almost certain to have a lot of ties, shirts, hats, etc., to clear out. He must do this at greatly reduced prices, usually at a considerable loss."

"If he has a large number on hand he is afraid to buy any more even if he gets them at a job price. The result is that on every one he sells he either has an actual loss or if he sells 50 cent neckwear at 35 cents he is just breaking even on the purchase price and getting nothing for his costs of doing business—his overhead expenses. On the other hand, suppose he had kept his stock low and on going through it at the end of June found three dozen ties that should be sold. This of course would not be enough for a sale, so he would look round for 6 or 7 dozen more. At that time he probably would be able to get them for about \$2.25 doz. instead of \$4.25. This would make up for his loss on the three dozen and the sale instead of being a net loss would result in an actual profit, as well as in clearing out his stock.

Buy Up a Job Lot.

"Or take shirts. A big stock would mean a large number of stickers on hand: too many to make it advisable to buy any more. Result: a shirt sale conducted at an actual loss, so that this percentage profit of preceding months would be cut down. But with a small stock carefully selected he could take advantage of some manufacturer's clearing sale and land a few dozen \$9 lines for about \$6.50 and the sale of these at 85 cents would mean a profit on his whole shirt sale on the average—instead of a loss, and also be giving his customer a real \$1.25 shirt for 85c.

"On a \$1,500 stock a man can average a profit all the year of 33 1/3 per cent.; on a \$3,000 stock with the same turnover this for the reasons I have mentioned is almost impossible. The piling up of slow stock of course, will be increased year after year if once it is permitted."

It may be wondered why Mr. Birrell is so careful to figure out a profit on every sale. Probably a daily object lesson has something to do with the tenacity with which he holds to the profit idea. He keeps a daily record of every article sold, the totals of these, and the total cost. Subtract and he has his gross profits for the day, the week and the month. From this he deducts the cost of doing business which he has figured down to a weekly basis, as can easily be done, and he has his profits, net as well as

gross. Thus he keeps in close touch with his business. Sales in a medium sized men's wear store do not as a rule come too quickly to interfere with keeping such a record.

A sample is submitted here of the daily record. Note that each article sold is marked down, the cost price as well as the selling price. This latter is a simple matter usually, for all his two-for-a-quarter collars cost the same price, his 50 cent ties and so forth. Whenever the ordinary scale of costs has been departed from and the article has cost more or less than usual, this cost is marked in cipher on the article and the clerk and he mark this down on the left hand side of the card when the sale is made. For instance, a certain hat that sold for \$2 cost \$1.10 instead of the usual \$1.25. This is marked down in cipher on the left, say "ce."

Next comes a tie selling for 50 cents but costing the usual 35 cents. There is no need to mark this cost down on the left; it is the regular scale cost and is marked in the column on the right at the close of the day. Third is a tie a knitted line selling for \$1.00. It so happens that this cost less than usual, only 50 cents, so the cost price Rxx is marked down just after the sale was made. This mark is on the tie itself. At the end of the day the figures 50 are marked in the cost column on the right for purposes of addition. When the day's selling is over the totals of the sales and cost prices are known and hence the gross profit. The proprietor knows what it costs to do business and thus has his net profits day by day. One card usually suffices for the ordinary day with three or four for a Saturday.

Omits the Discounts for Safety.

There is no self deception in Mr. Birrell's marking. When he puts in a hat at \$1.25 as the cost price, he disregards his discounts entirely, be they even 5 or 10 per cent— and he takes them all. He omits these in order to add what may be called a "margin of safety" to his record. As a matter of fact he was over \$100 ahead last year in his balance in the bank than he had figured. This he does not call a proof of inaccuracy but rather of accuracy. In other words where far too often the merchant figures out a 33 1/3 per cent. profit on everything he sells (i.e., 50 per cent. added to the cost price), at the end of the year he finds he is away out in his reckoning and wonders where he fell behind. Just one more point in this system of Mr. Birrell's before closing this First Talk. What does he do when he is clearing his stock, say in January or July or any other special time; what does he do with goods he marks down? What becomes of his persistent demand on himself to sell all goods at a profit?

Averages Old Stock and Job Lots.

This is where his Low Stock theory works. As has been said, perhaps he has only 3 dozen 50 cent. ties to clear out, say at 35 cents. He buys a job lot of 3 or 4 dozen regular 50 cent value at considerably less than \$3.00 a dozen, say \$2.25 so that when the earlier lot and the later are mixed together the average cost will be about 25 cents each. This amount is marked in the cost price column of each tie, the new as well as the old.

In Figuring His Turnover.

A question on which there is some difference of opinion—Mr. Birrell has sales, say of \$9,000 a year. He takes one-third of this—if he is certain from experience that his profits are 33 1/3 per cent. of the selling price and this leaves him goods sold whose cost was \$6,000. If his average stock is \$1,200 the turnover would be five times a year. If his stock was \$2,000 his turnover would be only three times a year.

He is almost certain to have this 33 1/3 per cent. profit on selling price if he keeps his stock down to an average of \$1,200 to \$1,400, because as stated before, his stock is always new and being turned at this profit.

INFORMATION ON EARLY FALL NECKWEAR

What the Manufacturers Have to Offer—Samples From Leading Houses—Big Vogue of Black and White—Green to be a Favorite—Stripes as Compared With Flower Designs—Polka Dot Waning.

IN the pages that follow we present to the men's wear retailers of Canada the leading Fall lines of most of the manufacturers of the Dominion in ties. This information, authentic and authoritative and full, is—as all of the style notes in the Men's Wear Review—ahead of other information given to the retailers of Canada. The men's wear men have, in the two pages that follow, one sample of neckwear from each of the big houses in the Dominion to look at. They have in these columns a written guide to what is best to buy and with this advice and these illustrations they may be sure of getting the best in neckwear for Fall and Winter.

Manufacturers are showing a great number of black and white and grey and white lines for Fall. This is amply demonstrated by the fact that of the eight ties which we reproduce herewith, three of them are in different shades of black and grey and white. This is accounted for chiefly by the fact that—as we remarked before—most war years are recognized as being black and white years in neckwear. The quieter feeling which is extant demands some indication in clothes and while, as we shall remark later on, bright colors have in some sort corralled the business, still black and white is making an unusually large showing. One manufacturer told us the other day that the number of black and white ties he had made in different ranges and different sizes and different patterns was worth about as much to him as any three of his other lines. There is one other thing to say, too, about this black and white craze, and that is that to a large extent it is British. There is no doubt whatever that we are still getting our

fashions, so far as neckwear is concerned, very largely from London, England, rather than from New York, and over there the report is an unusual preponderance of black and white and grey and white ties.

Green a Leading Shade.

Judging by the range of ties which we present to the retailers herewith, it may be safe to assume that a leading color, or a single color, in neckwear for this Fall will be green. We are showing two or three either all green or green mixture ties on this next page. The precise shade which we predict will have a big running is a fairly dark green which is nevertheless lustreful. In connection with these greens we would remark that there will be many ties this Fall made of quite plain green silk. One of these is reproduced herewith, except that it has towards the bottom of the stars patterning in vivid colors. This, of course, does not show, when the tie is tied, supposing that a fairly high vest is worn. This tie is described by the manufacturer, "Charvet or Rengence ground with a three-toned natté border."

The word "Charvet" is taken from the famous Charvet of Paris, who is a fashion leader in men's neckwear. The natté border is something new when worked out on these lines. There is another green tie reproduced on this page which has a rather narrow striping of black. This is a silk four-in-hand, which is so cut that it makes up into an exceptionally smart knot. The green in this case is just a trifle brighter and it has to be noticed that it has an extreme border of bright yellow. This again is a novelty,



Standard Neckwear Co.

A. T. Reid & Co.

E. and S. Currie.

Sword Neckwear Co.

but the manufacturer reports exceedingly good orders for this class of tie.

At the beginning of the Summer it was forecast that there would be a great demand for stripes, both cross and diagonal. This did not materialize, but neckwear manufacturers have now swung into their stride in this regard, and stripes at present are selling very well. They are also selling exceptionally well for Fall, and in this connection we would point out that of the eight illustrations which we reproduce here, not one is a cross stripe. There are several diagonals; one in particular in a wide bar effect of yellow and black. The cross stripe, however, while it has a good run for the Summer will not, we think, be carried into the Fall and Winter, although the diagonal will. As to designs in stripe effects, the Roman stripe will be very strong in all sorts of color combinations. We reproduce one here in yellow, blue, red and other colors. A popular stripe for Fall will be a bar effect about three-quarters of an inch wide which is rounded off by two or three narrow line stripes, at intervals. We reproduce a sample of this on this page. Taking it by and large, the very narrow stripe will not be as popular as the broader stripe. The manufacturers tell us that the orders for a fairly broad stripe, half or three-quarters of an inch, are much greater than the orders for the narrow stripe or even the line.

Several All-over Effects.

There are several all-over effects. One which is going to be popular we fancy is a flower effect in very dark and inconspicuous colors. This is reproduced on this page. The colors used in this particular sample are dark brown and black and very dark green. This makes up a mighty effective patterning, and we are not surprised to hear that orders are coming in. It would be foolish to assume that, although stripes are very popular indeed, the all-over and flower and leaf effect will not have considerable vogue too. They will. This is true also of black and white and grey and white combinations. Stripes are largely de-

manded in black and white, but in grey and white we think the preference is for flower or tapestry effect.

It is somewhat singular that although polka dots have had a big run this Summer not one of the manufacturers has sent us in a sample of this kind of tie as his leading Fall line. If we are to judge from the material in front of us, we would say that the polka dot will not have the big run in the country for Fall that it has had for Summer, and this is borne out by the remarks of a leading manufacturer in the States. The polka dot is essentially a Summer tie, as it is made in very light weight material, because it has a negligee effect which fits perfectly well with a wide expanse of shirt and the lack of vest, but is not so good for formal wear. From this we naturally think that it will not have considerable run for wear during Fall and Winter.

As to Shapes.

Something should be said with regard to the shape of the scarf for Fall. On the whole, the samples submitted to us show a little larger tie which nevertheless makes a little smaller knot. They are so cut, however, that the fold immediately under the knot hangs better than the medium width four-in-hand. The pre-eminent idea with regard to the shape of the tie for Fall is that a trim knot may be achieved. Most ties are designed to fit this aim.

Now for the materials. First of all, it will be noticed that not one of the manufacturers has submitted as his leading Fall line a knitted tie. These will undoubtedly be sold to a certain extent for the better class trade, but the average run will not handle many knitted ties as formerly. The demand is for the cut silk. In these, many materials are to be seen, chief amongst which is the mogadore silk. This gives a very effective appearance and is also a good material for tying. We want to point out that the grenadine, which was so deservedly popular in the Summer, will not have much run for Fall and Winter.



Halls, Ltd.

Tooke Bros., Ltd.

Wm. Milne.

Sterling Neckwear Co.

Possibly it is not too much to say that this, too, is essentially a Summer tie. Bright colors in grenadine look mighty effective, but something heavier and more substantial in the way of silk will be seen for Fall and Winter.

More Bright Colors.

Now, more as to colors. The Summer has shown us, despite all predictions to the contrary, that the bright-colored tie has been almost universally used. This is somewhat surprising in view of the immense vogue of black and white, and yet, on the other hand, it is not surprising when one comes to think that clothes for the most part have been fairly sober, and the only touch of color has been given, possibly, by a bright tie. Nevertheless, for Fall and Winter colors will be considerably quieter—judging from the samples we have had and our talks with manufacturers—and pale and more or less inconspicuous shades will prevail. There will be some brightness, particularly in stripe effects, but all-over patterns such as flowers, leaves, etc., will be rendered in soft colorings.

Most manufacturers, by the by, report fairly good advance orders for ties, considering the state of business and the hand-to-mouth character of demand which has now become almost universal amongst all classes of retailers. Nevertheless, advance orders are fairly well up and travellers are sending in cheery reports all along.

So far as present neckwear is concerned, one of the latest things on the market, something made in Montreal, is a sports tie, which is expected to make a big hit during the remainder of the Summer and the Fall. The feature is a silk braided ring, which takes the place of the knot. These rings on ties have not been worn extensively in Canada for the past twenty-five years. About a quarter of a century ago there was a tremendous demand for them, and they netted dealers big profits.

It has come again, this time with a tie that can be worn three ways—with the ring, or as a regular flowing-end derby, or as a big flowing butcher-boy bow. It is being made in Foulard spots, in grenadines, and six different shepherd checks. It should retail for about fifty cents. Difficulty has been experienced in turning the ring out quickly. It is dainty in appearance, of a turban effect. These should be in the hands of the trade in a few days.

This tie is being brought out in connection with the new sports shirt, which is being turned out now in a number of fancy colors as well as white, with the shawl effect, allowing it to be buttoned in two ways.

Patriotic Neckwear Over.

The neckwear of small flags and various khaki effects have practically gone. Manufacturers declare they were a God-send to the trade, but the season is practically over. Khaki is making its appearance in the form of club stripes, of which there will shortly be some really nice things on the market. The following stripes will shortly be available for the Summer trade—khaki, red and black; khaki, gold and purple; khaki, red and green; khaki, blue and white; khaki, green and blue and khaki, red and blue. The first of these makes an elegant combination.

Something new is also being shown in file club stripes, with an all-over pattern in silk. This is a welcome varia-

tion from the ordinary club stripe. This is being shown in purple and black, red and black, black and green, black and gold, black and white. There was an extra heavy demand for the black and white design as soon as it made its appearance on the market, and if there is a little difficulty in securing this line, the reason will be evident.

Black and whites are still exceedingly popular, and it looks as though the public taste will stay with them until well on towards winter. As evidenced by the above, there is a little variation in effects. New silks have just arrived from Switzerland, having black and white effects on grounds of colored repp.

Large Spots Popular.

Large coin spots on a blue ground are making their appearance. The following are the colors in which spots are shown, the ground being blue in every case—lavender, gold, cerise, green, light blue, and black. Similar neckwear is also being shown in a very fine dot. On a blue ground, the following spots are offered—silver, green, white, gold, lavender and purple.

While manufacturers are bringing out an unusually fine range of novelties, they realize that a war is on, and are playing up a large number of staples.



New type of Military Cloak shown by the National Rubber Company of Montreal.



COLLARS & SHIRTS



THERE does not seem to be anything distinctly new in sight for Fall. Black stripes have been going well, but the tendency of manufacturers is towards staple lines. It is safer for the maker and dealer when trade is so indifferent. If staples do not sell to-day, they are just as good next month, whereas novelties soon become old stock. Retailers had some sad experiences along these lines a year ago, and it seems likely that they too will demand staple lines in preference to anything like myriad pleats, which were such a frost in 1914.

to have come to stay, and has revolutionized the outing shirt. Everybody seems to be demanding it, and with the new sports tie, which is now on the market, the demand should be even better. The sports shirt, which is being made by a large number of manufacturers now, can be worn two ways: the collar can be worn closed up in the regular way, or it can be worn with an open V neck, or, as it is generally known, with a shawl collar.

A Montreal house has brought out a new line of sports shirts in stripes, black and colored, the stripes being of assorted widths. These are being made with short sleeves, for which there is a big demand, as they are exceptionally nice for tennis, golfing and rowing. The price is also attractive, these shirts being offered to the trade at \$9. The goods are in stock, and ready for immediate delivery.

Fall sorting orders are coming in satisfactorily, and prospects look good. Merchants' shelves are by no means full of stuff, and everybody has been working close to the boards. Manufacturers are stocking up well in anticipation of a big demand when the wheat crop is harvested. The wise merchant is buying all he can get of stuff in which there is lots of color, as the dye question is becoming very serious. Some shades are becoming harder and harder to get, particularly indigos and turkey red. Soft cuff's seem to be getting stronger and stronger, and should be good for Fall and next Spring.

Soisette Khaki Shirts.

Among the big sellers this Summer has been a khaki shirt, cut in military style, made from soisette, a soft,

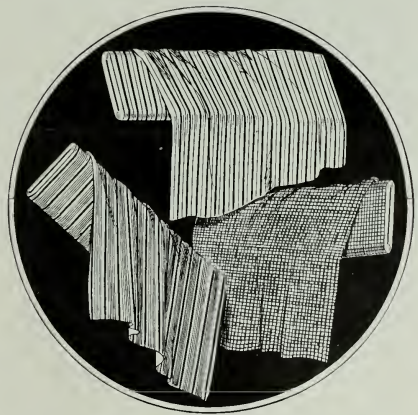


A khaki shirt, made of soisette, but now being turned out in flannel for Fall and Winter. Cut in military style, with soft collar to match. Shown by Tooke Bros., Limited.

As far as dress is concerned, mushroom fronts are still going strong, and are expected to be all right again this year. In the United States dealers are booking orders for mushroom pleats somewhat heavily, and the same is likely to be the case here. The only variation from the plain white mushroom front is an embroidered black flower; but this cannot be called new. However, it is likely to be in demand during the coming season.

Sports Shirt Come to Stay.

At present, manufacturers are concentrating all their efforts on Summer goods. The new sports shirt appears



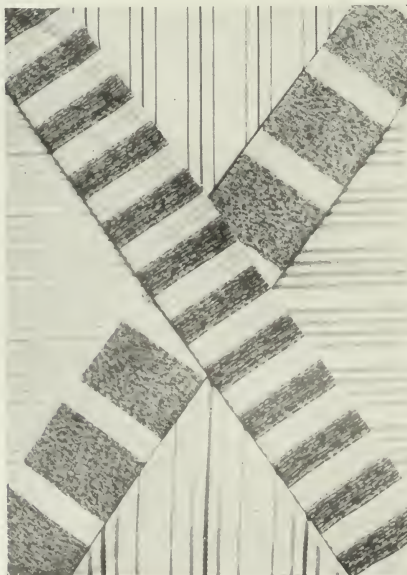
Some attractive shirtings for Fall wear shown by John Forsyth, Ltd., of Berlin, Ont. Stripes and checks, in pale, sometimes hardly distinguishable colors, are the order of the day for Fall.

silky material, eminently suitable for the hot weather. This same shirt, a cut of which is shown on this page, is now being turned out in flannel for Fall and Winter. Collars to match are supplied with them. With the large amount of recruiting that is going on, these should be big sellers during the remainder of the year.

On another page we say there will be no new collars for Fall. As we go to press, however, we learn that there will, as we explain here. One of the largest manufacturers of collars in the world, who has a branch factory in Canada, will be in the market in the course of two weeks or a month with a new collar. Whether this is a stiff or soft collar cannot be learned as yet. They will also come on the market about September with a line of stiff collars which will mark a distinct departure in this branch of men's wear.

This will be surprising to the trade, who have heard nothing of anything new in this line, and were of the opinion that the present cutaway shape was here to stay for a long time to come. It was felt that manufacturers had done an unusually large amount of changing in this direction during the past six or seven months, and that considerable time would be required to clean off the stock which has accumulated in the meantime. What form the change will take can only be a matter of conjecture. It is pretty certain that it will not be in the direction of the closed collar, which is absolutely dead. No change is expected in the wing collar for Fall. A nice neat little wing will be the thing for the coming season.

A Montreal manufacturer has arrived with something distinctly new in the shape of a soft collar and bat-wing combined. This is already being shown in certain Montreal stores, who are retailing the two at \$1.50, at which price they make a handsome profit. The trade should be able to sell this combination for a dollar, and live; and it



Some attractive, very highly mercerized Shirtings shown by Stanley & Bosworth of Toronto.

can even be sold at 75c profitably. They cost the trade \$5.50 per doz. complete, or \$3.50 for the collars, and \$2 per doz. for the bat-wings. It is necessary to sell them this way, as a man will purchase three collars, and use the same tie for the three. This line is quite new, and is on the market now ready for quick delivery. The bat-wing is made in both Foulard spots, and in small patterns of fancy silks.

The collar is made of fancy French pique in assorted stripes. It has a stiffened band, but is not starched. The bat-wing is in two lengths, the small ends of which pass through small button holes at places where the pin usually enters, and button on the inside of the front of the collar. This allows of a very neat bow, which draws the collar together, obviating the use of a pin. It is also claimed as an advantage that this does away with the bulging of the collar in front, which is no noticeable in the ordinary soft collar when pinned. There have also been complaints that, in the new cutaway shapes, the points of the collar have a tendency to hang in an untidy manner. This also is overcome. It is also much higher than the average soft collar.

It has been observed that many good dressers continue to use the pin in soft collars. A new line of silk collars has just been put on the market, of a slightly cutaway shape, which are made to pin. It has a stiffened back, and is made in the following colors—white, ceru and light blue. This collar should retail for 35c, and costs the trade \$2.25 per doz.

SHIRTINGS FOR 1916

It is freely spoken now that next Spring will see some brighter colorings in shirts, not only in patterns, but in the body, too. This is hinted at by our New York correspondent on another page in this issue. He says that he notices a sale counter chock-full of pale colorings, indicating that the big demand this Summer has been for pronounced colorings. For next year, it is said, we shall have a number of bright shades of green, mauve, blue and pink. Pink, while not a color that the average man can wear, is nevertheless very effective with a black crepe or knitted tie, and we should not be surprised to see a revival of this combination.

Stripes will still be the "big noise" and broad blacks the favorite: cluster blacks will have some run too.

From the States comes the prediction that colored corded linens will be in line for next Spring's best class custom shirt trade; bodies either plain white or corded madras, bosoms and cuffs of the colored corded linen. Embroidered effects are in the same category, jacquard work on madras and on silk-and-cotton.

With regard to shirts for evening wear, the subject was much discussed last year, though plain bosoms had the majority vote, and piques won out. For 1916 season we hear that fancy piques as stiff bosom effects for full dress this year, also pleated fancy piques if they can be had. The qualification refers, of course, to imported shirtings, the production of which is growing less month by month.

The new loose overcoat does not have the Raglan shoulders, and has a medium effect of looseness. There are patch pockets on the outside, and narrow sleeves with cuffs. The lapel is fairly wide, of soft roll shape. It is expected that quieter shades will be worn, and nothing fancy as was used in the Balmacaan last year.



SUITS & OVERCOATS



MEN'S Wear Review for the *n*th time has been proven to be among the prophets. What did we tell you about the double-breasted suits? Look up and down our city streets any day at all at present and you will see that a great many smartly dressed men are wearing double-breasted coats and vests, and these having edged in the Summer will continue in the Fall to a very large extent. The more we talk to manufacturers the more sure we become that the double-breasted sack suit is going to have a big run in the months that are to come. Our Montreal correspondent bears this out in his notes on "The Eastern View of It," and so far as Ontario is concerned there is now no doubt about it. The double-breasted sack suit has come for Fall and may be counted upon to have a certain amount of business. Strangely enough, these are not for old men alone. The young men are taking them up too. At present there is a tendency to have the lapel wide, but whether this will continue into the Fall we would not like to say. If we may venture an opinion we do not think it will, because, as we have remarked before, the trend for the lapel for Fall wear is towards narrowness. The short and squat lapel had some run this Summer, but even at that it did not come up to manufacturers' expectation, because to be perfectly frank about it, it is ugly. The long, or at any rate the medium width lapel is the best. The lapel will be loose, and rolled, and where there will be three buttons the best style suit will button at the bottom two.

Double-Breasted Vest.

A new style of suit, or at any rate fairly new—for nothing is really new under the sun—is the ordinary sack coat with a double-breasted waistcoat. We reproduce an illustration of this in this department this month so the retail trade may have an idea just exactly what we are talking about. We understand that orders for this suit are fairly strong with more manufacturers than one. The waistcoat sweeps down in a long and graceful curve right across the front in double-breasted form, and for a certain style of man it is no doubt a very attractive vest. All men, however, could not wear it. Some models have flap pockets and some are made without. Those with the flaps are somewhat freakish to look at and have not gone very well in the States, we understand. However, that is no augury for

Canada and they may have a big vogue in this country.

So far as the ordinary sack is concerned, the lapel will be fairly long and there will be several styles demanded so far as the bottom of the coat is concerned. This will not be cut away as much as it has been during the Summer; that is the conclusion we have come to after having heard many opinions. It will be more conservatively shaped and

in many cases there will be a positively square cut at the bottom of the coat. In others, the coat will be just rounded off but will not be very much cut away. This is a point that has gained favor, we think, during the Summer, and will probably be carried on to the Fall and Winter.

There is some tendency to make the waistcoat narrower and a trifle longer. This is going back rather to the English way of looking at things and undoubtedly gives an air of precision and tallness which a short and very high waistcoat does not render. Many manufacturers seem to think that the vest will be cut a trifle narrower this Fall.

No Cuffs on Sleeves.

We doubt very much if there will be many cuffs seen on the coat. These have had their day and they may come in again some other time, but for Fall and Winter very few suits will have them. The cuffs on the pants are still going strong and despite our own predictions and those of others, we think all of us can only be partly right in this matter, because so many men have got used to the cuff on the pants and have proved its usefulness from the point of view of bad weather and they will not want to discard it. On the other hand, many suits are being made to hang perfectly straight, and though they do not fit so well, we think, over the shoe, still the pendulum is swinging the other way to a certain extent, and we have had the cuffs on the pants now for a long time.

A suit we saw the other day that rather attracted us was made with no less than four buttons, and although the lapel was fairly narrow, it was cut very high. This is not a suit for a young man, in the main, although this was a young man's model. But we are told that there has been some demand for this more conservatively cut suit and that it is quite possible within about a year or so that we shall have more suits cut with four buttons than are now cut with one or two. However, this is only a very advanced style indication and is not to be depended



Overcoat for Fall shown by McAlpine and Richardson of Toronto. The impressive feature about this coat is its roomy comfort. It is of conservative style.



Fall model, double-breasted vest, wide notch collar, five buttons, V-shape, and four pockets on outside. Coat has one button, a chain button, which preserves the lapel; pockets are piped, have no flaps, and are slant. Sleeve has narrow cuff, with three buttons; has a long vent in back. Shown by Helleur, Gariepy and Broderick.

upon for Fall. We should not like to close our remarks so far as suits are concerned without mentioning the fact that the cutaway morning coat is now suffering at the hands of the frock coat. This really started in the States, but it has come to be more or less generic here, although, of course, men over here do not go in very much for formal clothes for business wear.

Enter the Frock Coat.

For those who depend a good deal upon the fashions as given to us in the States, we are saying therefore that the frock coat is now edging out the cut-away to a marked extent. The skirt of this new frock should be full draped and the waist well defined. The frock may not only be worn in the conventional black, but in darker shades of grey. The lapels are cut moderately and are silk faced. Either single or double-breasted waistcoats may accompany the frock: in view of the recent tendency, perhaps the double-breasted waistcoats are a little smarter. Nevertheless the low, single-breasted vest is also very popular. The morning coat is giving way to the frock to a very marked extent in the States and the smartly dressed man in Canada will no doubt follow this trend too. It is good to see the old frock coming back into its own to some degree again.

Now as to overcoats, in models shown to us so far, the tightly-fitting overcoat has the preference over the loose-fitting in about the proportion of 3 to 2; not more than that at present. It will be remembered by readers of this department that some time ago there was some colloquy in the trade, faithfully reported in *The Review*, as to which would have the preference. At that time orders were coming in to a greater extent for loose-fitting overcoats than for tight. This is being reversed now and the tight-fitting is getting more business than the loose-fitting, although the loose-fitting is getting a very good representation too. The influence of the Balmacaan is not yet finished by a long way. Loose-fitting coats for Fall, however, will be modifications of that once popular coat and will, we think, be not quite so negligee; they will be rather more precise, and while quite loose and comfortable, be cut on somewhat stricter and more conservative lines. The lapel will be a little higher than last year's loose coats were and not so far set back from the shoulder. The sleeves will be very long, of the kimona variety, and very roomy. The pockets will be of the horizontal style and will be rather deeper than before. One model that we have seen shows a pleat round the pocket which is very smart. This applies to the lapel too. Most of the loose-fitting coats will not have any velvet on the collar.

Urquhart Overcoating.

So far as tight-fitting coats are concerned we have not anything different to say from our last number. Many of these will have a belt fitting round a very tight waist and the lapel in some cases has a tendency towards an outward curve. This is a detail which is strange and which we think will not be very popular, but one or two manufacturers are urging it. Dark greys and some blues and dark mixtures of greens or checks are going to be popular and there is some talk about Urquhart overcoating. This ought to look well as a Winter overcoat, though there will be some attempt to re-introduce the slash pocket, but it will not have as big vogue as the horizontal. On the tight-fitting coats the velvet collar will be seen to a very large extent. The skirt will be tighter and not quite so full as we have noted before. There will be an outside breast pocket on some, though not on others.



(1) A grey twill, which is very fashionable, and is selling fast. (2) Grey mixture and check; also in brown mixture. (3) Small pick and peek. (4) A 20 oz. grey twill, very fashionable. (5) Small grey check in Saxony finish. One of the biggest sellers of the season; also in brown and mixed colors. (6) Striped worsted in grey, blue and black, with white stripe. (7) Very pretty design in lighter and darker grey, in striped effects and check. (8) Something similar to (7) in plain stripe instead of woven stripes. Shown by Greenshields & Co., Montreal.



KNITTED GOODS



HOW ARE YOU FIXED ?

"Haberdashers will have to pay through the nose if they have not placed their orders yet," said the manager of a big wholesale house, "especially goods in which there is wool, such as cashmere half-hose, and all that class of goods. The whole truth of the matter is, English manufacturers are not delivering the goods. They are not doing this purposely; they can't get the dye-stuff. They are booking orders, but only conditionally.

"Canadian manufacturers are taking orders, but they are as badly off, if not worse off, than across the water, as they depend on English spinners to get them the yarns.

"You might give the retailer a tip to come to the market and pick up stock lots, because no matter how willing one is to take their orders, no wholesaler can absolutely guarantee to deliver on time. It's up to the retailer to go through his stock, find out what he requires, and if necessary, go to the market himself."

The fact of the war will mean that for Fall and Winter and next Spring wear colors in hosiery will be rather dark. The popular leader will be clerical grey. We show two samples on this page of this color, one with a clock and one without a clock. It is a color that anybody can wear and will give that right touch of smartness which is supposed to be characteristic and necessary to clothes at this time, and which could not be attained otherwise than by grey or possibly black.

It is said that these clocks would be much more popular were it not for the fact that they are fairly high priced in the country. In England a great many people are found with clocks on their socks, but here they are unable to get them in most cases, because it is said to be expensive to



Clerical grey hose for Fall will be strong. Here are some, clocked and without clock, shown by Mercury Mills, Ltd.

put them on. Nevertheless, some firms in the country are doing it and doing it well.

There will be very little colored hosiery shown for Fall and Winter wear, either thin or thick stuff. Cashmere will be for the most part black or clerical grey.

Thin Stuff All Year.

With regard to underwear, the tendency more and more is to wear thin stuff all the year round, and on this page we reproduce an illustration of some hosiery shown by one firm in Canada which is a high quality in a fairly cheap line. This is a combination suit of light-weight wool, and we must say that the coloring in this garment is such as to indicate very high quality. With regard to heavier stuff, the natural wool is still being sold to a large extent.



Two pieces of underwear shown by Mercury Mills, Ltd., of Hamilton. On the left an example of natural wool underwear for Fall wear and, right, a light-weight combination garment of high quality.



HATS *and* CAPS



THERE is, at this writing, little new to say with regard to shapes in soft hats for Fall wear. Manufacturers, so far, are carrying samples which seem to approximate pretty well those in vogue during Spring of this year, so far as shapes go, although other details, such as color, band, etc., may be different. It is said that we shall have a strong season in fedora shapes. This hat is, possibly, the most generally suited. Any man can wear a fedora, whereas telescope and taper brims are not so universal in their suitability. Fedoras are to go well this year, and judging by reports which such manufacturers as have their travellers on the road have received, there has been heavier buying of fedoras for Fall and Winter wear than of any other line. Crowns will be a trifle higher this season. The bow will be almost exclusively at the side. Back bows are a thing of the past. The fashion is too Teutonic to find any acceptance in a British country, although, had the war not intervened, the back bow would have been running yet, we think, for it certainly was a smart finish to a hat. American hatters are selling some this year.

The three-quarter bow was always regarded as a freakish touch, and it, too, has been relegated to the limbo of things forgotten for next Fall and Winter wear. Bows on fedoras will be almost exclusively at the side. Brims will be slightly curled. The flat brim will not be seen, but on the other hand, manufacturers are not going to the other extreme.

A Novelty in Tweed.

There is something new this year in a fedora-shape in black and white check design in a tweed. Tweed is, possibly, the most serviceable of all materials for indifferent and bad weather, and it is good to see that manufacturers are turning out a serviceable albeit a smart-looking hat this year. Incidentally, the tweed hat is another evidence of our Anglicism in dress. It came, originally, from England, and has great popularity over here. Checks will be of different patterns: large, medium and small. Bands will be self-style: fastening in an attractive bow at the side. These hats are such that they can be worn in any shape;

they look just as smart if they are worn "anyhow"—to use an adjectival colloquialism.

With regard to other styles in soft hats, taper crowns will get the business this year rather than the regular up-and-down telescope shape. There is not much change from last year in this regard. Crowns are about the same in height, and brims may be curled or, in some cases, pencil-style. Flat brims will not find much acceptance for Fall and Winter wear.

Now as to color. The outstanding shade, at this writing, seems to be grey—steel grey—with a band of either self-color or black, preferably the latter. There were some of these, chiefly from the States, seen last Spring but they were not generic. This Fall steel grey is *the* shade. This will harmonize very well with the tendencies in suits (see our "Suits and Overcoats" Department), and also with the clerical grey shade which hosiery will take on for Fall and Winter wear. It looks as if we are going to have a grey year, beginning the end of 1915. The war, doubtless is partially responsible for this.

Dark grey—then—with black trimmings will be the "big noise" for Fall.

In addition, navy blue looks as if it will make a hit. Several manufacturers are banking on it to bring results. This will have representation for the most part, in telescope and taper crowns rather than in fedoras, although we may see some of the latter in navy blue too.

Something New.

The only new thing, just about, in stiff hats for Fall wear is the pencil brim on a taper crown. We shall illustrate this in a future issue. Manufacturers declare that orders are coming in in rare shape for this style of hat and, at this writing, it is the only thing which may be looked upon as at all freakish for Fall wear. Crowns will be fairly high: they will tape, in the case of this pencil brim, although, of course, we shall see a number of conservatively-shaped derbies, too, as in every year. We reproduce some English styles on this page.



Two Modish Hats Shown by Annesley, Dineen & Co., Toronto.

"313 WAYS TO RUN A BUSINESS"

Manager of Montreal Store Has a Different System Every Day—Finds This Gets the Business—Laying in Wait for the Movie Crowds—A Universal Appeal.

Special to Men's Wear Review by B. W. Charles.

S. MELTZER says, he has a way of running his business different every day.

"So," said I, "if I come in here to-morrow, I shall find the wheels running the other way."

He smiled sympathetically.

"No, I don't think *you* would notice any change, but I would, and it would be noticed in the cash register."

I pressed him to give me a few details, an explanation, even one example of how he ran his store differently every day, but he wouldn't—said he wouldn't tell me for \$100,000. He tried to run his business, he said, so that no successor could run the business on the same lines.

Meltzer was appointed manager of R. J. Tooke's store on St. James Street, Montreal, when it was on the decline. He arrested the decline and put it on a paying basis. Some time ago, he was sent as manager to the St. Catherine St. store. There were those who predicted that his name would ruin the business. It didn't. In fact, his sales on the two days previous to Dominion Day were just about double the sales of the corresponding two days of 1914—and that with a war on.

When he took charge, he *took charge*. I mean by that, there was no petty interfering on the part of directors. This was insisted upon at the outset. Now, when a man who has bought a tie, finds it unsatisfactory, he is given a brand new one, or his money back. He is not told: "Well, that's too bad, I'll have to see what the board of directors have to say." No, he gets back his two bits, or four bits, or whatever it may be, as quickly, and as courteously as it was taken. These exchanges do not exceed a dollar a month, and it's twenty dollars' worth per annum of advertising of the store's square dealing.

One would gather thus far that this man Meltzer is a self-willed sort of person, who does not give a hoot for anybody. In conversation with him, he told me that the idea occurred to him that business was available on St. Catherine Street at nine o'clock at night. He figured that many men, and women too, went home hurriedly at six, had supper, went to the pictures, and were then—at nine o'clock—susceptible to haberdashery. So, of late, Tooke's St. James Street store has been opened on Monday and Tuesday and Friday and Saturday until nine o'clock. It



Roomy Interior of the R. J. Tooke Store in Montreal.

EASTERN VIEW OF CLOTHING

By Resident Staff Correspondent.

has been found that more business is done between eight and nine than between six and eight, in fact this is the busiest hour of the day. On the night before Dominion Day, the lights were gleaming until ten, and the cash register indicated that they were not gleaming for nothing.

"Where is this extra business coming from?" I asked. "Don't the other stores open at these hours?"

"Search me," said Meltzer. "I don't worry my head about what the other haberdashers are doing."

Looking around the store, I tried to discover a trace of this daily evolution of which he had spoken. The show-cases, five of them, were packed to the eyes with shirts, cheap shirts, silk shirts, mercerized shirts, outing shirts, negligee shirts, khaki shirts.

"Yes, if a man wants a shirt," said the manager, "it's there, any kind he wants." He grasped a necktie on a rack, imitating a customer, running the silk through his fingers. Then his eye caught sight of a shirt in the case underneath his hand.

"What's the price of that?" he asked. "You see, it's right there ready for the susceptible customer."

In the aisle were several tables, one containing pyjamas, and another hosiery. "I make it a point to have a special on these tables, keeping the regular price as small as possible, and the sale price large." He added some figures to give me an idea of the way these specials moved. I forget the exact number, but it impressed me with the fact a great many Montrealers must sleep in Tooke's pyjamas at night.

It is often held that a store cannot cater to a high class and a cheap trade at once. R. J. Tooke, through the above-mentioned manager, is doing or trying to do this. Perhaps instead of saying "cheap," I should have said "popular" trade. St. Catherine street is the greatest thoroughfare in Canada for popular trade, and I have an idea Meltzer is trying to reach this clientele more than his predecessors did. His windows give that impression. While a portion of them are dressed to appeal to the upper ten, there is a marked tendency to display goods that will arrest the \$15-a-week-man, reminding him of his haberdashery shortcomings.

During my short visit to the store, Meltzer took me outside to see a hosiery window which had been given three days to sink deep into the minds and hearts of Dominion Day excursionists. In three days it bore abundant fruit. There was nothing fancy—simply a pyramid of sock boxes, albeit arranged with consummate neatness.

The impression must not be formed that R. J. Tooke's St. Catherine Street store is developing into a clearing house for jobs. It has always been renowned for good taste, evidence of which is seen in the high-class patronage it enjoys. This is nurtured by an endeavor to carry lines which, while being reasonable, are exclusive. I saw some neckwear which Meltzer assured me could not be duplicated in Canada—the kind of stuff which has lots of snap, yet is within reach of the office clerk who wants to be right up to the minute.

S. Meltzer is only a young man. He works hard, and he wants his clerks to work with him. When they do, he sees that they lose nothing by attention to business.

PALM BEACH SUITS SELLING WELL.

A good business is being done in Palm Beach suits this Summer, retailing for about \$10, costing the dealer in the neighborhood of \$6.50 to \$7. These will wash like a handkerchief, and the sack only weighs two or three ounces. There are six or seven shades, including Palm Beach color, pencil stripes of blue and white, and cream with blue stripe, with pearl buttons to match.

THERE is no let-up in the situation as regards men's suitings for Fall and Spring. Fortunate it is that the demand for blue serges will die off. Perhaps the fact that no confidence can be placed in the average blue serge is responsible for the public turning against them.

Already, Montreal stores are displaying cards in their windows announcing that greys are the coming thing, which will help to set the public right in their tastes. Grey is the predominating color for both suitings and overcoats. Grey, black and blue will all be good, but as stated, there will be a tendency away from blue except in the case of expensive goods on account of the poor coloring in the cheaper grades. The biggest seller for Fall suitings is a grey twill worsted, in 20-oz. stuff.

While blue serges will be quiet except for special occasions, Irish blue serges with chevot effect will be fairly strong. On the other hand, it is understood that for ladies' suitings, serges are showing up quite well, but fear of dyes is putting a damper on sales.

Vicunas and chevots are becoming very strong for Winter, and the most noticeable thing in overcoating is a demand for frieze effects. Frieze will be strong. People are getting tired of nappy effects, and are turning attention more towards frise effects.

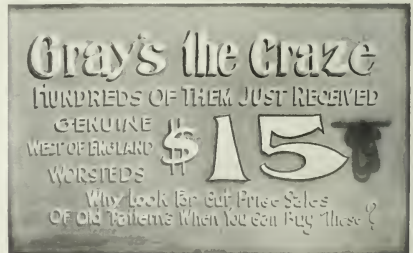
Mixture tweeds are in big demand—Scottish and Irish tweeds. A feature of the trade is that retailers are buying heavily for Spring, apparently having a fear that supplies will be short, and prices higher by then. For Spring, it is anticipated that greys in tweed and worsteds will be good. Whitneys are also strong in men's overcoatings, in blue, grey and black.



IN ENGLAND NOW they have a new window dressing device which looks good. These things are described as dressing papers, and in every trade they are all the go. The paper is about 22 inches wide and is supplied in rolls of 12 feet. It is a white paper of moderate width printed with a black pattern—stripes, checker-board, squares or otherwise—and is used for backings and floorings of windows. The clean, smart paper—cheap enough to be renewed the moment it is done with—and the neutral effect permitting any color combination that may be desired, is found helpful in many trades.



FEW MEN ON THIS side of the line have gone in for the brown and white combination in shoes for Summer. The States are very fond of these. Most styles have the toe and heel in brown leather and the rest of the shoe in white. Brogue effects look well in this class of shoe.



Attractive Show Card used by a Montreal retailer.

THROUGH OTHER SPECTACLES

Making Permanent Customers.

(From "Clothier and Furnisher," New York.)

A merchant was asked what endeavor he made to reach out after new trade for his store. His answer is illuminating as a revelation of his entire policy.

"None whatever," he responded. "I concentrate all my attention on keeping the customers who already trade with me. I can always count on ten or twenty total strangers to drop into my store each day. My method of following them up will make permanent customers of twelve or fourteen of them—or for the length of time they remain in this city. When a man is once a permanent customer I do everything in my power to see that he is never weaned away. This gives me a natural and steady growth which is building my business faster than that of anyone else in town. If I advertised broadly and indiscriminately and made no endeavor to bring the customer back after he has traded with me a first time, I should never know where I stood. Trade is fickle; and if it is to be held, it must be held by some definite means. If you can once devise a method of holding the trade that is already started toward you, you will never need to worry about the balance being on the right side of the ledger at the end of the year."

* * *

The Best Advertisement.

(“Men’s Wear,” New York.)

A man walked into Lambert’s men’s wear store, on Courtland street, New York, the other day, and said to a clerk, “I bought this suit here some time ago, and just see how the trousers have sagged just below the waistline. I have no particular ‘kick’ because I didn’t pay much for the suit.”

“It doesn’t matter what you paid,” said the salesman, “it isn’t the policy of this firm to sell disappointments.” He called the manager. Said the manager: “Bring the suit in and we will fix everything to suit you.” Then he handed to the customer a ticket good for fifty “shines” and sent him away satisfied of having received a “square deal.”

The moral is so plain it doesn’t have to be pointed out. Lambert didn’t tell of this incident. The man who received the “square deal” told it, and will continue telling it. The best advertising is a satisfied customer.

* * *

Sane Dress for Summer.

(From “The Haberdasher,” New York.)

The agitation for sane dress for men in Summer is producing results that bid fair to have a momentous influence upon the clothing and haberdashery trades. The men of the country are now, at the end of June, with visions of the scorching days to come, just beginning to realize that they are to be emancipated from the gloomily dark and intolerably heavy clothes that slavery to custom has had them chained to for many years. The line of talk that has been dispensed by the few who have already shaken off the fetters of convention is enough to make a

sensible fellow’s heart jump with joy. For after all, you know, the fact is that we really hadn’t the nerve to do the thing we knew beyond any question was the rational thing to do. We just went on and sweltered, made feeble excuses when chided for our stubbornness or lack of will power by our friends of peekaboo fame, and occasionally in the privacy of home or office looked carefully about to see if any one was wise, and guiltily slipped off coat and waistcoat.

Of course, to the merchant the happiest view of the situation is that which has to do with the total on the cash register, which will be affected favorably not only because of the new introductions due to the change, but also because it will mean eventually a distinctive line of clothes for Summer, something that has not been deemed necessary, however desirable, heretofore. However, there is another phase to the matter. A clothier or a haberdasher ought to be able to get his enthusiasm up to a high pitch when he has a lot of things that are not only new in material and construction, but also just what men have been longing for and rarely found.

* * *

An Animated Market.

(“Yorkshire (Eng.) Post”)

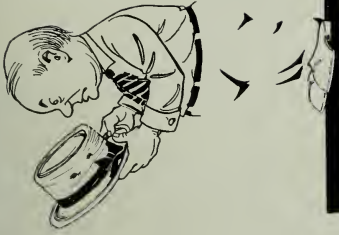
There is much animation in the yarn market, and the whole of the extended output is absorbed as fast as it is available. Spinners occupy a commanding position, and still higher quotations are insisted upon for all new contracts, with warnings that further advances are probable in the near future. Even at the enhanced rates spinners decline to guarantee deliveries for any specific quantities for any period of time. In all contracts there are precautionary qualifications of the ordinary conditions sufficiently wide to cover all risk of liability in the event of any curtailment of their output by reason of emergencies beyond their control. The demand for high-class yarns for the general trade is active. In the hosiery industry the output is in excess of anything regarded as possible, but all the same new machinery is being laid down as rapidly as possible, so as to meet the ever-growing requirements of the British army and navy and the armies of our allies. Heavy orders are on hand in every department, and the pressure increases in intensity. The wholesale clothing trade is very brisk, with the output at the day and night maximum. The demand is active for elastic web fabrics, and vast quantities of knitted belting are being produced for military purposes.

— ❁ —

The recent fire at the plant of the Thomson Knitting Company, Dundas Street, London, Ont., did extensive damage. The building was filled with new yarn, the company having large advance orders, and the fire originated in the stock in the basement. The interior was entirely gutted, the machinery from the upper floors crashing to the bottom, though no firemen were hurt. The company employs about 30, and the head of it, Mr. Warren Thomson, resides in Toronto. The loss will reach about \$20,000, largely covered by insurance.

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.



“Huh! Guess this looks like a new ‘lid.’”

“Let’s see, I believe I saw a window of straws down the street. What was on that showcard? Oh Yes! I remember — *Clearing out our straw hats at half price.*”

“Guess I’ll drop in and get one while the assortment is good.”

Yes, Mr. Summer Man, we are clearing out our straws at half price—all the latest styles in shape and weave. How about that other hat to replace the soiled one?

Remember the place.

(Firm name and address)



Big Little Things

—it’s the little things that make or mar a man’s dress—that dub him either a “stoddy” or a smart dresser.

Little Things Counts

and, it’s these little things that we are most particular about when helping a man select his summer outfit—the proper hat or cap, the correct cravat and scarf pin with cuff links to match, the belt and watch fob, cane and footwear, in fact all the accessories that go to make up the particular man’s outfit.

See our attractive case trim to-day—just inside the entrance.

(Firm name and address)



SOX—

from plain black lisle to the fanciest silk, from the ordinary cashmere to the finest merinos—sox of every kind to please the fancy and feet of every man and to suit his pocket.

Better let us send up a dozen assorted—step in to-day and select from our immense range. Be sure to see our — (descriptions and price)

(Firm name and address)

Putting On the Clock One Hour in Canada

Smith's Falls Merchant Enlisting Support of Boards of Trade for a General Movement
—Almost Unanimous Support—Better for Health and Financial Reasons.

Special to The Review by a traveling staff writer.

“JUST put on the clock one hour some night when people are asleep and when they wake up they won't know the difference.”

These words were used by one of the heroes of the Great War, Col. Hart-McLarg, who lately met his death, in urging “Daylight Service” before his colleagues of the Board of Trade in Vancouver. Regina and Weyburn, both in Saskatchewan, have led the way in getting up an hour earlier in Summer and playing that it is the same hour they have been used to from childhood. Regina tried it last year and adopted it again this Spring as a matter of course; Weyburn likes the idea so well that it has carried into effect the going-to-bed-earlier scheme from January to December.

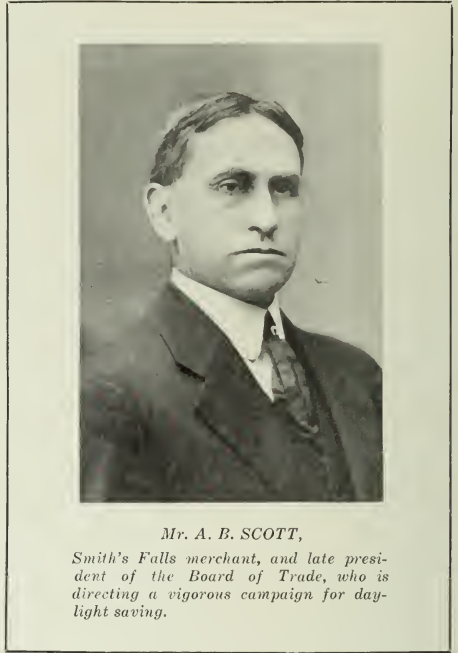
Before Associated Boards of Trade.

There have been one or two attempts in Canada elsewhere, for instance in Orillia, Ont., but the confusion that will result naturally when there is no uniform time in force in all adjoining municipalities usually would militate against a successful operation. Undeterred by this, Woodstock is now trying the experiment. It is sought, however, to obviate this weakness by a movement among the Associated Boards of Trade of Ontario to have the “Daylight Saving” adopted over the whole province for six months of the year, April to September inclusive. This would mean that where business began at eight o'clock now it would start at seven o'clock in reality, although the clock still would register eight o'clock; the hands would have been moved on one hour. The general arguments in favor of the innovation are fairly obvious; that one hour of extra sunshine in the morning is preferable to working one hour later at night; that games could be played in the evening; that the cost of one hour a day of artificial light would be saved, etc. The only serious objection raised is that a confusion with Standard time and railway time tables would be the inevitable result.

Smith's Falls Merchants Backing It.

There is one energetic dry goods merchant in the person of Mr. A. B. Scott of Smith's Falls who is working at converting even railway time by a universal statute to cover Canada. Mr. Scott, who was president of the local Board of Trade the last two years, first armed himself with a unanimous resolution from his Board and has since during May and June, had his resolution brought before a large number of Boards in Canada. The reception has been overwhelmingly in its favor, from St. John, N.B., to Vancouver. In October the Associated Boards will consider it in convention, when another dry goods merchant, Mr. H. W. Newman, of Newman & Shaw, Kingston—who, starting in a comparatively small way in business have made a notable success—will second the resolution. It is Mr. Newman's suggestion that municipal councils be asked to lend their co-operation. Mr. Scott has kindly furnished Men's Wear Review with copies of the communications from various Boards of Trade, and the substance of these is given below.

Before going on to these, however, a reference should be made to a bill introduced by Mr. E. N. Lewis at Ottawa



Mr. A. B. SCOTT,

Smith's Falls merchant, and late president of the Board of Trade, who is directing a vigorous campaign for daylight saving.

a few years ago which passed a special committee but did not advance through Parliament for various reasons. The objects of the bill as set forth were:

“To promote the greater use of daylight for industrial and recreative purposes of all kinds;

“To benefit the physique, general health and welfare of all classes of the community;

“To reduce industrial, commercial and domestic expenditure on artificial light.”

The working out of the bill excluded the Yukon Territory and provided as follows for the rest of Canada:

“From and after two o'clock in the morning of the first Sunday of April in each year until two o'clock in the morning of the first Sunday of November in each year the standard time shall be one hour in advance of the standard time now in use.”

This bill received the support of a large number of Boards of Trade.

A 20-minute Form in England.

The Daylight Saving Proposition was brought forward in England, in the form of a measure to make a change of 80 minutes gradually, 20 minutes a month for April, May, June and July, giving a total of 210 hours extra daylight in one year. The smaller period was chosen so as to

conflict less with railway time. It was pointed out that watches are changed daily in crossing the ocean, and even in going over to Ireland.

The following are the Canadian reports:

Regina Fully Satisfied.

The Regina Board of Trade wrote stating that the resolution submitted by Mr. Scott had been discussed at a meeting of the full Board and the secretary was instructed to advise him that a similar by-law had been adopted a year ago last January, advancing the time one hour, commencing with the first Sunday in April and reverting to the old time on the first Sunday in November. The by-law makes provision that automatically the time changes every year. The secretary went on to say: "Our citizens are so well satisfied with the change that it would be impossible to get a sufficient vote to rescind the by-law. We believe that possibly there is a greater advantage in advancing the time one hour in the West than in Ontario, as we have much more daylight during the summer months.

"We are in receipt of communications from every other city in central Western Canada for information on this subject, which goes to show that these cities are all now considering the change. Whether it will be adopted generally or not we are unable to say, but have reason to believe that in most cases it will.

Co-operation of All.

"May we say that the by-law was adopted in our city after having the assurance that all public places, Government offices, Land Titles Office, Court House, Post Office, banks and every other public institution agreed to be governed by the time, excepting the railway companies. The fact that the railway time is one hour later than the city does create a little confusion with travellers and those who come into town to do business. It takes some time to adapt themselves to the fact that city time and railway time are not the same. Should your resolution succeed it will have the effect of advancing railway time to correspond with ours."

Weyburn Has It All the Year

From Weyburn, Sask., Board of Trade, Mr. Scott received a letter stating that the daylight saving arrangement was adopted last year through a by-law on petition of the ratepayers, but it came into effect as a permanent measure covering the whole year. The secretary says: "The innovation has been found to be a distinct success in all respects. We hold that the adoption of permanent fast time is preferable to the system used in the majority of cases where the clock is fast in the Spring and put back in the Fall, as it is far less confusing to the travelling public."

The Hamilton, Ont., Board reported that the resolution had been referred to a special committee to make investigation as to the advisability of the suggested change. They added: "The council of our Board is in sympathy with the movement provided it is adhered to generally throughout the province."

Montreal Wants Labor's View.

From Montreal the secretary wrote stating that in 1909 when a Daylight Saving Bill was before Parliament the Council of the Board approved of same providing the railway companies endorsed it. The present council expressed the opinion that this movement more particularly concerns the laboring classes, and that it is desirable before further advocating the movement that some expression of opinion thereon should be obtained from the labor organizations.

New Brunswick Boards will take the matter up at the earliest opportunity.

In Sarnia the question came before the council of the Board, but the members were rather unsettled and will look into the question further. The difficulty regarding Sarnia and a few other places on the border is dealt with as follows: "Were we to adopt this standard without the States also adopting it, there would be two hours difference in our time so that you will appreciate some of the difficulties of a city on the boundary."

The London Board write that they were unanimously in favor of the proposal and had already placed themselves on record to that effect. They declared they would support the resolution before the meeting of the Associated Boards of Trade.

Particular interest centres in the report of the Vancouver Board of Trade. A resolution in favor of daylight saving was brought before the Board by Colonel Hart-McHarg, who some time afterwards was killed at the battle of Ypres. A resolution of the Board states that they were in favor of an act being passed by the Legislature of British Columbia advancing standard time in the Province one hour from the first Sunday in April to the third Sunday in October. The resolution in support of this contained the following argument in part: "It is proposed to advance time during the Summer months one hour, so that instead of sleeping away several hours of the daylight in the morning and spending a large portion of the leisure hours at night when it is dark, more of the daylight in this event may be enjoyed. This would be, it is believed, conducive to more outdoor recreation, it would be advantageous from an economical standpoint, and is entirely practical in so far as it would affect the industrial sphere of the Province.

A letter from the Toronto General Trusts Corporation expressed support of the measure and the hope that the Ontario Associated Boards of Trade would take strong action to have the law passed.

Trouble With Port Arthur.

The Fort William Board of Trade replied that they had some difficulty at present through being one hour different from their sister city of Port Arthur. On that account they did not feel like taking any action now on such a measure.

The Orangeville Board of Trade wrote that they were in accord with the Smith's Falls Board in this matter.

Light at 10.30 P.M. Anyway in Edmonton.

The only straight opposing view was from Edmonton Board of Trade in which they decided against the resolution. The secretary wrote: "A factor in this decision may have been that standard time now in use here is 34 minutes ahead of the sun at this longitude. In consequence of this and also the fact that at this latitude the days are very long in Summer, people who have to get up fairly early in the morning now go to bed by daylight in midsummer. Excepting in cloudy weather it is by no means dark here at 10.30 at the end of June."

The Saskatoon Board of Trade, while favoring the measure, stated that some people who could not get their children to bed at a proper time of night had flooded the newspapers with letters and the plans had been shelved for the time being.

The Paris Board of Trade passed a resolution favoring the resolution.

One of the largest fruit growers in Ontario, writing from Grimsby, stated as follows: "We note with satisfaction that Smith's Falls merchants are wide awake to the importance of more daylight for the Summer season. We would be glad to see this put into universal use; it would help us greatly here." The matter will come up before the Association.

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, LOUNGE AND EVENING WEAR	Single or double-breasted cut-away plau or braided	Of a match coat, or fancy fabric of medium or fine grain, double-breasted with long roll.	Like jacket in case of cut-away coat, striped grey	Stawy Panama or Silk	White or ecru negligee; plain or pleated	White or ecru; double fold	Four-in-hand, Ascot, or bat-wing	Yellow, grey or tan kid	Cotton, silk, black or subdued colors	Black or brown, high or low, fancy uppers, black low profile, white or light spats	Chesterfield loose or fitting; grey or cravenette	Single pearl, gold and links, gold chain, light cane.
MOTORING, GENERAL SPORTING, COUNTRY	Norfolk in grey, brown tweed	To match coat or fancy fabric.	Same as shirt or flannel; knicker-buckle, strap and breeches	Cloth, felt, Alpine cap	Negligee; soft cuffs.	Soft cutaway, or fastened or kerchief	Four-in-hand, knicker or stock	Yellow chamois or special sporting	Wool stockings plain or fancy or puttees	Brown low boots, leggings or puttees	Baglan loose-fitting or Barberry	Plau bar plu
WEDDING, MATINEE, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away or frock s. or d. breasted, buff or grey braided or plau	Same as coat, s. or d. breasted, buff or fancy or grey double breasted low	To match coat or grey worsted	Hugh silk	Stiff or pleated white; cuffs: Plain or fancy	Wing or poke	Ascot or four-in-hand to match gloves	Black, tan or white, buff, grey, suede or chamois	Black or colored plain	Patent leather or dull calf (black or buff); plau tops	Frook, s.b. or Chesterfield	Foot or diamond gold; plain gold links

EVENING WEAR.

EVENING, WEDDING, DINNER, THURSDAY, FORMAL OCCASIONS.	Evening jacket of satin.	White s. or d. of linen, black or grey fancy silk	Same material as coat, one button, two median braids	High silk, white corded silk band	Stiff, with single cuffs, white, same as above; two studs showing	Dobe or wing	Butterfly, with round ends, small white or small pique pattern	Plain white or white suede white cape for theatre	Black, grey, silk or other subdued color	Patent leather pumps	Frook, Chesterfield in dark blue or black	Pearl or moonstone studs platinum bar chain
FORMAL DINNER AT HOME, ETC.	Evening jacket of buff, breasted, black.	Same as above white s. or d. S. or D.	Same as above	High silk or plush or Panama	As above or, for Sunday, pleated bosom	Same as above	Same as above black	White back	Same as above	Same as above	Same as above	Same as above

OF A PERSONAL NATURE

James Bannon, of Bannon & Co., tailors, Montreal, is dead.

B. Bookhalter, general merchant, Amulet, Sask., is dead.

J. M. LeBlanc, general merchant, Arichat, Que., is dead.

J. B. M. St. Laurent, Compton, Que., general merchant, died in July.

Max. Teitlebaum, clothier, North Battleford, has moved to Saskatoon.

E. Lafond, Wolfe Lake, Que., has succeeded C. Lebrun, general merchant.

Greenberg & Freedman succeeded S. Levine, general merchant, Gimli, Man.

Goldin Solomon, general merchant, Tate, Sask., has removed to Lockwood, Sask.

Among recent registrations in Quebec province were: Glassburg Bros., and Morin & Frere, men's furnishings.

The Canadian Association of Display Men holds its next convention on August 2, 3, 4, 5, 1915, at Hotel Waldorf-Astoria, in New York City.

Private Robert Little, a Brantford man with the 16th Battalion, has been awarded the Distinguished Conduct Medal for bravery at the front.

Michaud & Scovil, Limited, of Montreal, announce that since their reorganization, they are well equipped to look after all made-to-measure or cut, trim and make orders.

O. Legault, formerly a clerk in the employ of Rich & Kapstan, 316 Bleury St., Montreal, has opened a men's furnishing business at the premises formerly occupied by the above firm.

Mr. Hickey, of Yonge Street, Toronto, had his window full of bright advertising matter recently when he ticketed all that he had to offer with a dark red placard showing a football player. The three-quarter-back kicking the high price out was a good stunt.

E. Durand, late of Waldron, Drouin Co., Ltd., Montreal, has been appointed buyer in the hat department for Jas. Coristine Co., Ltd., in place of the late Duncan Stewart, who was lost on the Lusitania.

A decidedly novel ad. is that run by McKerrache, Wanless & Company in an Ottawa paper of recent date. A couple of shirts, one over-wrapping the other, were reproduced and the copy was set inside the top one. The whole ad. was 12" deep by 6½" wide.

A. E. Wild, the enterprising proprietor of the men's furnishings emporium, Melfort, Sask., offers a high-grade Panama hat to the member of any baseball team making the first home run in the games on Dominion Day, and a gent's umbrella for the first three-bagger.

Joseph C. Abell, a well-known member of the cloak and suit trade, died recently at Toronto. For the last two years the late Mr. Abell, who was born at Seaforth, Ont., had been connected with the Princess manufacturing Company, Limited, and was with the Ontario Cloak Company for the previous six. He was a Mason, member of Zetland Lodge, and a Conservative.

Mr. Michael J. O'Doherty died recently at his home, in Ottawa, following a brief illness. Deceased had reached the advanced age of 86 years, and as he had been ailing for some time, death was not unexpected. In 1829 he was born in Ireland and in 1860 came to Canada, settling in Quebec, where he engaged in the dry goods business. He moved to Ottawa in 1883 and for many years conducted a dry goods business here.

Mr. Bruce Sutherland, secretary-treasurer of Messrs. R. G. Long & Company, Limited, 439 Wellington Street West, manufacturers of knitted goods, was brought home to Toronto in an injured condition following an automobile wreck which occurred on July 6 within a few miles of Buffalo. Mr. Sutherland was returning from New York, where he had gone on business, and was driving his car toward Buffalo when a wheel came off, throwing the automobile into the ditch. He sustained a broken jaw and other injuries, which kept him confined in the Buffalo General Hospital for almost one week. Mr. Sutherland is a former Canadian amateur champion wrestler, and he has also won many canoeing championships for the Toronto Canoe Club.

WITH OUR ADVERTISERS

From Information Supplied by Sellers, But for Which the Editors of The Review do Not Necessarily Hold Themselves Responsible.

A few months ago the Sterling Neckwear Co., of Toronto, secured patents on a new process for stitching the lining of the ordinary flowing end biased tie to the back of the tie so that it could not rip, twist, curl, or pull out of shape.

Since that time the tie has met with such a good reception among the trade that Mr. Wm. C. Mountain, the manager of the Sterling Neckwear Co., has been working on a still more perfect process for the STAY-IN-SHAPE tie and now introduces what the Sterling Neckwear Co. considers the last word in perfectly made biased flowing end ties.

The new STAY-IN-SHAPE process holds the lining to the back of the tie right from the neck band to the end of the blanket so that it is impossible for wrinkling or curling to take place, either in the knot when the tie is tied, or in any part of the blanket.

The stitching is also being put on in circular shape so that it has a much neater appearance.

Another special feature in this tie will be the "Easy-sliding" neck band, which will have a special stiff lining in the portion of the tie that slides around the collar, and also a satin facing to prevent the collar button from catching in any of the seams of the tie.

This tie should take well with the trade and it will be shown on the road at once for immediate and Fall placing orders.

Cardwriting Made Easy

By R.T.D. Edwards

Lesson No. 7.

IN this lesson I have taken up an entirely new phase of brush work—brush stroke Roman lettering. To some beginners this class of work may at first appear very difficult, but when mastered it is comparatively easy and is used extensively by showcard writers.

In this lesson I will also explain how the card writer, who is unable to secure prepared materials for cardwriting, can mix his own colors from materials which may be secured from any hardware or drug store. Cardwriters throughout Canada and the United States use the "brush stroke Roman lettering" quite extensively, on cards which are to be executed quickly and yet are expected to have the appearance of well-finished work. In this style of lettering all strokes are made with one sweep of the brush. To some beginners it may appear rather difficult to make wide and narrow strokes with one stroke of the same brush, but nevertheless it can be done, and when you have acquired the knack, you have the secret of brush stroke Roman letter.

Getting the Brushes Ready.

One of the most important things to bear in mind is that your brush must be kept in perfect condition. All expert card-writers take pride in having well-cared for brushes.

Fig. 3 accompanying this article shows a side and a front view of a brush in good working order. The brush after being filled with color must be worked out to a

chisel point on a piece of eardboard or glass, and must be kept in that shape in order to do the work properly.

The wide lines are made with the full width of the brush and the narrow lines are made by turning the brush sideways. This can be accomplished by rolling or turning the brush between the thumb and fore-finger.

Charts of Letters and Figures.

You will observe that the charts accompanying this article show the upper case of the alphabet and numerals. The lower case to the alphabet will appear in the next lesson (No. 8). On examining the chart please note the letter "A",—this letter is a good example. You will note that on this letter as well as on all others the strokes are numbered—and the small show the direction of the stroke. In the letter "A", stroke No. 1 is made with the side of the brush. Stroke No. 2 is made with the full width of the brush. Care should be taken in executing the work where the two strokes meet at the top of the letter. Stroke No. 3 also shown in letter "A", is a more difficult stroke than the others and requires considerable practice. It is made by holding the brush firmly between the fingers and drawing a "wavy" stroke. The spurs on the letter "A" and similar ones on all other letters are made with three distinct strokes—all being made when the color is low in the brush. The narrow portion of the brush is used mostly in making the spurs.

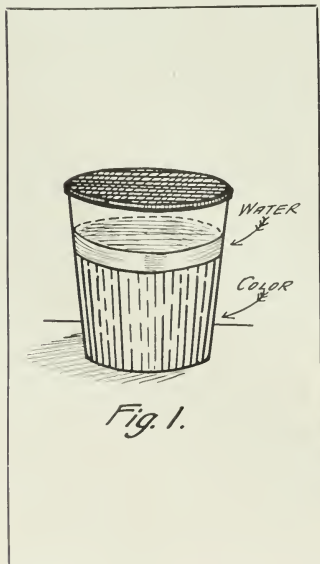
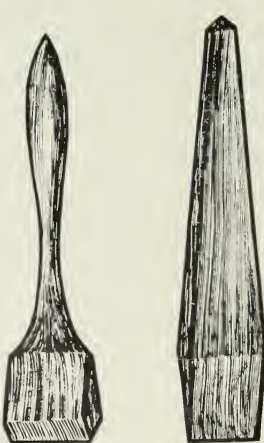


Fig. 1.



Suggestions for
Home-made paddles
for mixing color

Fig. 2.



Side View — Front View
Showing the proper shape
of brush for making
"Brush Stroke Roman."

Fig. 3.

Work Quickly on Curved Lines.

The letter "C" must be made quickly, as all letters with curved lines must be. No finishing stroke or spurs are required if the brush is lifted properly. The letter "D" is a two-stroke letter with the same class of spurs as the letter "B". This stroke should be practised many times.

Letters "E" and "F" are more difficult. I would like to direct your attention to the spurs at the right of stroke No. 2 on letters E and F. These spurs are made with one stroke and this can be accomplished by turning the brush in the fingers and lifting at the same time.

Stroke No. 3 on letters E and F is similar to stroke No. 3 of the letter "A." This stroke requires much practice and the beginner should not become discouraged if he at first encounters difficulty in doing this work. The letter "G" has three main strokes. No. 2 stroke is finished without a spur. The spur at the top of stroke No. 3 is just the reverse to the strokes on letter "A."

In making the letter "H", care should be taken to get the two down strokes of this letter the same width at all points. Stroke No. 3 should be slightly above the middle of the letter.

The most important point in making the letter "I" is to get it correctly at right angles with the guide line.

The "J" is a two-stroke letter, the practice secured in making preceding letters is found most useful in arranging the formation of this letter. In making the letter "J" be sure and see that the line curves before it touches the lower guide line.

The formation of the letter "K" is also rather difficult and it will be found that a great deal of practice will be necessary before you are able to make the letter easily. The student should note that the spurs at the end of stroke No. 2 must not extend as far to the right as those on the end of stroke No. 3.

Letter "L" is a two-stroke letter. The spur on the end of stroke No. 2 is made in the same manner as that of stroke No. 4 of the letter "E."

The most difficult part of "M" and "N" is the finishing of stroke No. 2. This being a wide stroke the brush must be brought down full width and when near the bottom the edge must be turned to get the narrow point. Note the exercise preceding the letter "N." The spurs on the ends of the narrow strokes are also rather difficult for beginners. They are made the same as on the wider strokes but more care must be exercised to keep the brush from overrunning the narrower lines.



Care and practice is necessary in making the letter "O". It is a two-stroke letter the card-writer should use care in joining the strokes.

In forming the letter "P" the end of stroke 2 should meet stroke 1 mid-way between the guide line.

The letter "Q" is simply the letter "O" with the addition of stroke No. 3 as shown on the chart. Stroke No. 3 requires much practice.

The letter "R" is similar in construction to the letter "P" with the addition of stroke No. 3. The end of the stroke extends slightly beyond that of the above loop.

The letter "S" is made with three strokes without the necessity of spurs or finishing strokes. The end of stroke No. 2 is very often extended to the right of the lower part of the letter, for purposes of effect only. I would advise you to stick to the formation shown in the chart.

In forming the letter "T" stroke No. 1 should meet stroke 2 in the centre. The spurs of this letter are made with one sweep of the brush.

In the letter "U," strokes No. 1 and 2 do not reach the lower guide line. The brush should be stopped within a quarter-inch above this line. Stroke 3 joins strokes 1 and 2.

"W" is a Difficult Letter.

The letters "V" and "W" are somewhat similar in formation. Stroke 3 of the latter is one of the most difficult strokes in the whole course. It has to be started with the edge of the brush and brought down with a wide stroke and ending by turning brush to get the point. In forming the letter "X," stroke 2 should cross stroke 1 about half way between the guide lines. The three strokes forming the letter "Y" should be joined at equal distances between the guide lines. The spurs of the letter "Z" are made with one stroke and should not extend beyond the points above or below them.

In the chart showing the figures, it will be noted that the same brush stroke idea is followed out. If any difficulty is experienced by the beginner it will probably be with the letter "7", as it is

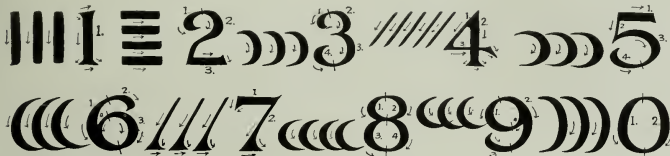


Chart 7.

R. D. Edwards

usually considered the hardest letter to balance up.

Work on the Numerals.

Figure 4 will give you a good idea how to start practicing this work. Draw out the guide lines about an inch and a half apart, and with your No. 6 red sable brush practise each letter and exercise in the whole chart. Do not skip any of the letters. Take each one up in turn and don't forget that constant practice will soon make you perfect. Accompanying this article in addition to the charts and figures, are two seasonable show card suggestions in which the lettering is, "brush-stroke Roman."

Card writers and students sometimes experience difficulty in securing proper colors. This applies more especially to those located in small towns where there are no art supply stores. Some card writers prefer to send away to some of the large supply houses for materials, while others would rather purchase materials locally. For those who wish to secure supplies locally I will explain how the card writer can mix his own colors and have them whenever he wants them, and also have almost any color he may desire.

In every town there are hardware stores where



Exercise Work

painters' supplies are sold. At these stores you will find that a good assortment of dry paint colors is always carried in stock. These colors range in cost from 5 cents per pound upwards according to the color and quality.

For the beginner I would suggest the following colors, ultramarine blue, vermilion, chrome yellow and white and black.

In the next lesson I will take up in detail the mixing of two or more colors to secure certain desirable shades. black. (In the next lesson I will take up in detail the mixing of two or more colors to secure certain desirable shades. One pound or even less of each color will be plenty to start with and will last for a long time. First secure five glass jars similar to jelly jars with tin covers. Tin receptacles should not be used because they rust, use glass containers if available. Glass jars with screw tops are the best because the contents are kept air-tight.

Adding Mucilage.

After placing the dry color in the receptacle, filling about two-thirds full pour in small quantities of water mixing thoroughly until the contents are thoroughly mixed

and all lumps have disappeared. Enough water should be added until the mixture flows like thick syrup. Add about three teaspoons of good clear mucilage to the mixture. After again mixing thoroughly place the cover on tightly and allow to stand for one or two days. The mucilage is added as a sizing and prevents the color from rubbing off

WATCH THIS WINDOW
 FOR THE REAL
FALL NECKWEAR

50¢ TO \$1.00

Suggestion for seasonable show card.

after it has been applied to the show cards. Gum arabic, obtainable at drug stores, is the best kind to use. It is almost colorless and does not affect the color of the paint. It comes in dry form and must be dissolved in hot water before being placed in the color. Black is used more than any other color. Most card writers use dry drop-black and mix it as needed. Should the colors become lumpy after mixing add a small quantity of wood alcohol. For white use dry zinc white or flake white and proceed in the same manner as with the other colors.

In all hardware and paint shops you will also find that they carry distemper in glass containers. Dry colors are ground in water and are often used by show card writers. In using distemper colors, just mix what is needed at one time and do not attempt to mix up the whole contents at one time. Distemper colors can be thinned down as required. In order to keep the coloring in good condition, follow the suggestion given in Figure 1 by keeping the color covered by water. This will prevent the color from drying out and save much time which might otherwise be lost in softening colors.

Figure 2 shows two styles of paddles for mixing colors. These are only suggestions. There are

many other shapes you can make that will serve the purpose. Paddles can be easily made from cedar or pine, and all cardwriters should keep a supply always on hand.

THAT
OTHER HAT
IS WAITING
FOR YOU

COME IN
 + AND +
GET IT

Suggestion for seasonable show card.



Loyalty in Dollars and Cents

Evidence that we are living up to our well-established policy of giving the trade the best possible value in waterproof collars lies in the fact that though we are paying increased duty on raw materials imported from England and the United States, *we have not raised the price of KANT KRACK collars*, but bear the added cost ourselves.

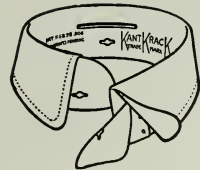
And at the same time are upholding the quality of our goods by giving "*one grade only and that the best.*"

We have been manufacturing KANT KRACK collars in the United States since 1879, and in Canada since 1907. Our factory, equipment and staff have no equal for the production of waterproof collars. *We are specialists.*

Stocks are carried at Vancouver for British Columbia, Calgary for Alberta, Winnipeg for Manitoba and Saskatchewan, Moncton for the Maritime Provinces, Montreal for the Province of Quebec, and Toronto for the City of Toronto. All goods are made in Hamilton for Canada.

KANT KRACK collars have features that are exclusive to themselves and which ensure absolute satisfaction.

Write for our latest styles.



The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA



Ever Catch A Fish Weighing Twenty Pounds?

Up in the North Country, in the Temagami, the big fish abound. That is where the angler gets real sport. An article appearing in July MacLean's tells about the fish in Temagami—the genteel brook trout, the sportive black bass, the stately grey trout, the common every-day pickerel and the scavenger pike—and how they are caught.

For a fishing enthusiast the article will have an immense interest, but even those who know nothing of the gentle sport will read this account with genuine pleasure.

Thirty other features—two serial stories, special articles, short stories, poetry, in

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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



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 Bloomers 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

THE OUTING BRAND

Knitted Wear

Order now for Fall and save money



V-56

Made-in-Canada

Anticipate your Fall and Winter's requirements and provide for them from the "Outing" range.

Place your order with us now and ensure prompt delivery.

V 56 is the Outing Brand style selected for the Militia. Send for samples.

Frank W. Robinson, Limited

BATHURST and WELLINGTON STS.

TORONTO

The Coats that are Tailored to Fit

"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

Penmans Popularity is Universal! Why?

Because we please the sellers as well as the wearers.

To wearers, Penmans spells quality in the goods, smooth ease and comfort in fit and texture, thoroughness and care in the making, and genuine good value at every point.

This in turn means satisfied customers for the seller, a profitable, unending volume of "repeating" business and high-quality reputation that tends to increased sales in other lines of merchandise.

Profit by the trade-winning popularity of the full line—

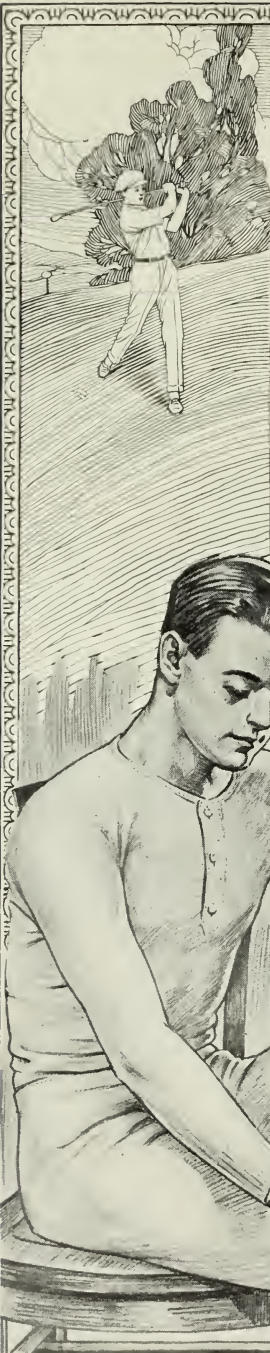


Penmans

Underwear Hosiery Sweaters

N.B.—All Penmans Goods are
Made in Canada by

Penmans Limited
PARIS, ONT.



ZIMMERKNIT



ZIMMERKNIT
UNDERWEAR

Some of your customers—the particular men—repeatedly demand the Zimmerknit quality, either from you—or your competitor.

Introduce the Zimmerknit line to *all* your trade—show them the comfort of well-made garments, and you cannot fail to build up business in your Underwear Department.

Made in
Canada

Zimmerman Manufacturing
Company, Limited
Hamilton, Ontario

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

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The Publisher's Page

By F.M.A.

Did You Read This Number ?

* This is the last page of what we consider a useful and interesting issue, and we hope that you have read this issue from cover to cover. It is worth while.

* If you are interested in buying men's goods it would pay you to make a habit of reading it regularly. Read not only the interesting articles and style forecasts prepared for your benefit, but the advertisements, which also have a message for you and contain a lot of news and information that is very often unattainable elsewhere.

* You will find the advertisers in this paper are ready and able to give you a superior service. The manufacturers using this paper appreciate your business. That is why their advertisements are here, knowing that you, as a live dealer, would read a live trade paper.

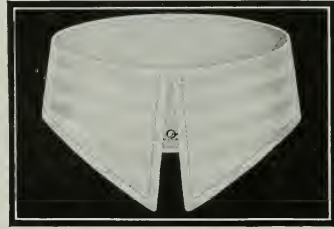
* Start with this issue and read the advertisements. It is worth while, and when answering any advertisement say that you saw it in MEN'S WEAR REVIEW. Outside of the service you will do us, the advertiser likes to know that his advertisements are being read.

MEN'S WEAR REVIEW

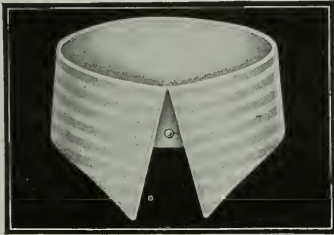
143 University Ave. - Toronto, Ont.



LONDON
Shown only in 2¼ inches



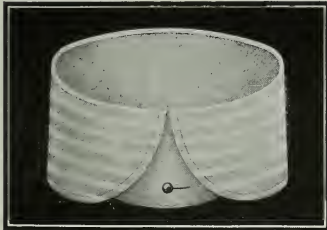
MILTON



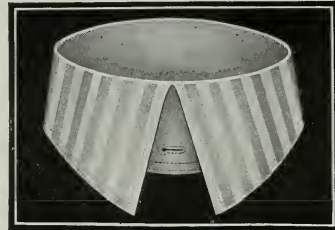
BRIGHTON



WHITBY
Shown only in 2¼ inches



BEDFORD
Shown only in 2¼ inches



ESSEX

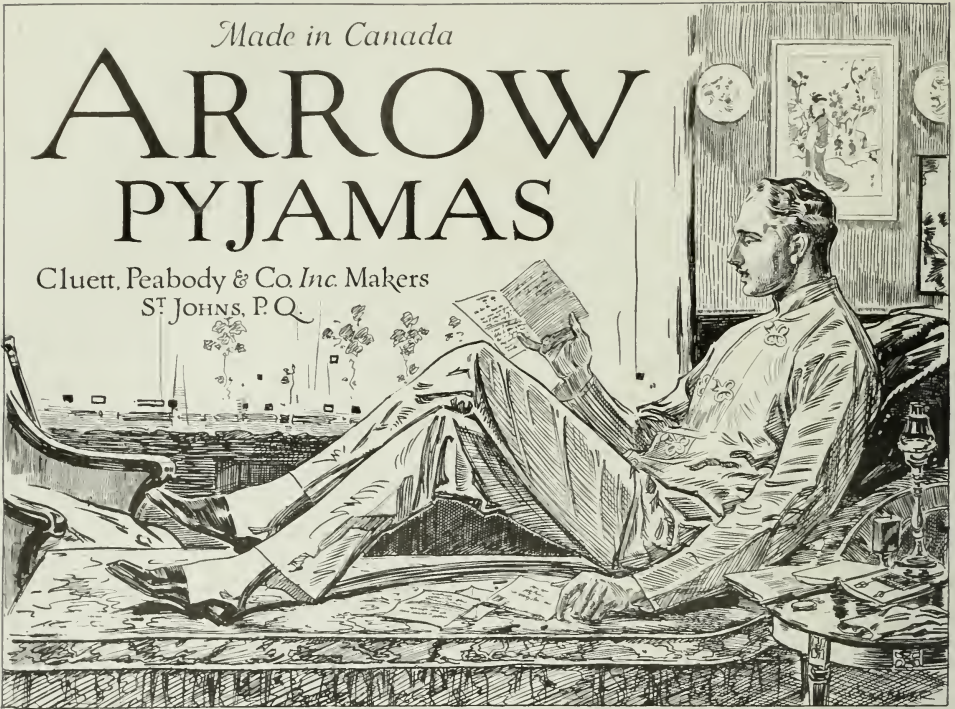
SIX SPECIALS MADE BY
The Canadian Converters Co., Limited, Montreal.

MAKERS OF *Success*
COLLARS
MADE IN CANADA

Made in Canada

ARROW PYJAMAS

Cluett, Peabody & Co. Inc. Makers
ST. JOHNS, P. Q.



ARROW PYJAMAS

are well made, nicely laundered and boxed. They equal the very highest grade production of any country in this line. They are offered in durable and suitable fabrics in white or plain colors, \$12.00, \$13.50, \$15.00 and \$21.00 the dozen suits.

CLUETT, PEABODY & CO., INC.
MAKERS

Sales Department - Herald Building, Montreal

MEN'S WEAR REVIEW

Fall
Merchandising
Number



September 1915

Vol. V No. 9

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

"MADE IN
CANADA"



NOTICE!

THIS BOX
Contains Fine Fall
COLLAR TRADE
AMMUNITION

*It will be served out
Sept. 15th*

Cluett, Peabody & Co. Inc.
*Makers of ARROW COLLARS
and ARROW SHIRTS*
St. Johns, P.Q. Salesroom Montreal

"GOTHIC"
an ARROW
COLLAR

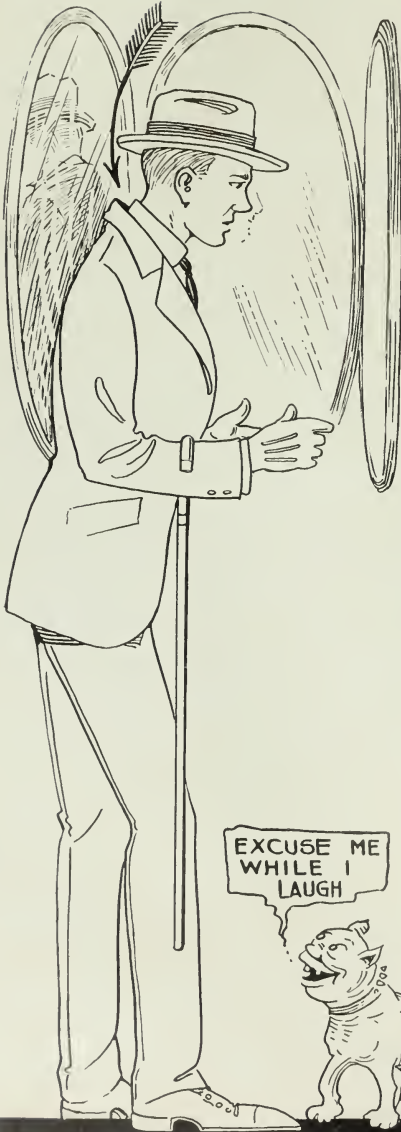


FORSYTH'S LIFE BOX

LIVE men in your window wearing Forsyth Shirts. Attraction is the first step in selling. Have an attractive display of Life Boxes and attract more shirt buyers.

The John Forsyth Company, Limited
BERLIN, CANADA

*You've been up
against this type of
the "Hard to fit" family*



Ah! Yes! and he's a type that is very common; hardly a day passes but a clothing salesman either loses a sale to or has to make an alteration for this slightly-stooped-neck type of man.

The alteration, of course, is not an impossible one, but most men, lacking knowledge of the tailoring business, fear to have a coat altered and prefer to have their clothes fit right off the bat.

This is only one type of the Hard-to-fit family you have been up against. The over-erect, the round-shouldered, the sloping-shouldered, and the corpulent types, and many others, all call for special attention.

They necessitate a good made-to-measure tailoring service, one that will ensure you the trade of the best paying men of your town.

Style-Craft
SERVICE

Style-Craft

TAILORED CLOTHES

backed by Style-Craft service will give you the trade of the "Hardtofit" and "Hardtoplease" families

These families represent a large proportion of the "well-to-do" men of your own town—the men who spend from \$20.00 up for their clothes, and the men who from choice or necessity patronize the local custom tailors.

With the Style-Craft tailored-to-measure outfit you will be in a better position than any tailor to get this big paying business and without tying up money in a big stock of clothes.

With the Style-Craft Service you can fit every abnormal figure, fit every man's idea of style, and at the proper dimensions of his pocket book.

Every Style-Craft Garment gives absolute service in fit, finish and value—there's not a straw in your way of the securing of this excellent business.

Act Now.

Send for this outfit to-day.



E. G. Hachborn & Company
50-54 York St., Toronto Ontario

Good Year-in and Year-out Net Profits

IF you sell a suit to-day and you make a net profit on it you are that profit better off, but if it fails to give your patron the service he expects, your profit either stops right there or is lost entirely by alterations and by time taken up in trying to satisfy the purchaser. *An unsatisfactory garment does not invite future business.*

Merchants Who Sell



TAILORED CLOTHES FOR MEN

have the best assurance of Good Year-in-and-Year-out Net Profits, because every sale means satisfaction, means continued business and a customer who will advertise you and your line.

Fit-Rite clothes are unexcelled for style and finish. The quality combined with the price make for excellent value and the fit is an insurance against expensive alterations.

Fit-rite Special Order Business

gives you an opportunity to offer your hard-to-fit and hard-to-suit trade the advantages to be derived from *Fit-rite Clothes*.

*Ask for full information re Fit-rite
Clothes.*

WRITE TO-DAY.

John W. Peck & Co., Limited
Canada's Foremost Clothes Makers

MONTREAL

WINNIPEG

VANCOUVER

Society Brand Clothes

TO DRAW YOUNG MEN

No clothes are so popular with the young men—the smart dressers of your town. Our styles, our prices and our advertising are aimed right at this most profitable of all classes of trade.

No other brand of clothes draws such a volume of young men's patronage. For Society Brand was the pioneer in this field. We started first and have kept in the lead.

* * * * *

Society Brand Dealers get the cream of the young men's trade in each town. They draw the customers who seek the very latest ideas in both clothes and furnishings. And they attract those older men who think and dress like their younger brothers.

We make the styles they want and our advertising makes these Peine styles famous. No other clothes are so well or so favorably known among well-dressed men.

* * * * *

Society Brand Clothes

Send Now for the "Panama-Pacific Exposition Style Book"
Showing Designs by Peine

M. R. A. G. PEINE,
is the most well
designed man known in
the leading designer of
young men's clothes.
Add more men than ever
before—men who are
young in years yet young
in viewpoint—are now
wearing Society Brand
Clothes because he de-
signs them.

If you want to get full
information about these
clothes, ask for a copy of
our style book. You'll
find it immensely inter-
esting.

It pictures the pick of
the designs by Peine.
The figures are shown
with the San Francisco
Fair buildings as backgrounds, add some
intriguing data about the Fair is given.

The request for these books are out
of all proportion to our expectations.
So, if you want to be sure of getting a
copy, you'd better send
for it now.

The Age of Youth

This is the Age of
Youth. Men of all ages
are living in closer rela-
tionship. You hear very
little of old-fashioned
ideas. Fathers are think-
ing as young men—they
are playing the same
game—they are dressing
more alike.

This is why Society
Brand Clothes are so
popular now. They
show a dignified, con-
servative touch of prob-
lemaker. They make
men look as if they
were the best looking
Peine now makes men
of forty look thirty-five instead of
forty-five as was usual.
Even men up to sixty, in modern times,
want more youthful looking clothes.



These men are the models for the new designs in the Panama-Pacific Exposition Style Book. The models are shown with the San Francisco Fair buildings as backgrounds, add some intriguing data about the Fair is given.

The Genius in His Line

Ten years ago A. G. Peine designed
the clothes of New York's smartest
dilettante, making a
Broadway tailor in-
famous.

Now he designs
Society Brand
Clothes alone. He
is a member of this
firm and directs
his whole attention
to it.

He abhors fads
and extremes. Yet
his models lend to
exclusiveness. He
is widely copied,
but no other de-
signer seems able
to get his incompre-
hensible effects.

He is the genius
in his line. If you
want to be up-to-
date, you have lost to
your Prime model.

And Don't Overlook This
what design alone never made good
clothes, for shape and style must be
built-in to stay.

We have trained in
this organization special
men to work out this
idea.

We search the world
for the best of fabrics.
Our whole organiza-
tion—scientifically de-
veloped—works in har-
mony with Peine to get
his best result.

Where to Get Them

Please remember
this fact before you
start to look for these
clothes.

—there's but one
merchant in any town
who can sell them. You
must go to him to get them. The best way
to write for his name and address.
You'll know that this little trouble was
worth your while, after you've seen
these models. They are too simply
and too carefully made—the output is
too limited—to sell to every store in
your city. But start wide to exclu-
siveness.

We'll send the name and address of
the Society Brand merchant in your
town when we send the style book to
you.

Don't miss getting this book. You'll
enjoy looking it over, especially if you
are going to the San Francisco Fair.
You'll be glad you discovered the
clothes in pictures. Send a post-
card for it and for the merchant's
name now.

Society Brand prices range from \$20
up—dress clothes from \$35 up.
No garment is an A. G. Peine model
unless the inside pocket bears the label,
"Society Brand Clothes."

Made in Chicago by
ALFRED DECKER & COHN
MADE IN MONTREAL, CANADA, BY
SOCIETY BRAND CLOTHES, LIMITED

If there is no Society Brand Dealer in your town, we will be glad to hear from you. Let us help you to gain a permanent place as The Young Men's Store.

Let us show you the things about Society Brand Clothes that win men to them. It will be a pleasure to talk with you about your business and our clothes.

Made in Montreal, for Canada, by
SOCIETY BRAND CLOTHES LIMITED

Made in Chicago, for the United States, by
ALFRED DECKER & COHN



Give Satisfaction to the Boy— Get His Business When a Man

Sell him Lion Brand Clothes

Time was when the boys' clothing department received very little attention—to-day the wide-awake merchants are realizing that in pleasing the boy they will get his more profitable trade later on.

Lion Brand clothes are made so serviceable and so stylish that they instantly appeal to the youth.

We are now bringing out one of the most natty, up-to-date models ever turned out for boys. It is a single-breasted Norfolk jacket with broad lapels and collar, patch pockets, peg top bloomers.

Be assured of a successful boys' department by ordering a stock of Lion Brand Clothes.

The Jackson Mfg. Co., Limited, Clinton, Ontario

Factories at CLINTON, GODERICH, EXETER, ZURICH

QUALITY CLOTHES

Who wants to tie money up into a big stock of clothes these days, when better results can be obtained with less investment and less worry?

If you have never given this matter much thought, now is the time to do so—look into the McA & R way of giving satisfaction to both yourself and your patrons, and without needlessly investing capital.

McA & R clothes are quality clothes through and through—every garment sold is a standing guarantee to you of the wearer's future business, because the quality is in both the fabric and in the make, in the details that ensure a perfect garment.

You should have McA & R clothes for your customers. Write for our samples of cloths, our style folio, our measure chart and start right in making sales. The goods are sold before you order.

Send a trial order to-day and inspect these goods — a card will bring samples.

Fall Overcoats and Suits, in a good assortment, ready for shipment.

*The McAlpine & Richardson
Co., Limited*
ADELAIDE & DUNCAN, TORONTO

Men's and Boys' Clothing



One of Fall's Latest Models

Fall model, double-breasted vest, wide notch collar, five buttons, V-shape, and four pockets on outside. Coat has one button, a chain button, which preserves the lapel; pockets are piped, have no flaps, and are slant. Sleeve has narrow cuff, with three buttons; has a long vent in back.

This is only one of the many smart models for men we are showing. *Send for samples.*



Boys' Patricia Uniforms

*Boys' Cavalry and Infantry Suits
in Wool and Duck*

*Boys' Fall and Winter Overcoats
in Khaki and Military Cut*

Never have we shown a finer range of men's and boys' clothing than we are offering this Fall. We are originators of Boys' Patricia Uniforms—they're the biggest sellers in the history of the Clothing Business. Have you seen them?

Write for a sample dozen and judge for yourself. Our selling staff will be on the road about Sept. 10th for coming Spring. See our Men's Palm Beach Suits for Spring and Summer 1916.

Helleur, Gariepy & Broderick, Limited
16 Craig St. West, Montreal

RIGHT IN QUALITY, SHAPE, FINISH, AND IN PRICE

This is what makes up the big volume of sales for

TAYLOR-MADE GARMENT HANGERS AND RACKS

Model A Double Bar-Polished Steel Tube Racks



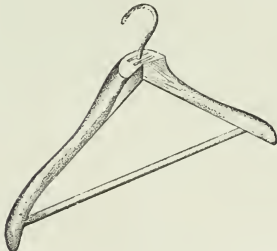
Shipped Knocked Down—and require no tools to set them up. Mounted on the famous Ball Socket Rollers.

Net Prices	F.O.B. Factory
6 feet long, 4 posts	\$9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

OXIDIZED STEEL TUBING

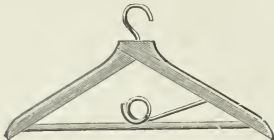
6 feet long, 6 posts	\$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00

Suit Racks stand 5 feet high and 26 inches wide. The Overcoat Racks and Ladies' Garment Racks stand 6 feet high. Same price as Suit Rack.

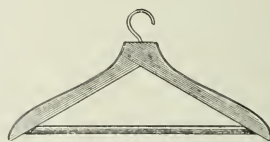


- No. 74 B. Combination Suit Hanger. \$15.00 per 100.
 No. 78. Same as above with Wire Attachment as No. 54. \$16.50 per 100.

This Hanger has rounded neck to fit the coat collar, with concave shoulders.



- No. 64. Combination Suit Hanger. With Wire Attachment. \$9.00 per 100.
 No. 64. Boys', 15 in. wide. \$9.00 per 100.



- No. 33 L.B. Combination Suit Hanger. Inserted Trousers Bar. \$7.50 per 100.
 No. 33. Same without bar. \$6.50 per 100.
 No. 33 I. B. Boys', 15 in. wide. \$7.50 per 100.
 No. 39 B. Overcoat Hanger, 20 in. wide with Trousers Bar. \$8.50 per 100.
 No. 39. Same without bar. \$7.50 per 100.



- No. 54. Combination Suit Hanger. With Wire Attachment to Prevent the Trousers from Slipping. \$9.00 per 100.

All Hangers packed in 100 crates.

Mail, Wire or Phone Your Order. Prompt shipment

The Taylor Manufacturing Company
 HAMILTON CANADA



A Greater Range of Peck's Shirts Than Ever Before—

IMPORTANT enlargements of our Shirt factories have made it possible to considerably increase our output as well as to extend the range of our line.

We now manufacture all kinds of dress, outing and working shirts, including soft, double, and stiff cuffs, in the widest variety of patterns and fabrics. The dress shirts include an excellent range of beautiful patterns in silk-and-wool taffetas.

Prices range from \$6.50 per dozen (for an excellent quality of heavy working shirts) to \$42.00 for the finest grades of silk-and-wool goods. The majority of the numbers, however, range from \$6.50 to \$13.00 per dozen, and will bear critical comparison with shirts of other makes costing you considerably higher prices.

All Peck's Shirts are—
well made, roomy, and of excellent quality, carrying a good profit for the merchant and giving complete satisfaction to the wearer.

Swatches and Prices upon request

John W. Peck & Company

LIMITED

VANCOUVER

Montreal

WINNIPEG

Men's Underwear and Exclusive Half Hose

We are now showing samples of Men's Underwear and Half Hose for Spring 1916. Protect yourself by ordering early.

Men's Handkerchiefs

We have a good stock of Men's Handkerchiefs on hand. All kinds, from Colored Cotton to the finest Silk. Order now and save advancing prices.

Our Travellers are now showing these samples,

and

Our Letter Order Dept.
is ready to serve you.

The W. R. BROCK COMPANY (Limited)
MONTREAL

Sales Booster

THE EIGHTH

HOW FUNNY

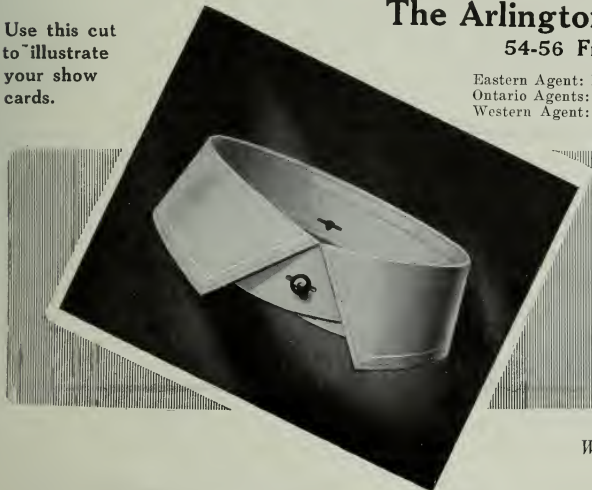
Machinery and Collars

and what have they in common?

Well, on first thought, very little, but when you look around and note the growing tendency for mechanics to go to work and to come from work dressed clean, you will realize why an easily-cleaned waterproof collar is a daily necessity to them.

It's not only men in machine shops whose work is necessarily of a grimy nature, but all mechanics, including tinsmiths, plumbers, electricians, carpenters, cabinet makers, shoemakers, in fact, scores of occupations call for a clean collar so that the wearer may be presentable on the street, and yet the work would ruin an ordinary linen collar in no time. **Therefore, the necessity for the waterproof collar, which may be cleaned quickly and easily every time it's put on, eliminating the cost of laundering.**

Use this cut to illustrate your show cards.



Here's an idea worth trying out:

Go out and borrow a few tools to represent each trade or occupation, trim your window with them in a nicely arranged unit and right in the centre place a nice showing of **Arlington Waterproof Collars**. Arrange some on stands with serviceable neckwear and place the others around in open boxes. Show one collar badly soiled and on it put a small ticket, "**Before,**" and have a nice, bright, clean collar of the same style ticketed "**After,**" and between them have a bowl of water, a cake of soap and a sponge. Use a display card with the collar, illustrated below, pasted on and worded like this.



Be presentable on your home trip to-night by wearing an

Arlington Waterproof Linen Collar,

Be sure your stock is well assorted with a few of the six grades of Arlington Collars—all styles and finishes—prices 70c to \$2.00 a dozen.

Remember—all Arlington Collars are a third heavier than other makes at the same price. Each collar is made with the easy-sliding tie space, neatly finished, very serviceable.

SORT UP YOUR STOCK

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.

Wreyford & Company, *Importers*

AND MANUFACTURERS

Young & Rochester

Best Quality English

SHIRTS

AT MEDIUM PRICES

“Aquatite” Raincoats

AND

“Rendlesham”
Military Coats

Tress & Co. London and Luton
England

Manufacturers of

High-class Hats and Caps, Military Helmets,
Service Caps, New Soft Trench Cap

We are carrying stock of

All Military Requirements

Khaki Flannel Shirts at \$20.00, \$24.00, \$30.00,
also in Zephyr and Silk

Trench Caps—Puttees—Slickers—Spencers—
Neckwear—Leggings—Stud Lace—Spring and
“Hammonds” Pigskin

Khaki Socks, Plain and Ribbed
Khaki Handkerchiefs, Silk and Cotton
“Sam Brown” Belts

Tan Leather and Rubber Boots
Military Books and Badges

Wreyford & Company

85 King St. W.

TORONTO

*Have you seen the Imperial?
Combination Underwear?*



—the new and improved underwear
with exclusive comfort features

There's a certain percentage, a growing percentage too, of your trade who will insist this Fall and Winter on combination underwear and there's a larger percentage who, if they knew the real comfort of correctly-tailored combinations, would wear no other.

In introducing the new Imperial combination underwear we ask you to bear in mind that it comes in the different grades of wool from the light-weight merinos to heavy, elastic-ribbed, natural wool in all weights; Scotch wool and Scotch knit,—the same high-grade Imperial quality throughout, the same high standard of fit and finish.

Let us send samples. Write to-day.

Kingston Hosiery Company

KINGSTON, ONTARIO

Penmans' Popularity is Universal! Why?

Because we please the sellers as well as the wearers.

To wearers, Penmans spells quality in the goods, smooth ease and comfort in fit and texture, thoroughness and care in the making, and genuine good value at every point.

This in turn means satisfied customers for the seller, a profitable, unfailing volume of "repeating" business and high-quality reputation that tends to increased sales in other lines of merchandise.

Profit by the trade-winning popularity of the full line—

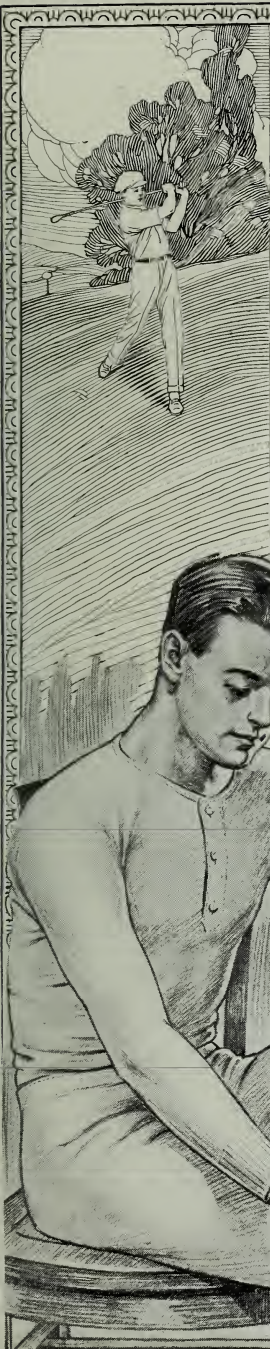


Penmans

Underwear Hosiery Sweaters

N.B.—All Penmans Goods are
Made in Canada by

Penmans Limited
PARIS, ONT.





No. 2424



No. 654

-If you're from Missouri

We have the best selling line of Fall shapes you can find anywhere, and we want to prove it. Our traveler may call, but take no chances. Write in now and ask to be shown the lines. Our hats are advertised, they are completely made in Canada, and they are guaranteed.

We Want to Show You

The Wolthausen Hat Corporation
BROCKVILLE

Since before the Telegraph was invented

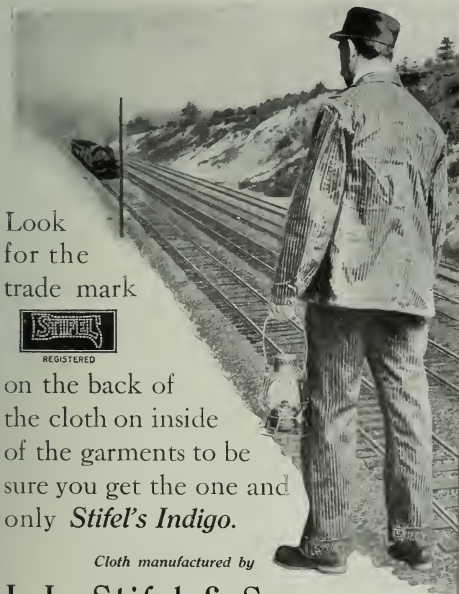
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Has caused us to prepare and have ready for *immediate delivery* a larger stock of

Shirts	- -	from \$8.00 to \$42.00 per dozen
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than we have ever carried at this season before.

We will send sample cards of colored goods or catalogue of white goods on request, or you can trust us to give special attention to your open orders.

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MEN'S WEAR REVIEW

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No. 9

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MONARCH-KNIT

MADE-IN-CANADA



Monarch-Knit Pictorial News
 English dogs of war: in gala attire. Today they are stripped for action.

006—A neat coat for juveniles, made in good quality with shawl collar.



M209—Extra fine quality Cardigan Coat for men, made in special colors for club orders.

Owing to the Conditions of the Wool and Dye Market, we would advise merchants to place for their requirements in Knit Goods as early as possible.

We will be mailing folder of "MONARCH-KNIT" lines for quick delivery about September 15th. We would appreciate it if you would drop us a card to make sure your name is on our mailing list.

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The Monarch Knitting Company, Limited, Dunnville, Can.



Men's Wear Review

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

VOL. V.

TORONTO, SEPTEMBER, 1915

NO. 9

NEW YORK EXPERT WRITES ON FALL WINDOWS

Using Globe and School Books in Boys' Clothing Window — How to Obtain Magnetic Influence—Condemning Mirror Backgrounds—Features in a Shirt Display —Color Harmony.

Specially Written for Men's Wear Review.

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

TIMELINESS is a salient factor in the display of merchandise. It determines the direction in which the shop is heading. Going backward, moving along with the crowd or speeding ahead, is readily recognized by the passing public through the aspect of the window display. Metaphorically the window is a binocular through which the passerby observes the up-to-dateness of a shop in its intensified form.

September, with fresh and attractive goods from which to select, offers an ideal opportunity to produce effective results in window trimming. The combination of colors involves a rich assortment as varied as the vivid Autumn foliage; qualities are finer than ever before, and all these go to improve the character of window trims. Then, too, the clearance sales are over, allowing no excuse for heterogeneous displays, and there is every reason why the decorator should make an attractive showing and a strong appeal for new as well as old patronage.

Using Globe and School Books.

Merely showing Autumn goods in September, however, is not what is meant by timeliness, but a showing, for instance, of boys' school clothing, as seen in the first illustration here brought to your attention, just when such apparel is in demand, is a good example of the kind of timeliness that impresses the public. The suits here shown are selected as being particularly suitable for school wear, but as school clothes have few distinguishing features in themselves, a trim of such would make no special appeal unless accompanied by a striking window card or some familiar school accessories such as are noticed in the trim here seen.

Demonstration is always good in exhibiting merchan-

dise and especially is it effective in the above display. It is noticed that the trimmer has carefully avoided the mistake of over-decoration. Only a globe and a few school books are in evidence, but they are ample for the purpose of demonstrating distinctly the character of the clothing.

Securing Magnetic Influence.

The suits are of Scotch tweeds in soft grey, and are well posed to look their best, both front and back views being shown. Hats of material to match the suits are also included. It is noticed that the trimmer has carried out a very unique design in the general setting of the trim, the unsymmetrical arrangement of which adds materially to the classy effect. The value of decorative treatment in the display of boys' clothing, as in other items of dress, is here well illustrated. Take away the table which is used as a pedestal in the centre of the trim, the rich green velours background and drapes which add a striking contrast to the color scheme, arrange the garments here shown in a symmetrical group and you will have robbed the display of its greatest drawing power. You will not only have reduced the magnetic influence of the window, but you will have reduced the apparent value of the garments themselves.

Mirrored Backgrounds Undesirable.

Any shop should be able to produce a trim of this artistic character without difficulty. The objects used in the scheme of decoration are all available. It is easy enough to procure a suitable table, and sufficient material such as velvet and plush for the foundation drapes is usually on hand in any well organized shop. The draped background, however, is not essential. It was necessary to cover up a mirror in the trim here depicted. One can readily appreciate the advantage of overcoming the mirror



Timely display of boys' school clothing, from Gimbel Brothers, New York.

reflection when it is desired especially to emphasize certain articles such as the suits here exhibited. If the mirror were exposed to view a confused group of units would be the result. In fact, excepting in rare instances, mirrored backgrounds are a very undesirable feature in a window. They reflect not only the back of the fixtures and window cards and also prevent distinctiveness in posing, but reflect the passing panorama of the street which is always a serious detraction from the effectiveness of the merchandise on view.

Beautiful Display of Fall Suitings.

An exceptionally beautiful opening display of new Autumn shirting material and cravatting silk by Kaskel & Kaskel, Fifth Avenue, is next pictured. This display is a typical example of exclusive window trimming and a careful study of its composition will doubtless be especially interesting to shops catering to a select clientele. But the advantage of such trims is by no means confined to the exclusive, as nowadays popular shops are adopting the same principles in their window decoration when space is

not too limited. The reason for this is obvious, as the so-called artistic trim tends to greatly refine and define the character of the merchandise.

The shirt here seen is of silk and flannel mixture. It is made with a plain bosom and double cuffs, which style will doubtless be much worn during September while the weather is still apt to be hot and sultry. This practice is doubtless more logical than offering something that is not yet actually in demand. The color scheme of the shirt which matches the piece goods in the accompanying drapes is a remarkable combination of dull blue and old gold. As neither of these colors photographs strong, one cannot fully appreciate from the illustration the striking effect of this combination.

Cravatting silk of a particularly handsome quality is well shown to reveal its effectiveness. Its color scheme is a rich combination of indigo, orange and green woven into a pronounced brocaded pattern on a solid black ground. Enough cravats of this material are displayed to show the effectiveness of the silk when made up. Attention is also called to the smart collars included. This particular shape



Opening display of Autumn shirting materials and cravatting silks from Kaskel & Kaskel, New York.

of collar permits the generous knotting of the cravat, which is well demonstrated in the various poses.

High Drape the Predominating Feature.

The high drape in the rear is unquestionably the predominating feature of the window. It is formed by draping shirting material in a series of horizontal folds over a cross-bar stand. The shirting is also continued in soft flounces over a part of the floor, forming a suitable foundation for the shirt unit. A strip of cravatting silk is folded into a fan-shaped design and pinned firmly in position on top of the shirting drape. Another strip of shirting material is folded over a walking stick which is seen on the left, and the wide end of a four-in-hand is here used to add to the decorative effect. Dark green plush is used as a foundation covering for the base of the window. There is nothing intricate in the various poses, but as a whole the trim has a decided individuality that is largely due to the balance, spacing and beauty of the color scheme.

Avoiding Clash in Color Harmony.

It may be safely asserted without fear of contradiction that Autumn has been credited with a more vivid and contrasting combination of colors, particularly in shirts and cravats. Some of the most striking of these are royal purple, navy blue, Turkey red, dark cerise, emerald green and Persian orange. These colors being very attractive, their treatment in window decoration is striking yet none

the less difficult of execution if one is to avoid a clash in color harmony.

If a careful study be made of contrasting materials, one can hardly fail to realize that it is more difficult to exhibit strong colors to good advantage than the softer tones and less conspicuous patterns. To mass vivid colors together would practically rob the goods of all their individuality, while on the other hand to spread them out too much would result in too bold an effect. For these reasons alone contrasting materials present a problem, the solution of which requires a thorough study of arrangement and knowledge of color harmony.

The window artist who regards his task as merely a draping of a few articles on a few fixtures, so folk outside may see them, has a woeful misconception of what knowledge really is required to properly present the shop's offerings in a way that will invite inspection, create interest, and convince one of the advisability of placing his order right there and then.

*Maclean
New York.*

Playing Up To Big Local Event



This is a feature of window dressing that is lost sight of too frequently,—labeling a big local function in a window trim. Windows are dressed for a horse show, for races, for St. Patrick's Day, Dominion Day, Halloween, and so forth, but seldom is any effort made in a medium-sized city or town to connect up a social or sporting event by actually naming it in the display. Here Mr. Wolff of Cressman's, Peterborough, focussed the attention of all who were planning to attend the "Belmont Club" At Home by using the name on a card and then gathering in one trim all the evening clothes and accessories that would be required: the dress suit, gloves, shirts, collars, programmes, etc. It is not surprising, then, that thus identified with a social occasion that stood out most prominently at the time and was attended by hundreds that many sales were the direct result of that excellent window.

OVER 1,000 DISPLAY MEN IN CONVENTION

Number of Canadians Attend International Meeting in New York — Stunts in Men's Wear Trims—Display Window as Sales Promoter — "Wake" of the Trimmer.

Special for Men's Wear Review by Canadian Delegate.

NEW YORK, August 5 (Special).—The eighteenth convention of the International Association of Display Men was brought to a close to-night and nearly two score Canadians are not sorry they came. Over 1,000 were here from all over America and when we marched in a body on Monday last shortly before noon—after a trip in our own car from Toronto—they gave us a right hearty welcome. Apart from the very excellent educational programme and visits to New York's greatest stores, the most entertaining part of the four-days' programme was the "Wake" of the Window Trimmer—put out in the third round by the Display Man. The "Wake" of the "Window Trimmer" in Canada was held as a matter of fact one year ago, at the third annual convention in Toronto

Exit the "Window Trimmer."

As a local trade paper put it:

"The king is dead—long live the king. Both kings in this particular case were window men. The victor, Display Man; the vanquished Window Trimmer.

"Although nearly twice the size of his opponent, the longer experienced in the game and better known by those at the ringside, Window Trimmer fought a game, but losing fight last night at the banquet of the International Association of Display Men at the Waldorf Astoria. The loser fought hard all through the short fight, which came to an abrupt end in the third round, but the clever, confident, onrushing Display Man was too strong for the old veteran

Showing Up Pyjamas and Smaller Lines in "Off" Window



This is a type of window that has proved a sales-getter for the Eaton Annex. It is the south one of two windows, the northern being reserved usually for ties and shirts. This is devoted mostly to pyjamas and underwear with hosiery and dressing gowns figuring at times. When this view was taken in July there was a showing of men's bathing suits. There was a general ticket in front and smaller price tickets on each suit. Summer underwear, pyjamas and hosiery also were shown in smart draping and these also were price-ticketed. The upper glass shelf, suspended from the top by silken cords is also utilized. Three shades of plush are used to soften the ground,—green on the shelf; and a golden brown and a red for the lower trims. The window is changed two or three times a week. The natty arrangement of the garments is worth a study. The trimmer was Eric Taylor.



Attractive Fall opening display of Claman's Limited, Vancouver. This is a well-arranged window with lots of variety in make-up and trimming devices. It is too well balanced, if anything.

and so he went down to defeat and death, conquered but not disgraced.

It took a short jab to the chin to do the trick. When his seconds and friends forced their way to his side in the ring, where he lay full length on the floor, Window Trimmer was breathing his last, beyond all human help. In his place stood Display Man, the youngster who in just a year has spanned the divide that separates mediocre from perfection. He received his laurels with calm dignity and happy satisfaction.

"Display Man weighed in at 140 pounds; Window Trimmer at 190, ringside. Official time, 9 minutes, 20 seconds."

At the election of Officers, A. J. Edgell, who was one of the speakers at the Canadian convention last year, and who has contributed several articles on the use of electricity to Men's Wear Review—and will again—was elected president.

Among the Canadians who took a prominent part in the convention was Mr. "Jack" McNabb, of Peterborough, our president, who was recalled at the close of his paper to receive a share of applause.

Round of Applause for Canadian.

A prominent New York trade paper which is giving prominence to his address said at one point:

"Mr. McNabb got a round of applause when he said that in the past the advertising man of a store had a comfortably fitted office of his own while the display man—formerly

the window trimmer—had his working quarters in a corner of the cellar. The applause was taken to mean that many in the audience have since graduated from the cellar corner to offices of their own 'upstairs.'"

New Stunts in Men's Wear.

"New and Practical Stunts in Men's Wear" was the subject of a demonstration of particular interest to men's wear stores by a display man who is becoming well known to Canadians through trims that have appeared in Men's Wear Review—Walter F. Weiner, of Brill Brothers.

"There are a great many ways of handling men's wear and there is no one particular way which may be called the right way," he began. If a display is attractive and is correct as far as the blending of color is concerned, and produces results from a commercial standpoint, that display is correct.

One of the most important points of correct display, said Mr. Weiner, is the selecting of merchandise. The colors should be correct in every detail, as there is nothing that will mar a display as quickly as wrong color combinations."

Care in Color Scheme.

Mr. Weiner continued: "No matter how well a display may be arranged, as far as the layout is concerned, or how artistically you have draped the merchandise, the display is all wrong if the color scheme is incorrect. In showing men's wear make each and every article in the display

Soliloquy

With profound apologies to either Shakespeare or Bacon or both

To be or not to be, that is the question.

.....

Whether the loose coat or its counterpart,
The tight, which closely fits the form, will have
The bigger run for Fall and Winter next?

Aye, there's the rub.

We tried in early Spring

To settle it, and gave

Opinion then in favor of the loose,

And bore with some who said to us, "Nay, nay!

Will your prediction hold when Fall arrives?

We think it not; *our* overcoats for Fall

Will be the tight variety." Yet now

A number of the manufacturers—

The greater number—for the Fall pronounce,

Corroborating our prophetic sight,

That most men, in particular the young

And smartly dressed, will don the looser coat,

And though the tight and snug coat surely will
Be something worn, we think it will not share
The popularity the looser one
Will have.

.....

But hold, I add a personal note:

It is a mournful one. Alas, alack,

What care I if the coat for Fall be loose

Or tight, or both or either, all or none,

Hey, lackaday, ah me, ah mis'ry me,

I can't afford to purchase one at all,

But must make do with one that is, at least,

An aged one,

And really done

Some years ago.

I know 'tis so.

H. S. E.

August, 1915.

stand out. If a garment has any special feature such as silk lining, or a fancy back, show that particular feature in as distinct a manner as possible, but in doing this do not lost sight of other parts of the garment. Give them all fair play and show them in their true and natural form.

"If you want to give the side view of a coat, do not hang it on a fixture in such a manner as to convey the impression that you are a success as a builder of scarecrows. Take the coat and arrange it where you want it to remain. Adjust your stand the proper height for draping the garment, then stick to that garment till you make it look tempting. Fill it out at the shoulders and drape the skirt gracefully. Bring out the form of the sleeve work, here and there, all over it, until you get it right. It may take time, but that is what you are getting paid for, and if you do your work well you will get well paid for the time you take to do it. Hide the top of your fixture with a pair of gloves or a tie or both, and a cane for a final smart touch, and the drape is complete."

Used a 34 Form.

Mr. Weiner said he generally used size 34 form, "as small forms have more character and make a smarter display. Correct forms are absolutely essential to correct display."

Show Window as Sales Promoter.

Mr. McNabb's address was on "The Show Window as a Sales Promoter." Some of his bright remarks on this topic included:

"As inevitably as fate itself a good window display will sell more of the goods displayed and the cash receipts will show it. Some of the highest-price space in the world is in show windows, but they more than pay their cost in the increased number of sales made. Good window displays are not only good business builders—the lack of them turns away our trade for the benefit of our wiser competitor—

"Remember the store front makes the first impression,

what will you have, 'good,' or 'bad.' Store fronts like men, are judged largely by their appearance—make yours the best appearing. A poor neglected store front will do as much good as no front at all!

"Buying centres are formed by attractive store windows. Take any city of moderate size and group in the same block three or four stores noted for their individual and interesting window displays, and you will find that there is a buying centre. The public wants to be shown, and they will go any place where there is enough for them to see.

Change Location or Change Window.

"A merchant who has not a window that will admit of suitable display should change his location or change his window.

"Appropriate display fixtures are the most essential requisites of a well constructed window. Gold-lacquered fixtures are usually preferred to oxidized or nickle ones. As gold appears warmer and looks well with all colors of merchandise.

"Arrange with the advertising manager to advertise your window displays.

"No matter what kind of merchandise you are displaying always display a card describing the goods and make this description as short and as snappy as possible, using plain lettering so the passer-by can see and read without stopping. Have the cards in your windows of uniform size, avoid brilliant colors, it shows poor taste and crude judgment and is a detriment to the merchandise displayed, your show window cards should never carry an appearance of a circus poster.

"Don't overcrowd your displays. If you are catering to a high-class trade be careful that the window has a refined appearance and on the other hand if you wish to appeal to the cheaper trade trim your windows accordingly—making the display a little stocky—but not crowded. No matter how good the merchandise a crowded window has the appearance of a junk pile."

PEARL GREY WILL DOMINATE FALL SOFT HATS

New York Correspondent Picks This Out as Radical Change From Dark Shades—New Light Weight Line Showing—Overcoat Makers Still in the Air—Soft Collar Proved Weak.

Forecast of Autumn Fashions.

Coming

Predominance of corded lincens and silk mixtures in shirts.

Very rich colorings in shirts.

Oblong handkerchiefs instead of square.

Self striped borders in place of hemstitched.

Grey favored as early autumn shade in suits.

Distinctive self pattern in ware of evening wear fabrics.

Evening waists show brocades in jacquard designs.

For dress wear form-fitting, double-breasted overcoat, with deep soft roll lapels. Box overcoat for older men.

Pearl grey keynote to soft hats, which will continue great popularity.

New lightweight felt for early Autumn.

Conservative models in stiff hats.

Sport shirt, Palm Beach suits and white buck shoes tried out by smart men and accepted.



ALTHOUGH New York, now more than ever before, is looked upon as the trying-place of fashion, it would scarcely be fair to the average man to judge the present-day vogue entirely from the viewpoint of Fifth Avenue. Nor can one safely judge at this particular season the prevailing styles from the throngs that constitute the pulse of the Great White Way, as visitors from far and near are surging the length and breadth of this cosmopolitan thoroughfare. Many of the prominent Broadway shops, too, are still lingering in the wake of clearance sales, as business was dull in the beginning of the Summer, and the showing of Autumn goods is naturally deferred as long as possible. But by closely observing the character of merchandise being sold at unprecedented reductions, the occasional advance display of new Fall goods in some exclusive shops and also the styles sanctioned by well dressed men in all walks of life, one can disentangle from the harum-scarum mesh of varied fashions the most approved tendencies and also arrive at a fairly accurate forecast of Autumn offerings. Predictions by the manufacturers of various dress commodities as to what will be popular is often a poor barometer to go by. The wearer himself and the shop that caters to a discriminating clientele are unquestionably the safer guides.

So far, the early showings of Autumn shirtings are only seen in the exclusive shops, and everything pertaining to style seems to hinge on striking colors. There is certainly nothing new in weaves. A predominance of corded lincens and silk mixtures is evidenced. Colored grounds and stripes are shown in wide assortment, and starched cuffs and pleated bosoms are claiming the attention of the best custom shops. This is also true in regard to the orders placed by the popular merchant.

Soft Collar Praised More Than Worn.

With the waning of Summer comes the waning of the soft collar vogue. This is contrary to the claims of the makers, but the tremendous popularity of the soft collar predicted by the manufacturers was also disappointing. It seems that soft collars have been praised more than worn. Ninety-nine men out of a hundred prefer the starched effect under all conditions, at all times and in all places. This deduction is arrived at wholly by close observation. There is no doubt but that the soft collar is comfortable, but with all its recent developments and improvements in construction, shape, etc., it does not look spic-and-span. It seems that regardless of the proverbial utterances of fashion commentators and clever ad writers, its tower of vogue is shaking at the very foundation, excepting for certain sports in which category of dress, the soft collar properly belongs, although even here the limp attached collar is quite as satisfactory.

Neckwear for Autumn presents a dazzling array of richness in colorings, in which burnt orange, maroon, laurel green, deep navy and royal purple predominate. Simplicity in pattern such as treatments in detached floral effects on solid grounds, combinations in stripes and figures and miniature reproductions of old tapestries and oriental rug designs are favored. Checks and contrasting stripes are conspicuously absent in the present displays for Autumn and many of the expensive cravats show richly brocaded patterns in splash grounds and Autumn colorings. In every instance, nevertheless, the patterns are not intricate but large and bold. Neckwear for Fall and Winter promises to be unusually interesting owing to the fact that instead of several distinctive types to demand one's interest only cut silk cravats loom up strong. This means that the makers will put their entire energy into the production of a certain character of goods and doubtless we will have an unusually fine selection to choose from.

The popular vogue of colored and fancy handkerchiefs still continues to hold sway. For day wear white linen with contrasting borders, such as stripes in black and white on a solid grey border or green and white satin stripes on a soft chamois tinted border.

Handkerchiefs with narrow borders also seem to be coming in again. These borders are not conspicuous but are in delicate tones of turquoise, heliotrope, tan, Nile green and the pleasing shades of subdued Autumn colors. It seems now that the all-white handkerchief is sanctioned only for formal afternoon and even-

OBLONG HANDKERCHIEFS SHOWN IN NEW YORK

Plain Whites Only for Formal Wear—Ties Show Dazzling Array of Richness—Self Pattern in Weave of Evening Suit Fabrics—Remarkable Strength of Sport Shirt and Palm Beach Suit.

Special Correspondence of The Review.

ing dress. Embroidered monograms are very popular, the latest of these showing cut-out grounds. For evening wear the exclusive shops are showing handkerchiefs of sheer white linen with self-striped borders or grounds and corded edges which take the place of the usual hem-stitched borders. Oblong handkerchiefs instead of square are a novelty being shown by one of the most exclusive New York shops.

Distinctive Self Pattern in Evening Wear Fabrics.

In the new Fall models in sack suits the two-button jacket is a strong feature. In shape the form fitting model is still sponsored and the lapels are designed much narrower than the wide effects seen last Spring. The trousers are still short and trim in fit and made with cuffed bottoms.

Double-breasted jackets are coming in strong for Autumn but they are only becoming to the slender figure to which they lend a look of breadth. The short man and undersized type should avoid them as they tend to exaggerate his out-of-proportion build and flatten him out. Grey is sponsored by the best custom shops as a desirable color for early Autumn.

The favored evening suit fabrics for Fall come with a distinctive self pattern in the weave. Shadow stripes, invisible checks and diamond figures in black upon black are "smartest" for both the swallowtail and Tuxedo jackets. The same idea of pattern (to pick out the high lights) applies to the evening waistcoat whether it be white or black. Merely plain fabrics are too lifeless to tally with the present day fashions. Some of the newest effects in evening waistcoats show brocades or jacquard designs which scintillate with many points of reflected light.

Overcoat styles are yet quite questionable since the covert cloth is not to be revived. Some authorities claim that big coats will again be popular while other equally good authorities say that only snug fitting overcoats will be in style for this coming Fall and Winter.

It is apparent that in the dress overcoat for young men, fashion is veering toward the double-breasted form-fitting garment. It is made with deep soft roll lapels, a high velvet collar and buttoned-through front. There is also no question but that for older men the box overcoat with medium white lapels, fly-front and broad velvet collar will be favored. From all indications, in the absence of any distinctive innovation there will be a varied assortment of styles including storm coats, great coats, balmacaans, raglans, ulsters, etc. Regarding fabrics the choice will be quite as varied in smooth, rough, heavy, light, waterproof, etc. That no single style is particularly favored is a condition unprecedented in the matter of overcoats.

The popularity of soft hats will continue unabated. Pearl grey is the dominant keynote in color scheme while light brown and green in distinctively new shades are seen. But each season, just as every song, has its keynote and grey is unquestionably to be the dominant color in soft hats for Autumn. The Renaissance of the pearl hat makes a rather radical change in color since brown and green have been so popular. Men who have been wearing dark mixtures in fabric effects, dark greens and the like, will doubtless feel it incumbent to adopt the new soft felt in pearl grey or one of the new colors if he regards "smartness" in dress a factor in his existence. A very noticeable feature in the new Autumn soft hat is the smooth finish instead of the rough nap effects so popular a season ago.

In shape the Alpine has come into prominence once again. After the bedlam of freakish soft novelties that reached the height of excess last year this smart and dignified hat will doubtless meet with instant favor. The crowns are full and the brims are well rolled on the sides. Both bound and welt edges are to be extremely popular. The bows are conservative in proportion and placed strictly on the side. In all the better makes of soft hats the fancy and rear-quartered bows are absent. Flat set brims are being shown in the new felt effects but this is evidently only the undercurrent that will meet with little favor—merely a wasted drift under the surface of style. Light weights par-

Going

Waning of soft collar vogue which has proved very disappointing all season to the manufacturers—"Praised more than worn." Position being shaken at the foundations.

No ties strong except cut silk.

All - white handkerchief sanctioned only for formal afternoon and evening wear.

Later models confirm death of wide lapels on coats.

Rough nap effects in soft hats displaced by smooth finishes.

Flat set brims in new felt shown but merely an undercurrent.

Fancy and rear-quartered bows absent.

Pearl colored derby being tried, but likely to meet with same failure as brown derby.



ticularly in the better grades of soft felts are a new development that is evidently superseding the old type of soft hat. They are made of extremely firm texture that will "hold up." Some of the newest models are exceptionally light and are worn in somewhat negligé effect. They are as comfortable as a straw hat and even lighter in weight. For early Autumn wear they are a welcome change from the straws.

In the wake of the pearl colored soft hat, the pearl colored derby is scheduled for a try-out this fall. It is thought that its color harmony with the still prevailing vogue of grey upper shoes will commend it to the smart dresser. This is merely a notion of the moment, however, and it will doubtless meet with the same failure as has the brown derby. From one of the best authorities one is assured that the black derby is certain of its usual supremacy.

Conservative shapes in derbies predominate. Very few novelties or extreme dimensions are shown. The new models have moderately high crown and medium to narrow brims well rolled at the sides.

Popularity of Lightweight Togs.

As long as warm weather abides the vogue of warm weather attire will hold sway and we note some very interesting features in light-weight togs in the evolution of fashion. It is noticed that the "sport" shirt has unexpectedly made a favorable impression upon the general public. At first only actors dared appear in the spotlight of public gaze attired in the breezy comfortable garment with unthrottled neck and generous in dimensions, with the sailor-like collar sometimes worn outside the jacket, sometimes buttoned up like a soft fold collar, with a loosely knotted poplin four-in-hand, but now they loom up everywhere in town as well as at the seashore.

The very same thing is true of the Palm Beach suits and white buck shoes. People at first simply would not willingly sanction these innovations but now that they have been tried out by smart men and proved a boon to comfort as well as good to look upon, everybody who is "somebody" finds his wardrobe incomplete without a suit of Palm Beach cloth, Shantung or pongee silk. It may also be interesting to mention in this connection the accessories that usually accompany this outfit. Either the leg-horn or Panama hat is mostly seen, although sennt straws are considered quite fashionable. Puggaree bands of Shantung silk with either polka dots or clusters of cross stripes are much used on Panamas. The shirt is usually of crepe silk, preferably plain India tint with soft cuffs. One would think that the collar might also be soft, but it is not, that is in the majority of instances. Men seem to cling to the stiff fold collar and particularly the flexible starched kind mentioned last month. The cravat is usually light in color to match the suit or black which contrasts smartly with light colored apparel. With white buck shoes and either champagne or black half hose one looks really well and attractively dressed.

Men are even going without coats, for instance almost any afternoon or evening it is possible to see men venturing a block away from their hotel in negligé dress, consisting of a Panama hat, a long pointed fold collar, bow tie, pongee silk shirt rippling in the breeze, white flannel trousers, white silk hose and white buck shoes. Heretofore such a turnout was frowned at but the public to-day seems more inclined to look with envy upon the sensibility and comfort of such dress. This only comes to show what we may expect to see when another Summer rolls around.

MACLEAN, NEW YORK.

The Canadian Meeting

Members Decide to Hold Next Year's Convention in Toronto—Winners of Prizes in Competition.

NEW YORK, August 5 (Special).—The annual meeting of the Canadian Association of Display Men was held in the Breslin Hotel on Tuesday evening, August 3. Every member attending the convention was present, together with Mr. A. J. Edgell, the president-elect of the International Association and Mr. A. E. Hurst, both honorary members of the Canadian Association.

The president, Mr. J. A. McNabb, Peterboro, made an earnest appeal for new members and after the report of the secretary-treasurer, Mr. F. J. Thompson, St. Thomas, Ont., the following officers were elected:

There was no other name mentioned for the presidency and Mr. McNabb was re-elected by acclamation. The same honor befel Mr. Thompson, in both cases for the third year in succession.

The complete list of officers is as follows:

The officers for '915-16.

President.—J. A. McNabb, Peterborough.

First Vice-President.—A. W. Mindeson, Regina, Sask.

Second Vice-President.—W. A. Andrews, St. Thomas.

Secretary-Treasurer.—F. J. Thompson, St. Thomas.

Executive Committee.—L. Veale, Chatham; S. Moon, Ingersoll; W. S. Hay, Kincardine; W. G. Moir, Hamilton; H. H. Black, Men's Wear Review.

The place of meeting for next year's convention did not take long to settle. It was decided unanimously, to return to Toronto where the first three had been held. The association will affiliate with the International if the Canadian organization will be allowed to continue, separately, its own rules and contests.

There was a spirited competition for the Silver Cup given by The Review and the gold and silver medals, awarded as prizes in the annual competition for window trims, advertising and card writing.

The Prize Winners.

The judges of the competitions were leading members of the International Association, Carl F. Meier, of Iowa; Mr. Hoffstadt, past president of the I.A.D.M., and Mr. A. J. Edgell, the new president of the I.A.D.M. No names were allowed on the entries.

The Silver Cup for the best six windows was won by Mr. Thompson; the gold medal in class 4 by Roy C. Root, of Napanee; the silver medal in the same class by Warren Andrews, St. Thomas; the gold medal for men's wear trims by Mr. Hazel, of Gaudet & Co., Sault Ste. Marie; and in class 8, ready-to-wear, the gold medal went to A. W. Murdison.

In cardwriting the gold medal in class 1 went to A. G. Munroe, of Portage la Prairie, Man.; and the silver to Will Surman, of Fort William. For prize cards the gold medal also was won by Mr. Munroe, with Mr. Murdison securing the silver.

The gold medal for advertising was awarded to J. A. McNabb, and the silver to C. Laurence Whitney, Orillia, Ont.

at this column and it is all there laid out ready for him. He does not have to dive into his shelves nor look at other records, nor get out dusty correspondence; it is all there strait in front of him on one page of the stock book.

Now each of these compartments indicating the stock of suits on hand is made to correspond precisely with the stock on the shelves in the store. It is done by the very simple expedient of listing how many suits there may be in any particular size, any particular number in the proper compartments, and then, when one suit is sold, simple expedient of listing however many suits there may be by a diagonal stroke. We show this again on this page so that the reader may understand exactly how it is done.

Here, then, in one book is a complete record of the complete stock. What is true of men's blue and black serge suits is also true of hosiery, shirts, boxes of collars, overcoats, accessories, and every other blessed thing which is being sold in that department. A page is devoted to a record of each and this stock book is kept in this simple but very effective manner that we have indicated. Whenever an article is sold it is marked down on a check—the check which goes with the bill—and at the end of the day the head of the department simply takes the checks and compares them with the stock book, noting on every page what has been crossed out and therefore how much of the stuff remains.

Ten Minutes a Day.

Note the remarks we have just made about writing down on every check given, that is, for every article sold, the full description. This is done very quickly; it does not take a minute more and it affords a particular and good check on every transaction. We do not mean to say that

all the details are written down, but the number of the suit and the size is written down, and therefore it is a simple thing to check it off at the end of the day.

In conversation with Mr. Bert Tully, who is at the head of this department in this particular store, The Review elicited the information that 10 minutes at the beginning of every morning and an hour once a week are enough to post up the records and keep every stock book exact and indubitable.

Comparing Results.

We made some remarks just now with regard to the system of keeping stock and balancing stock and comparing stock which is followed out right throughout this big store. This is exemplified still further by the fact that at the end of every six months the transactions for the six months previous are compared with the corresponding months of the year before. They are compared week by week, and day by day. In this connection it is seen just how much stock there was and of it just how much was sold for the last six months, and then it is seen how much was bought and sold in the six months of the year previous. It is therefore easy for the man who is doing the ordering to see how much stuff he will require in one particular line for the next six months.

This is another part of the system obtaining in the Bristol store, and we shall go into this in a future issue. Meanwhile it is sufficient to say that by keeping such adequate and yet not too detailed record of what there is in the store and what is sold and what is not sold, the wheels of business machinery are kept running smoothly, wisely, economically, and well.

RAILWAY MEN DEMAND HIGH CLASS LINES

Good, Steady Salaries and an Eye for Quality—Have a Partiality for Blue Clothes—Farnham, Que., Men's Wear Store Gets Good Prices From Men of the Steel Road.

Special to The Review by Traveling Staff Writer.

MONTREAL, August 18—(Special).—Farnham, in the Province of Quebec, is a divisional point on the C. P. R. It is a railwayman's town, and although the population is small, there are enough men there to support a really good haberdashery store. This is operated by George Clement, Ltd., who has other stores in various Quebec towns.

When one thinks of a railwayman's store, one instinctively thinks of gloves, overalls, caps, drill shirts, in short, of workmen's clothing. The store of George Clement does not give that impression. He does a high class tailoring and men's furnishings business—with railwaymen.

This is a class of men not very seriously affected by the war. They buy thirty and thirty-five dollar suits, and occasionally go in for a dollar or a dollar-and-a-half tie. That cannot be called a cheap trade, and the appearance of the store gives the lie to such a suggestion. Strange to say, this store does not handle overalls. There are other stores in town that do. With a heavy demand, there was naturally keen competition for this business, with resultant cutting in profits. The haberdashery store eventually left it for the others to fight out for themselves.

Take men who are driving or firing locomotives, or conductors; their wares run anywhere from \$100 to \$150 a month. Even in dull times they get this pay, so that

stores in Farnham do not feel the depression as keenly as in a manufacturing town. Of course, it is felt a little, as there are young men who used to run spare trains, whose trains are cancelled now.

Railwaymen are a body of men who go more in for blue than any other class. George Clement, Ltd., sell a big proportion of blue suits. Gloves are a big line, and it is the only line this store handles specially for railwaymen. A new pair is required on an average once every month, as these workmen are hard on gloves. They never buy anything cheap, paying from a dollar to a dollar and a half per pair.

Just as in their clothes and gloves railwaymen buy stuff of first-class quality, the same with other lines of haberdashery. For their hats they will pay four to five dollars, in many cases insisting on the best hat made. Naturally there is a good demand for celluloid collars, which runs to about half of that for linen collars. The only trouble as far as the dealer is concerned, is that they last too long.

With his big pay, and his disposition to have something nice when his run is over, the railwayman goes in for sports, and equips himself to enjoy it. Sports shirts have been in heavy demand this year, and all other lines of Summer goods.

PARABLE OF THE BLUE HAT THAT WASN'T

By H. S. E.

ONCE upon a time there was a retailer who sold men's wear. He was a good man and true but he had a failing: he was absent-minded. He forgot things. He was the sort of man who would work all day like blazes, and at the end of the day he would not be able to point to much work done. If he hauled a bale of cotton goods upstairs he would stop to wipe the perspiration from his forehead, during which time the bale would roll down again, and then, looking at the wreckage he would say: "I didn't think the bally thing would do that, y'know."

One day he perceived that the sun was very hot indeed. He was glad of this because he had bought an awning for his window and he wanted to use it. He loved that awning like Benjamin Franklin loved his whistle, and like flies love jam.

So he went out and pulled down the awning. And he stood and surveyed it, and thought what a poetic thing an awning was and adapted Omar Khayam to sing its praises. Then he went into his store.

Now this next bit is not for publication, but the fact of the matter is that it was warmish and as the retailer had just lunched, both otherwisely and well, he could not refrain from taking a nap. Picture him then slipping further and further into the arms of Morpheus, (it's perfectly proper! H.S.E.) among the collar boxes and the straw packing on t'other side the counter.

"I want a hat!" This was the phrase which awoke him. Its welcome sound collected his scattered wits in an instant and he nearly jumped over the counter at the prospect of making a sale for the most of the men in the town had gone to share in the delectable business of knocking the "I" out of the Kaiser, and it made a difference to sales.

So with alacrity (I use this word because it sounds as if I possessed a vocabulary) he proceeded to sell the man a hat. He had a "wide and varied range" (see our "Art Aids to Artful Aids"), and at last the customer chose a lid, tile, chapeau, roof, hat, piece of head gear, or anything you want to call it.

"This is blue isn't it?"

"Blue it is," said the salesman, flicking an imaginary molecule of dust. (Good word "molecule."—Ed.)

So the man bought the lid, tile, chapeau or any of the

other names I enumerated, and requested that it be sent up. The retailer promised that it would, thus directed the junior, and returned to the arms of Morpheus for forty more winks.

* * *

The hat was duly sent up. That night the man who had bought it wore it and had it admired. He took it in his hand, fondled it affectionately, and exhibited it to his fellow habitués of the club. These gentlemen passed judgment upon it by agreeing it was a "A Peach," "A Pippin," "A Swell Tile," "Some Lid," "One Hat" (which is Broadway), while two Englishmen respectively referred to it as "rippin'," and "Gorgeous, don' cher no." All of which was a triumph for the man who bought the hat.

* * *

Alas and alack! Hey lackaday, misery me! Pest! Car-ramba in fact—would that I might let it go at that. But the morning came and with it the light and when the man donned his hat and arrived at the office he was met with caustic queries such as "Where did you get that hat?" "Going to a funeral?" "Who's dead?" and the like. For the fact was that the hat was black and not blue.

But, at any rate the air was blue if the hat wasn't! What that customer said about the dealer who sold him the hat was the last word in the art of diatribe! (No, sir, this is not the tribe that was lost. It's another kind of tribe.—Editor.)

You see the retailer had put down the awning when the sun was hot and he forgot to put it up again. He never allowed for the fact that the sun might have retired for the day, and that this, accompanied by the shadow cast by an awning, had made the store so dark that not only the customer but the retailer as well had mistaken a black hat for a blue.

The customer made a mighty vow. He vowed that he would sooner go hatless than be fooled like that on going to that store. "I'll never go near that gol-darned store again," he said.

And he never did.

And the moral is that it's no good to put up the awning after the customer has been fooled. Safety first!

BALLOONS WENT UP—PRICES CAME DOWN

A Port Hope Men's Wear Man's New Stunt—Fifty Fire Ballons Used—Publicity of a Startling Kind—Three Thousand Hand-Bills as Aids to Successful Sale.

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

Tnew. Its taste in merchandising, just as its taste who has a new stunt. The public wants something HESE are the days of stunts. Blessed is the man in food, has become vitiated. The public's merchandising palate needs to be tickled. The public is jaded. Unless it is the case of a man who has been established for a long while a successful men's wear man nowadays seems to find it necessary to engineer various devices to catch the public eye.

One of the best examples of this we have seen lately was the Balloon Sale which Mr. Jennings, of Port Hope, put on recently. Mr. Jennings found that he had a good deal of stock that he could not sell at full price and he was anxious—in view of the fact that it is now war time and buying is possibly slower—to clear out this stock at a fairly advantageous price. He decided on a sale but a sale just labelled "Sale," was no good; it is too common an occurrence to create a good deal of interest. He conceived the idea, therefore, of having a balloon sale and he made the public more or less familiar with the balloon part of it rather than the sale part of it. He did it after this manner. He purchased between forty and fifty paper fire balloons: these cost him—the large size 25c, and the small size 17c each. As we shall show, that was a very good investment. Then he sent up twenty of these balloons one night, each of which had a tag attached to the tail which announced that anybody who picked up the balloon and presented the tag at the Jennings store in Port Hope would get a dollar's worth of goods free.

Seizing the Opportunity.

Mr. Jennings also availed himself of a good chance. The opportunity of a lifetime should be seized in the life-time of the opportunity. There was a garden party being held in Port Hope the Saturday on which Mr. Jennings' sale was due to start so without any announcement or obtrusiveness at all Mr. Jennings had five of his balloons sent up that night from the grounds of the garden party. This naturally attracted some attention—he had got the right moment; because he had got the people altogether—and the interest was kept up by the fact that some of the balloons traveled no less than eight miles. All of them drifted here, in the direction of the surrounding country.

And a consignment of balloons was sent up every Saturday for three Saturdays. That was publicity in a large way. You can never tell where advertising of this kind will bear results. These balloons were sent out from one place but they traveled over the country side and inasmuch as Port Hope is in the middle of a farming community—is the centre of a circle of prosperous farmers—this method of advertising a sale was mighty good because the novelty of the thing and the interest which would attach to it in the eyes of anybody who happened to pick up one of the balloons were enough to guarantee a casual call at the Jennings' store at any rate.

JENNINGS Balloon Sale



July 31 to August 14
\$15,000 Sale of Clothing, Furnishings, Hats and Caps

JENNINGS

Bank of Toronto Building - Port Hope

\$1.00 Summer Tuxedo Coats.....	\$1.00	\$1.25 Raincoat 1-button.....	\$1.25	\$1.25 Knives.....	\$1.25
\$1.50 and \$2.00 Furry Coats.....	\$1.50	\$1.50 Dinner Suits.....	\$1.50	\$1.50 and \$2.00 Waterproof Coats.....	\$1.50
White Duck Coats.....	\$1.50	\$1.50 \$1.50 Raincoat 4-button.....	\$1.50	\$1.50 Waterproof Coats.....	\$1.50
English Hill Coats.....	\$1.50	\$1.50 \$1.50 Raincoat 4-button.....	\$1.50	\$1.50 Waterproof Coats.....	\$1.50

\$1.00 Knives.....	\$1.00	\$1.25 Knives.....	\$1.25	\$1.50 Knives.....	\$1.50
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\$1.00 Suits.....	\$1.00	\$1.50 Suits.....	\$1.50	\$2.00 Suits.....	\$2.00
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We Start the Furnishing Department With a Sale of High Grade Shirts at Balloon Sale Prices.

W. G. R. and Arrow Brand
Size—18 Tying Neck to 19 Stout Men's—Complete Stock.
\$1.00 Knives..... \$1.25 Knives..... \$1.50 Knives..... \$2.00 Knives..... \$2.50 Knives..... \$3.00 Knives..... \$3.50 Knives..... \$4.00 Knives..... \$4.50 Knives..... \$5.00 Knives..... \$5.50 Knives..... \$6.00 Knives..... \$6.50 Knives..... \$7.00 Knives..... \$7.50 Knives..... \$8.00 Knives..... \$8.50 Knives..... \$9.00 Knives..... \$9.50 Knives..... \$10.00 Knives..... \$10.50 Knives..... \$11.00 Knives..... \$11.50 Knives..... \$12.00 Knives..... \$12.50 Knives..... \$13.00 Knives..... \$13.50 Knives..... \$14.00 Knives..... \$14.50 Knives..... \$15.00 Knives..... \$15.50 Knives..... \$16.00 Knives..... \$16.50 Knives..... \$17.00 Knives..... \$17.50 Knives..... \$18.00 Knives..... \$18.50 Knives..... \$19.00 Knives..... \$19.50 Knives..... \$20.00 Knives..... \$20.50 Knives..... \$21.00 Knives..... \$21.50 Knives..... \$22.00 Knives..... \$22.50 Knives..... \$23.00 Knives..... \$23.50 Knives..... \$24.00 Knives..... \$24.50 Knives..... \$25.00 Knives..... \$25.50 Knives..... 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Fall Opening Window in Black and White Effects



A window of Fall creations, dressed for the Robinson's Clothes Shop, 221 St. James Street, Montreal, by W. A. Crocker. The feature of the display is the effective use of a black and white background of stiff cardboard, both in the panels, and on the floor. Special trellis work was put up for the window, which is very effective. The display cards, and the neck handkerchiefs for the models were black and white. This stripe effect will be continued each month, with variations in color.

Youngsters in "Balloon" Automobile.

Nor was this all. In addition to this novel way of advertising no less than three thousand hand bills were distributed in Port Hope and around the immediate neighborhood. This too was done in a way somewhat new. Six boys went round the town distributing a portion there but the main body of the bills was disposed of by means of two youngsters who went in an automobile for 100 miles over the country-side. On the back and the front of the car was a picture similar to that which adorned the front of Mr. Jennings' store. This was of a very big balloon almost as big as those sent up and a crowd of people depicted below. Across the top of the poster was written Mr. Jennings' name. One of these posters adorned the back and another the front of the automobile which carried the youngsters into the country. The bills were placed on boards, upon posts and distributed at the houses and farms of all the people living in the radius. We reproduce on this page a copy of the bill which was thus distributed; this bill was actually about three feet deep by one foot wide.

The store itself in Port Hope was decorated in a manner which would naturally attract a crowd. Nothing was visible in the windows or through the glass in the door but huge poster displays, after the manner described above. So that the fact that met the eye was not a window full of goods but a window simply placarded over with two huge display posters of a big balloon and a crowd of people underneath it. The same applies to the door.

As to results? These were distinctly good. On the first Saturday alone a whole raft of stuff which had been hanging round the store for some time was disposed of at advantageous figures, and while the sale—at the moment of writing—is still proceeding—we hear that Mr. Jennings' enterprise has won the day and that he has made good on this sale.

This is as we say something new, more or less; they say there is nothing new at all under the sun, but if there is, then this balloon sale is one of the few things. It certainly got the business. And in the troublous times anything that will do that, fairly, of course, is worth while.

THE ROLL OF HONOR.

The employees of the Sanford Mfg. Co. gathered at closing time to do honor to one of their comrades, Thomas Webb, who has enlisted with the 76th battalion, C.E.F. C. P. Olliver told the young soldier how proud they were of him, and on behalf of the employees presented him with a beautiful silver wrist watch, suitably engraved.

The patriotism of the employees is further shown by their decision to give a machine gun. This is the fourth gun to be given by this company, while several of their number have enlisted and more will follow.

The firm has also been cutting hospital suits to help the ladies of the Red Cross society.

I WEAR 'EM MYSELF

by E. A. HUGHES

SIMPSON was in the act of buying some suspenders. Simpson was a fussy man, even about such details as suspenders. You see, Simpson was aesthetic. He delisted in artistry. He appreciated delicate shades of coloring; he reveled in perfect blends. And he cursed tints that didn't harmonize. By this you will see that he aspired to be "arty."

He picked up some suspenders. Before I go any further I ought to say that Simpson always felt that such a thing as buying suspenders was an affair that didn't coincide with the rest of his make-up. It didn't fit in. The two clashed. Artistic temperament and suspenders! Suspenders! 'Nuff sed! Yet, since Simpson had not yet taken unto himself a wife, he bought his own suspenders. And as my preamble explained, he did it with an artistic motif. This is known as Applied Art.

Said the clerk to Simpson, who was handling a pair of suspenders (If I have to write that word any more I shall resign) of a lurid red, "Fifty cents a pair, sir."

Then, as if an extra inducement were necessary, "They're very nice, sir."

Simpson said, "Vile color."

"I beg your pardon." The clerk's cholera rose at once (I don't know what his cholera is, but anyway it rose, after the fashion of the fiction writers). "I wear 'em myself, sir!" And before Simpson could stop him the clerk was half way over the counter displaying his suspenders.

Simpson gave one look at the clerk, and threw the suspenders down on the counter. The clerk looked at Simpson, frankly incredulous. Wasn't the artist chap going to buy? Did he scorn the clerk's trumpet card that he—the clerk—considered this particular shade in suspenders so good that he wore them himself? The expression on the clerk's face was such that, translated into parlance, it might have read, "Do my ears deceive me?" Apparently he took it that they did. He said, gently insinuating deafness on the part of Simpson, "I said, I wear 'em myself."

Simpson looked at him a moment. "Do you imagine for a second that I am concerned with the color of your braces?" He said this very haughtily. All people with artistic temperament are haughty except when they want to sell a picture or a story.

The clerk said: "They're good suspenders, anyway."

Simpson looked at him compassionately. "My dear fellow," he permitted himself, "they may be, they may be. As to that, I don't intend to dispute your statement. They may be good suspenders. But I say the color is vile. And I know! (Omniscience is another name for artistic temperament). And, look here, my boy, if even I had been attracted

towards those screaming braces, the fact that you wear them yourself would have finished me. Good morning."

"But—" the clerk, now angry, spluttered unintelligibly.

"I bid you good morning," and Simpson walked out.

* * *

DAVIS went out one Saturday night to buy some underwear. It was a hot night, and the time was about the middle of summer, so that he didn't want anything as thick as bear skin. Davis was an Englishman. He went to a men's wear store, and he commenced something like this: "Er—good evening. I want some—er—underwear." At the last word, Davis dropped his voice. Reason; presence of femininity in the "shop," at the other end of the counter. And Davis was very delicate, very delicate and most modest and careful about such things. Oh! most.

"Yes, sir," said the clerk, and he fished out some two-piece and one-piece suits and laid them before Davis.

"Oh, but I say, you know, this is beastly heavy stuff, what?" said Davis. "I mean, this is summer, you know, eh? I don't want to be—er—beastly stuff."

The clerk stared.

"You know, I want something—er—gossamer, eh, what—er—gossamer, you know?"

"Gossamer?" ventured the clerk.

"Yes," said Davis.

"Oh, well, we got some more," said the clerk seriously.

Davis passed over the pun. (That's more than I will.—Editor.)

The clerk brought out some more combinations. "There's some nice stuff, sir," he said.

Davis looked at it. "Too heavy," he said. "Too heavy."

The clerk came right back. "Oh, no sir, I'm wearing that stuff myself. Have done all Summer." And forthwith he threw off his coat, rolled up his shirt and displayed to the astonished Davis a suit of peculiarly thick and somewhat

dirty underwear, similar to that which—the subject in dispute—lay upon the counter.

"Really," said Davis. "Really! My good fellow; do you conceive that it is a matter of vital interest to me to know what you are wearing. I don't wish to see your underwear. I have no concern with your er—habiliments. Whether you are sweltering in the next thing to Persian lamb is nothing to me. Good grief! you are wearing it. Do you suppose for a single second that that is any recommendation to me?"

The clerk was pulling on his coat again, and appeared to be flabbergasted.

"Well," said Davis, by way of a Parthian and a parting shot, "Well, I'll be——!"

Whether he was or no doesn't matter, but the clerk felt something like that.



Half way over the counter displaying his suspenders.

A FRIEND of mine, not unknown at Ottawa, has been famous in this country for two things. The first is that he has done all he knows to get into the public eye. The second is that he has always addressed himself to the British-born. Come to think of it, though, he is famous too for his hugeness, I mean, corporeally. He is a tall man, and pretty well as tall across. His name is A—— H——.

Mr. H—— landed in Winnipeg one day and his grips were hung up somewhere between Toronto and Winnipeg, so that he had nothing except what he stood up in—I mean, in the way of clothes.

It began to snow as it only can snow out in that city, and Mr. H—— betook himself, as quickly as his weight would allow, to a department store. Said he, "I want an overcoat."

"Right," said the clerk, shortly.

Now H—— is by way of being a humorous sort of individual. "Do you think you could fit me?" he asked, with a smile.

The clerk appraised him. "Oh, sure. We've got sizes up to 38. You'd take about a 38. I take a 34 myself."

H—— laughed. "Get some man's clothes," he said. "I take a 46 chest."

The clerk stared as H—— walked out. What a blow to his—the clerk's—pride. Couldn't he gauge with that eye of his the size of overcoat a man would take . . . ?

Meanwhile, H—— was saying, "Great Scott! I wonder if that clerk thinks I care a hang what size he takes in overcoats."

NOW it came to pass that Simpson, Davis and H—— all met together at the club one night, and the subject, introduced by Davis, was the nuisance of the clerk who persisted in telling the customer what he wore, or the size he took.

"Beastly impertinent, I think," said Davis. "We are not interested in the clerk's affairs, such affairs as pertain to his wardrobe and laundry."

Chorus of "Hear, hear," from H—— and Simpson.

"I'll tell you what we'll do," said H——. "We'll move a resolution and form ourselves into a society. We'll call ourselves 'The Society for the Ignoring of Clerks Who Tell Us What They Wear.' We'll snub and ignore any

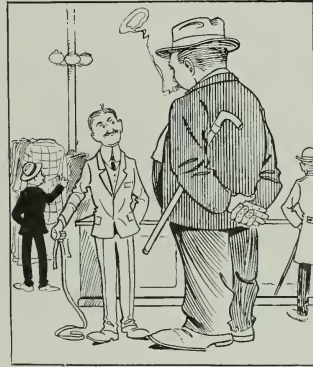


"No, sir, I'm wearing that stuff myself. Have done all summer."

clerk who attempts to sell us any article of apparel by urging upon us that he wears such himself. . . ."

Simpson seconded H——'s motion. Davis said he thought "it was a rattlin' idea" and the society was duly formed.

But no society will close up the clerk who gets in the habit of talking this way, I am afraid. Like the poor, he will be always with us. When the millennium comes it will arrive to the man who happens to be buying some socks



"You'd take about a 38. I take a 34 myself."

to the accompaniment of a clerk saying, as he jumps over the counter and hitches up his pants, "You see, I wear 'em myself."

ECHOES OF THE CONVENTION.

"The display man must be a merchandise man; he must know the merchandise that is to be displayed. I go around the store on Saturday talking with the buyers."

"The display window has become a partner in the business—a silent partner, to be sure, but one whose silence is particularly golden. The power of the display window is measured by the cash in the register at the end of the business day. The real value of good window display is measured by these two standard business units. First—New customers made; Second—Increased sales to old customers. Now if anything more can be asked from a bit of space confined within the limits of a pane of plate glass, two walls and a background—name it."

SHARP ADVANCES IN SERGES.

As many Canadian manufacturers are now looking to the United States in despair of obtaining deliveries of English goods, the following statement from the New York Journal of Commerce as to advances there will throw light on the clothing situation: The prices named yesterday by the American Woolen Company on staple worsted and staple woolsens for men's wear for Spring, 1916 season, contained a number of surprises. The fact that there were a few reductions and some extraordinary advances evoked a good deal of comment. That the tendency of values would be upward was expected, but the advances of 27½c a yard that were made on some low grade serge numbers and the advance of 37½c a yard on cheviot numbers 12061, a product of the Washington Mill, were unlooked for. These advances were due to the scarcity and the high cost of the stock used in the construction of the goods.

Prices of the United States Worsted Co. for Spring serges showed advances ranging from 10 to 15c a yard over last Spring.

Smart Fall Trim of Velours Silks



This is a time of new Fall goods, English square silk ties, made specially for Men's Wear Review by Mr. C. W. Balmer. There is a profusion of the silk, but who would have it otherwise with an upon of over nine inches wide on each? Apart from this the trim is a study in color harmony. The ties show the following combinations, nearly the whole range being used: Dark green with light green pattern; dark blue with red pattern; purple with lavender; green with yellow. One or two that clashed were omitted. The hose at the lower right hand corner is green and black shot silk, and the velvet of royal purple, which goes with the other colors. The cones are the "Waugher" line smarter than any other for display purposes except for evening wear.

GETTING BOYS' TRADE FOR SCHOOL OPENING

Montreal Boys' Clothing Specialist Issues a Neat Catalogue With List of Boys' Needs and Prices for Every Item—Newspaper Ads. Help Out—Goes After Private School and College Business.

Written for Men's Wear Review by Resident Staff Correspondent.

MONTREAL, August 15—(Special)—The September school opening is to the dealer in boys' clothes and furnishings what the Spring and Fall openings are to the milliner. Making a noise of some sort at this period of the year is essential if the attention of the little boys' mothers is to be drawn to the fact that in your store she can outfit her boy for the coming school term. Either you can shout through the local newspaper, your store window, or you can do as F. J. Jackman, the boys' clothing specialist of Montreal does,—send a small, neat catalogue.

When Mr. Jackman started in this business a number of years ago, he had a number of seasons in mind which he intended to watch, and the September school opening was one of them. He decided upon a catalogue as the best way of reaching his prospects (who are generally of the best class), and a catalogue he has used every year. It measures approximately five by six inches, and consists of twelve pages. Every year it is about the same size, with perhaps only a change in the color of the cover. It brings results.

On the cover this year is the following message: "The object of this catalogue is to be an aid to parents in the selection of the clothing and furnishings necessary to prepare their boys for the coming school term." That is sufficient to attract the attention of the mother who has been worrying about what her boy shall wear this year. The contents are a simple statement of facts, with no

fancy wording of any kind. Here is the opening statement:

NORFOLK SUITS, SIZES 24 TO 32 CHEST.

Navy Irish Serge, \$12 to \$13.50.

Grey Worsted, \$13.50 to \$15.

Navy Vicuna, \$13.50 to \$16.

Black Vicuna, \$12.

Blue Cheviot, \$7 and \$7.50.

Extra trousers in above materials made to order.

Brown and Grey English Mixed Tweed Suits, \$8.50 up.

Brown and Grey Scotch Tweed Suits, \$15 up.

Each page is a duplicate of this, a display line of type for each article and the price quoted with every item. For instance, there are braces, pyjamas, 8 to 16 years, blouses, sweaters, sweater coats, vests, shirts, ties, collars, underclothing, etc.

On the back cover is a cut of a boys' Macintosh at \$8.

This catalogue is backed up by one or two ads. in the city papers, which never exceed 35 lines by two columns. As in the catalogue the message of the ad, is plain and to the point. No mention is made of the coming school opening; that is taken as a matter of common knowledge, and the assumption is made that the mother will be in need of clothing for her boys, and this ad. is meant to tell her where to go, and what to buy.

Record of Ads. and Results.

A record is kept of every ad. and the results secured.

(Continued on page 39.)

Norfolk Suits, Sizes 24 to 32 Chest

Navy Irish Serge, \$12 to \$13.50.

Grey Worsted, \$13.50 to \$15

Navy Vicuna, \$13.50 to \$16.

Black Vicuna, \$12.

Blue Cheviot, \$7 and \$7.50.

Extra trousers in above materials made to order.

Brown and Grey English mixed Tweed Suits, \$8.50 up.

Brown and Grey Scotch Tweed Suits, \$15 up.

Two-piece Double-Breasted Bloomer Suits, 26 to 32 Chest

Navy Irish Serge, \$12.50 to \$15.

Grey Worsted, \$14.50 to \$15.

Navy Vicuna Serge, \$15.

Navy Cheviot, \$8 to \$9.

Black Vicuna, \$13.

Extra trousers in above materials made to order.

Three-Piece Suits, 25 to 32 Chest

This style is the Rugby with Golf Stocking Trousers.

Brown and Grey Scotch Tweeds, \$15 to \$18.

Tuxedo Suits, 26 to 38 Chest

Black Vicuna, \$20 to \$28.

Collars

English Regulation Eton Collars, 15c each.

English Regulation Eton Collars, \$2.40 doz.

Turn Over Soft Collars, \$1.50, 3 doz.

White Exelda Handkerchiefs, \$1.50 doz.

Lawn Handkerchiefs, 25c each.

Pure Linen Handkerchiefs, 35c, 50c each.

Caps

Blue Cloth Eton, 50c.

Crest of following schools when ordered with cap

supplied, no charge: Loyola College, Wykeham

House, Selwyn House, Lower Canada College Crests

supplied to College.

Shoes

Blue Black Felt Foot Gymnasium Shoes, 90c to \$1.20.

White Felt Foot Gymnasium Shoes, \$1.10 to \$1.50.

Blue Black Felt Foot Gymnasium Boots, 90c to \$1.25.

White Felt Foot Gymnasium Boots, \$1.25 to \$1.50.

Wool House Shoes, \$1 to \$1.50.

Dressing Gowns

English Pure Wool, \$8 to \$12.

Bath Robes

Terry, \$3 to \$5.

Blanket, handsome designs, \$3.50 to \$4.50.

Two sample pages from the Jackman catalogue. Note the details that are given here, of articles and prices. The same plan is carried out in every other page.

"BUYING ALL THE TIME"---THE WORKINGMAN

A Breezy Homily Upon the Importance of the Working Man's Custom — Killing Two Birds With One Stone—With a Dash of Wisdom, By Way of Sauce, Upon the Advantage of a Cleaning and Pressing Business.

By a Traveling Staff Writer.

MIX, of East Toronto, considers that his success is largely due to the fact that he has a set of store principles which make for success. We go into some of them:

"I believe, first of all," said Mr. Mix to Men's Wear Review, "in looking over the ground and seeing how the land lies. When I came to East Toronto, I did this extensively. I had been on the road, as a traveler, and I had been with high-class stores in one of our big cities. This was experience, and I turned it to good account—by discounting most of it. I knew that the situation for me at East Toronto was not all the same as those in which I had been placed when in the stores in the city. I knew, for instance, that there—in the city—there had been a big percentage of transitory trade. We had our customers, of course, but a great deal of the trade was with the masculine passer-by. Secondly, in the city most of our trade was on the average of a better class kind. We did little, located as we were, with the working man. There were other conditions too, which, applying there in the city, would not apply here.

"To revert for a moment: Here, in East Toronto, there is a big working-class population. And, secondly, there is next to nothing in the way of transitory trade; all is usual and customary; there can't—in the nature of the thing—be much use in going after the man who happens to drop into East Toronto now and then, one day in six months, because East Toronto is not—yet—a resort.

"I saw, therefore, that the first thing I must do was build up my trade. I must get my own custom, my own list of men and women buyers.

No One Trade Exclusively.

"And I saw, secondly, that such a list and such a custom was going to be diversified. I should not have a business and professional trade exclusively. Neither should I have a workingmen's trade exclusively. What I saw I should have was a mixed trade, which took in every boy, working man and professional man, and the biggest body of which would be with the young men, the clerk.

Cleaning and Pressing Important.

"This brings me to two distinct and separate features which have turned out important. One is the inclusion in my business of cleaning and pressing. Now, what I have to say may not apply to every men's wear man, nor even every men's wear man similarly placed. But I think it

will to very many. So far, I have proved that the cleaning and pressing end to a men's wear business is an important factor. For this reason: It does not take up much capital. Probably, you will have to pay a presser, or it may be that, during the day, you will find the time and opportunity to do the work yourself, providing—as is the case with me—that the furnishings trade is chiefly at night. There is, as I say, little capital expenditure. On the other hand pressing is one of the departments which instances what I have to say about a business which is universal in its appeal. Every class of man needs his clothes pressed now and then.

Twenty Suits First Hour.

"My method was this: I sent out, by means of four boys, fifteen hundred dodgers throughout East Toronto. I kept a quantity more in my store, around the counter. I hit the fellows in the eye with the sentence: "THAT SUIT NEEDS PRESSING." There is the suggestion. Probably their suits did need pressing. I got up and emphasized the fact. Do you know, in an hour after the boys had gone out, I had over twenty suits in my store waiting to be pressed? And they have been coming ever since. That sort of business is all more or less velvet—to use a vulgarism. It takes little money, and no time that could be more profitably employed, and it keeps my name and business in front of the customers I need in my furnishings department. If they get to my store to bring or fetch a suit which needs pressing or has been pressed, I trust my counters

and my window to do the rest in suggesting something which they should buy.

Paid His Rental by Pressing.

"I'll tell you a secret! The pressing end of my business has just about paid my rental since I've been here.

"And the whole thing is—it's an incentive to get men to buy. It is killing two birds with one stone.

"Then the next thing I have to say, which again may not apply to everyone, but which will surely fit the case of a great many, is that working men's trade cannot be neglected. There are several reasons for this. After all the great percentage of men's wear stores depend in a certain sense on working men. There are fewer and fewer communities that have not their quota of factory people. Factories are going up every-where-and-there, and there have to be workers. There were never so many as now. Their trade is worth getting. It is a valuable trade.

THAT SUIT NEEDS PRESSING

You can have it made to look like new for only 50c., or on the contract system we will press a suit and an extra pair of trousers for you, every week, at the rate of \$1.25 a month.

ALL ARTICLES CALLED FOR AND DELIVERED

SEE OUR NECKWEAR

35c. and 50c.

Always a Full Line of Furnishings at Popular Prices

STYLE SERVICE SATISFACTION

MIX

The Art Clothes Shop

180 MAIN STREET

BROUGHT IN TWENTY SUITS THE FIRST HOUR.

This is a reproduction of one of 1,500 circulars that were distributed by Mr. Mix to introduce his new department.

They are buying all the time. I sell an astonishing number of shirts and overalls during the week. And moreover, this is not a Saturday trade. It is a week-night trade. To begin with, working men find they need several renewals of their garments during the course of a year. And they like to be able to run over the street and get a shirt or a pair of overalls in a minute. They need—in other words—a constant and a near source of supply. Well, they have it. And I see that they have it at my store.

Good Advertising for Other Lines.

"Apart from the actual business in working men's stuff, there is much to be said for their advertising value. To elaborate; if a man buys his working shirts at my store on some night in mid-week, he may run across a shirt or some neckwear that he fancies for Sunday and outing wear. Ten chances to one he will call in for that on Saturday night. Or he may be buying a working shirt on Saturday night and his wife, with him, may sight some little thing that is pretty nice, and the opportunity to buy is there!

"I say, that, in most cases, that dealer is wise who caters to this working men's trade. It is a valuable one. It is valuable for its intrinsic worth, and for its indirect influence. I know there are men, of my acquaintance, all over the country, who won't touch this class of trade. There is an absurd notion that this class of trade is *infra dig*. Nothing could be more foolish. If the average man would take it up he would find it would pay him in dollars and cents."



GETTING BOYS' TRADE FOR SCHOOL OPENING.

Continued from page 37.

This is done in an ordinary order book. Along with the ad. goes a statement of the weather and any other condition likely to affect business; a statement of the number of customers served, the amount of money received, and a record of the biggest orders taken during that day. This gives Mr. Jackman a basis on which to work for the following year. He tries to follow along the same course each year, and is able to benefit by past experience by keeping this record. He had the following to say to Men's Wear Review on this matter:

"The man who follows along the same course year after year, suiting his business to the season and other conditions, is the safest man. Men buy their clothes at stated periods, their underwear in the Fall, and again likely in the Summer: the same in business. Many retailers are forever putting on something new every year instead of profiting by their past experiences.

Believes in Buying Well Ahead.

"This plan enables us to buy our goods a year ahead. We have placed our orders for straw hats for next year. Why? We know what we did this year, whereas we are likely to forget by the Fall. Of course, there is a war on, and it may be on next year; all we have to do is to make a slight reduction in our purchases. Those who cannot buy ahead don't know their business. Many men are so busy looking after a decline in the market of a quarter a dozen that when their customers want the goods they have not got them.

"Then by ordering ahead you give the manufacturer a chance to supply the goods, and get the dealer's name on them. The man who does not is liable to get a lot of old truck."

Mr. Jackman pointed to a pile of Winter clothing which had been purchased ahead. "There," he said, "is \$200 worth of clothing. I'll have it there when others are wondering where they can purchase it."

An idea put into practice by Mr. Jackman is a good one, viz., of having prospectuses of all the schools in the country on a table in his store. When mothers are waiting to be served, they can sit down and dream of where



Canada "making good" as the granary of the Empire.

they are going to send their boys. It often means business from other children attending those colleges.

Individual Labels.

In each catalogue sent out is inserted a sample of an individual label for boys' garments. These are made to order inside of ten days, and are served in small boxes of about two hundred labels. That sounds a lot, but the boys of people who trade at Jackman's have many garments.

His mailing list has grown to such an extent that he installed an addressing machine which turns out 6,000 names at the rate of a thousand per hour. It used to take a girl a fortnight to do this work, which now is done in six hours. He has also installed a sealer.



THE ROLL OF HONOR.

Official notification has been received that Pte. "Jack" Phillips, Toronto, who was previously reported missing, is a prisoner in Germany. Pte. Phillips was born in Glasgow, Scotland, 21 years ago, and came to Canada with his parents when only a small boy. Prior to the outbreak of war he was employed by E. G. Hachborn & Co., and joined the Royal Grenadiers early in August last.



L. W. Whitehead, captain in the 5th Royal Highlanders, and formerly silk buyer for Tooke Bros., Limited, Montreal, who went to the front with the first contingent, and was seriously injured in the battle of Langemarck, is now believed to have died from his wounds, as nothing has since been heard of him. When a retreat was ordered, Whitehead's company remained behind to hold the Germans back. The company was practically annihilated, and Whitehead was injured while going in search of stretcher-bearers for his men. He displayed remarkable bravery.



Fire caused damage of \$6,000 to the stock in the tailoring and gents' furnishings store in Chatham, conducted by George Bergman.

WHAT THEY ARE WEARING IN LONDON

By
MACLEAN,
LONDON

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

MORE and more of England gets into khaki. Few young men are seen in civilian dress unless they are disabled or engaged in the civilian departments of the national business which is WAR. All sports, business, social enterprises and happenings—all these things are given the go-by by the young men, who are determined upon the one great undertaking—War. Nevertheless the situation so far as khaki is concerned is somewhat different now from what it was at the beginning of the war, because when the men get over from the front for a few days' leave, instead of remaining in khaki they seem to like to get into civilian clothes, just for a change. Our theatres and our parks and public places show a good many young men who are very obviously soldiers, but who are in mufti in England, wearing ordinary dress because it is possibly a great relief so to do.

On the other hand, some men like O'Leary come back from the front and remain on furlough for four or five days and never have anything on but khaki, in order to more effectively persuade such men as are not in the army to get in at once. O'Leary is the best of the men over from the front have been holding meetings here, there and everywhere, and are doing all they can by public and private persuasion to get the fellows into the ranks.

Apropos of this they are telling a good story in London, which I heard in my club the other day. A young fellow who was working with the rest of the employees in a certain factory was telling the rest of them how he had bought a suit, which he claimed was the very latest cut and the very best cloth. He said he got it for under two pounds.

"Oh that's nothing," remarked the young assistant; "I know where you can get a suit the latest fashion, much more up to date than your suit, for nothing at all."

"Don't be a young fool," ejaculated the other.

"I'm not," the other replied.

"Well, where did you get the suit then?"

"Why, at a recruiting office." (Chorus of sniggers.)

I believe this story first appeared in the Daily Sketch, a picture paper over here, but it has traveled round and it is illustrative of the general feeling of England towards the young man who isn't in the ranks, but ought to be.

Comfortable and Seemly Costume.

The other day I dropped into the Aldwych Theatre, and saw Mr. Matheson Lang, who is reviving his old Lyceum success "Pete." Mr. Lang, as doubtless most of your readers know, was born in Canada—New Brunswick, I believe it was. At any rate it was on your side somewhere down east there. He has come to be one of the foremost of our young actors, liked for his good looks, forceful and rich in his acting on the stage. I saw Mr. Lang leaving the theatre. He was very effectively dressed in a dark grey tweed Norfolk suit, polo collar, and a black knitted tie adorned by a stick pin. He was wearing a broad felt

hat, although it is only yet getting along towards the end of the summer.

He is not noted particularly as being one of our sartorial leaders over here, but his costume struck me as being at once comfortable and seemly. The vogue of the Norfolk suit for the man who would be "comfy" doesn't seem to wane.

View for Black and White Shirts.

There is a big vogue over here for black and white shirts. These are seen in all sorts of stripes, but the prevailing width seems to be the stripe at intervals of one inch and itself about one-eighth of an inch in width. These are seen in all sorts of materials, zephyr, cashmere, cotton, cambric. For Summer the soft cuff is still reigning supreme. This may be for more reasons than one. I am told that the dealers are pretty heavily stocked; and I never ran into a dealer yet who did not want to show me a shirt with soft cuffs, rather than one with stiff ones—that is, not for the last four or five years. There are several very well dressed men over here who continue to wear the soft collar, which is attached to the shirt. This is particularly true of material like zephyr, soft creamy material, which makes an exceptionally nice turn-down collar. This is polo shape, from which the new long pointed collars that you are wearing over on that side of the water, originally sprung. This polo collar is fastened together by a bar pin, and an attractive tie to wear therewith is black.

As I say, for the most part black and white patterns are *au fait*, but there are variations in the way of blue or dark green stripes in a white or cream background. Unlike America a favorite ground for shirting over here in England is cream. There is nothing looks softer and more comfortable or smarter. There is little difference in the shirts for Fall, so far as color goes. Black and white will still continue to have a big range and only in the cheaper line of goods will cotton have a big run.

As well, the soft cuff has come to stay for another season. It is a singular thing that the Englishman neither Winter or Summer really likes the stiff cuffed shirt. He prefers the double soft cuff and any attempt to introduce the stiff cuff is difficult because dealers all over the country are loaded up with the soft cuff.

Prejudice Against the White Waistcoat.

I was at a dinner party the other day down the Thames and was surprised to see that no one wore a white waistcoat with his dinner jacket. Everybody wore black, although the night was hot and the weather had been warm for some days. There seems to be a prejudice against the white waistcoat; it is regarded as being altogether too festive for a country that is at war.

Maclean
London

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . .

By MACLEAN, MONTREAL

WHEN I called upon some of the leading clothiers recently, they were just receiving their first Fall models, and were hardly in a position to speak with any positiveness of what was likely to take place this year. I had an opportunity of examining several of the models, and will give a few details of the features which came to my attention.

The first model showed a medium weight suit, form fitting, which the clothier said he expected to sell for about thirty dollars. The point which appealed to me was the absence of heavy stuff around the lapel, which was a nice soft roll, finishing unusually high. It was a model lacking anything extreme, which I believe is what the average man is looking for—something that will be just as much in style next year as this, yet entirely neat.

I observed that the length of this suit was slightly over thirty inches, and that the vent at the back was fully ten inches deep, making it about a third the length of the coat. The vest had five buttons and low collar, the opening being slightly lower than it was last year—about 12½ or 13 inches.

There was another model, cut in Scotch tweed, which embodied many of the features seen in the one described above. It had a soft roll collar on the vest, with a half cuff on the sleeve, about an inch thick. The latter, however, was detachable, so that anybody not liking anything fussy could easily have it removed. This struck me as being a nice business suit.

Plain Negligée of Sober Style in Suits.

In haberdashery, it is still early to speak of what is new. Montreal houses are exercising unusual conservatism this year, although before another month is out, most of the stores will be full of new goods for Fall. Take the case of shirts; it is hard to find anything new here. Manufacturers put out very little in the way of novelties this season, but there will be something for Spring. A Montreal maker has a new line of shirts out, consisting of black, blue or helio stripes on an ecru ground. The tendency is towards fancy grounds, and the shirt referred to here is of a mercerized ground. Nevertheless, the opinion expressed by merchants is that a plain negligée, of very sober style, is what will go this season. In the case of dress shirts and accessories, they realize that the number of functions will be considerably decreased this year, and that it will be necessary for them to go slow in this direction.

Silk Squares for Ties.

In neckwear, the day of the knitted tie, as far as the best stores is concerned, is not passed, judging by the large stocks arriving for Fall. These are in very sober colors or in black and white, the latter being of every conceivable kind, and seem to be a winner again for the Fall and Winter. The cross bars vary in width more than ever

before, from 1½ inches to 2¾ inches. The newest thing was a knitted tie on a black ground, with narrow red and green bars running together, the width of the bars beginning very small, but increasing towards the end of the tie.

One of the high class stores has gone in extensively again for silk squares for making up ties. By purchasing these, a man is able to secure patterns that he would not see in the regular run. A charge is made of two dollars for each tie. It is only necessary to take one tie; the others are made up, and put into stock. These squares are large enough for three heavy ties, are cut on the straight so that they have a chance to pull in the collar, and are said to have a life equal to six ordinary ties.

Washable Cape Glove, Putty Shade.

It looks as though the big seller in gloves this year is going to be the washable cape, of a shade near putty, or sand. The backs have black edging on the raised leather points, and are not so heavy as the black backs which were so successful last year. These gloves are washable in cold water, and retail up to \$2 a pair. Most of the stores have laid in stocks of this glove. Apart from these will be the usual suedes and capes of darker shades. Chamois are rather hard to secure, and it is too early to talk about woolen gloves, except that it is a foregone conclusion that the price will be very high.

Stiff Hat Revival.

Dealers have been buying heavier than usual in stiff felts. They agree that it remains to be seen what the public are going to wear, but point out that the hard felt came back quite a lot last year, and should be a better seller than ever this Fall. Stocks I have seen have high crowns, an average being 5¼ inches, but running as high as 5¾ inches. The brims measure 2 and 2¼ inches. Soft hats will, of course, still have a big sale, but the opinion of the Montreal haberdasher is that the stiff hat is due for a revival.

An Old Collar Made New.

Such is the long collar which, I understand, will be a seller for Fall wear. This is something like the collar which, in various forms, has been popular for two or three years now—having long points which stretch down on to the top of the chest. For the man with a low neck this collar is not advisable because it digs the points into the shirt and is liable to wear holes therein.

The new shape I am referring to comes to a point, making an angle of about 60 degrees, but it is perfectly straight and has no curves like some we have seen this year on similar style collars.

*Maclean,
Montreal.*

WHAT IS BEING SHOWN IN TORONTO SHOPS

By MACLEAN, TORONTO

SALES! SALES! SALES! sales everywhere. The store windows are covered with notices and inside the windows you may see displayed for your buying anything and everything in men's wear from soup to nuts — to use a vulgarism. As to sales, you may resurrect an old *mot* and say, "Everybody's doing it."

The chief thing that seems to be on sale, as far as one can gather in a casual visit to the stores in Toronto, is raincoats. I understand from talks with manufacturers as well as retailers that the raincoat business has not been as good this year. It seems that for the last 3 or 4 seasons the public have been loaded up by retailers disposing of raincoats and there has not been as heavy buying this year. For that reason many raincoats of good value can be bought very cheap.

In Wreyford's I noticed a very attractive khaki silk handkerchief. This was really a recruiting aid. In the middle of the plain khaki square there was a picture of a soldier blowing a bugle and printed in black lettering on the handkerchief was a verse of Harold Begbie's famous recruiting song, "What will you lack, Sonny, what will you lack?" As a border the flags of the Allies were used all the way round and the whole handkerchief certainly looked a mighty attractive thing. This sort of handkerchief is going very well now, they tell me, although of course it is more for ornament than use.

Coin Spots in Neckwear.

Eaton's Annex is well to the front with very attractive novelty neckwear in the shape of coin spots. These are spots that are half inch in diameter, upon a dark background, usually brown, for I see that there is a big run on brown in several stores. The spots are in fairly bright colorings; for instance, champagne, yellow, green and different shades of blue. The silk is of a very nice texture and the whole is made up in four-in-hand shape. Moreover, these ties have the faculty of tying up into a small and compact knot which is half the battle in selling men's ties nowadays.

At the same store, too, I saw some very inviting plaids in black, white and grey silk. These were in all sizes of stripes and were chiefly done up in shepherd's checks, and different stripes. This is an instance of the vogue which black and white and grey obtain during war time as I remarked in these columns in the last issue of *The Review*. The popularity of black and white and grey, as will be seen by reference to our neckwear department grows rather than wanes.

Champagne Tint in Hose.

I have more than once remarked in this paper that what the States wears to-day Canada will wear six months hence and this is instanced by Mr. Hickey's store which displays some champagne colored hose. These are in very soft light-weight silks and it is astonishing what an excellent color champagne is for a man to wear. Every now and then we find this out but it is not a color that is universally popular; it does not obtain one year in five but when it does obtain it goes very strong and I understand from our New York correspondent that over there they are selling quite a lot of this champagne colored hose for men, as well as for women. Well, now it has got to Toronto and there will be a good sale for it for the Fall. Doubtless the popularity of Palm Beach suits has some-

thing to do with the vogue which champagne colored silk will obtain.

Something new so far as coloring goes, at any rate for this Season is in a shade of gloves shown by the Ely shop: these are of a light bronze and the glove fastens with one button. For Summer we have of necessity to wear something light in both texture and color and these gloves certainly seem to fill the bill. The one button is a fashion style indication which retailers will do well to note I understand these gloves have come over from London.

Foulards Still Strong.

The window of the R. P. Hunter store is set out very attractively with foulards in all sorts and sizes of designs, notably spots. We are continually remarking on the vogue of foulards for the smart man. This never seems to grow less. Really there is nothing more attractive with the double fold collar than a foulard tie with a fairly unobtrusive white spot with a dark blue background. The preponderating clamor seems to be for the smaller spot rather than for the larger, but both these had a place in the window and apart from the style indication one must add a word of praise for the attractive way in which the window is set out.

Stanley & Bosworth are displaying a nice cambric shirt. This is a very serviceable material for shirt wear and the pattern was very neat and somewhat small. This was a series of little rings, thicker at one side than the other and therefore somewhat unusual. The rings were about 1 inch or 1½ inches apart. The cambric was made of white while the design might be anything from pink, red, blue, green to black. They certainly looked very well. In the same window the proprietors of the store are showing again their very broad silk knitted ties. These come from Paris and are something like 3½ to 4 inches in girth. For the really smart man, who can wear this tie, there is no doubt it is a very effective finish to a good toilet.

A Startling Rain Coat.

In the Fairweather store I see that the window is full of "Umbrella" raincoats. These overcoats look a good deal worse than they are, as a matter of fact they are really excellent to wear and they have certainly the value and worth about them. They are of actual rubber and may be seen in different shades one of which is a vivid yellow and another a fairly penetrating brown. But nevertheless some men prefer to wear something which is rather outstanding and conspicuous and these raincoats give them their opportunity. Anyway it is there, and these raincoats will do what a great many more will not—i.e. keep out the rain, even such a storm as we had last week.

The raincoats are unusually long in size so as to afford a complete covering for the men who wear them.

*Maclean,
Toronto.*

MEN'S WEAR REVIEW



VOL. 5. SEPTEMBER, 1915 No. 9

The Second Lap Looks Brighter

TURNING the corner of the first year of the war and starting into business in the second, the men's wear dealer does so under many conditions that are encouraging. The first that suggests itself is one of sentiment chiefly: the fact that the figures set up for corresponding weeks and months just one year ago are more easily reached and beaten. In the majority of stores, it is safe to say, the turnover for the year ending July last fell below the 1913-1914 mark. But already dealers are reporting that the beginning of the 1915-1916 year is showing increases over the early weeks' returns following upon the declaration of war. The standard set before this coming year being lower is almost certain to be overcome, and this in itself carries a measure of good cheer for us as the days go by.

There is far more than this, however, that is positive in the present business situation. Commercial prospects are brighter even than in the period immediately preceding the war. A canvass of the Canadian Credit Men's Association drew forth replies from 90 per cent. of the members that the actual conditions in July were considerably improved over the July previous. The brightest sign of a permanent advance is, of course, the Western harvest, which had begun when this issue was on the press, and with samples that fully bore out predictions. One of the most hopeful signs is the decision of scores of Eastern manufacturing houses to resume the custom of sending travelers out to cover the West: by the middle of August preparations for this invasion for orders were far under way. In the East, while industrially the country had not regained the normal average, war orders coming in by tens of millions of dollars, were responsible for better retail trade in scores of centres.

Business men, generally, with renewed courage, are planning for a safe but active campaign for the coming Fall.

The "I-Wear-'Em-Myself" Clerk

IN an article by E. A. Hughes in this issue, wherein he lightly and deftly handles actual experiences, a type of salesman is portrayed upon a moving-picture screen in a three-film story. He has ticketed the type, "I-wear-'em-myself." The story is built up, as Men's Wear Review will continue to do in one or more articles each month, from the standpoint of the customer, the Man on the Outside Looking In. It is the safest attitude for every merch-

ant and clerk to assume in any difficulty with the public, putting himself in the other's place.

There is an interesting incident in connection with this article that may help to impress its significance and timeliness. When it was suggested every member of the staff at once recalled instances in his own buying in which the "I-wear-'em-myself" attitude of the clerk rather tended to resentment; to the feeling that his own power of judgment was being depreciated; that an attempt, probably unconsciously, was being made to transfer the decision in buying a hat, a shirt, a tie, a suit, from himself to a clerk. Haven't you felt the same way yourself when you stepped out from being a clerk and became a customer?

Not that there is any intention to minimize the necessity for a customer being able to feel he can depend on the advice of a salesman. That has its place, a very important place in imparting confidence to many a customer; in guiding a sale toward stock on hand. Even here, however, the personal opinion of the salesman probably would be appreciated far more if he viewed the tie, hat or shirt as suitable or unsuitable to the customer rather than to himself. Resentment at being told, "It suits me and therefore will suit you," implies no feeling of superiority over the clerk. If you dropped yourself and spoke in a similar way of a customer's friend, it would serve no better purpose. He is going to wear the tie himself, and it matters not whether it suits 999 men; will it suit him?

Clothes are a peculiarly personal affair, be careful of intruding.

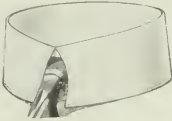
Send in Names for the "Honor Roll"

ADVICES from England indicate that a system of close co-operation is being adopted between the retail trade and Lloyd George, looking towards the maximum efficiency in the production of munitions. Shorter hours are being observed and ex-clerks called back to the stores in order to free large numbers of the younger men to go to camp or to the shrapnel workshops. Some of the larger London stores are even pooling their engineers and electricians in order to swell the numbers of those who are available for the country's service.

In Canada each week, more and more, sees our young men leaving employment to answer the call of need. While the course of trade should run full and free, it is impossible not to find ourselves pervaded more or less with the war atmosphere. Where we do ourselves, our fellow citizens and our country wrong, however, is if we permit this to serve as an excuse for sluggishness or faintheartedness, for compression rather than expansion. A spirit of co-operation inevitably produces a healthy activity that will keep the wheels moving. Already the British business spirit that sends forth of its best with a buoyant cheerfulness is beginning to pervade life in Canada, and it is with the purpose of presenting a very near, a very patriotic and a most encouraging sign in the men's wear trade that The Review calls in this issue for the names of those who have left office or counter to go to the front. Let this be our Honor Roll; the emblem of the whole-hearted devotion practised by the trade.

Odd Twists and Fancies in Men's Fashions

The "Gothic," illustrated, is a collar that is said to be a little different from anything now on the market. The feature of this style is the knot space at the top of the outer bands, which allows the big knot of the wide four-in-hands now so popular to be worn at the top of the collar, where it belongs. It also gives a little effect of the roll collar that is such a favorite style among the smartest dressing Englishmen and Frenchmen.



The knot of the tie fits snugly in the top of the collar without spreading it open at the bottom, an effect that cannot well be accomplished with any other shape. It is named the "Gothic" because the shape of the opening in front is designed after the Gothic style of architecture. The new collar looks just as well with a bow as a four-in-hand. It is a new Arrow.

* * *

A CANADIAN FIRM IS GETTING out handkerchiefs in three qualities, each packed in a box of a different color, with one, two or three in a box.

* * *

A WHITE OXFORD SPORT SHIRT is on the market with hunting pocket, and deep pointed, soft attached collars.

* * *

A NEW WINDOW FIXTURE has been brought out that is modeled after a human hand with thumb and fingers bent inward so that they can hold articles of merchandise. The fixture is 12 inches high and can be kept clean with soap and water.

* * *

AT THE CONVENTION OF THE Clothing Designers' Association of America the approved garments for the most part were form-fitting with fairly high waist line natural shoulders, soft roll lapels of medium width. Most of the overcoats were fairly close fitting.

* * *

A NEW LINE OF HIGH-GRADE COLLARS will be turned out by a Canadian firm to retail at 25 cents each and bear the label of the individual haberdasher.

* * *

A LINE OF ATHLETIC union suits will be made up in six different models, regulars, slims, stouts, long stouts, short stouts and stubs. The aim will be to have these conform as closely as possible to different ranges of clothing in regard to sizes.

* * *

AN ENTERPRISING RETAILER in Hamilton is showing some real colors in bathing suits; maroon and dark green, both with white edge are featured.

THEY SAY IN NEW YORK that the cloth top shoes are waning and on the bargain table. This refers to the light cloth top.

* * *

MACKINAW'S WOULD APPEAR to be a leader for sporting wear during the Fall, in the States. This doesn't necessarily mean that Canada will follow suit, although it may.

* * *

FOR TENNIS—the elbow-sleeve sport shirt with drawers attached is admirable when the shirt is prone to creep up and the drawers to sag down.

* * *

THE USE OF THE MONOGRAM is coming in in the States. Silk evening hose with a monogram embroidered in white are au fait. The tennis coat, is also monogrammed: it is a familiar type at tournaments where a long, light ulster-like wrap worn between sets is handy to ward off chills after becoming overheated.

* * *

MOST OF THE NEW SHIRTS for Fall wear, at present being sold in London, England, have the large round corner on the cuff. This is a welcome variation on the square corner, and something new for England.

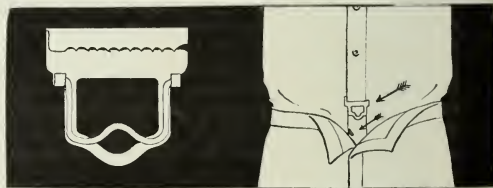
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IN CANADIAN CITIES the foulard, blue and white spot, puggaree band seems to be the thing. The spots are varied in size.

* * *

YELLOW MAY NOT be everyman's color for shirts but we have seen one or two very smart models, with yellow worked in the color scheme, at an exclusive Toronto store.

* * *



This is a device, reproduced from "Men's Wear," New York, designed to hold down the front of the shirt as well as support the trousers. The invention fastens to the front of the shirt and is buttoned to the inside of the trousers.

* * *

PRACTICAL PATRIOTISM.

Employees of W. E. Sanford Mfg. Co., enlisting for Overseas service, will have their positions kept for them, and will be compensated for any pecuniary loss they may sustain by so doing, until the end of the war.

This is the notice which appears in the factory and office of the W. E. Sanford Manufacturing Company, Hamilton.



COLLARS & SHIRTS



MEDIUM BLACK AND WHITE FOR SPRING

Pronounced Stripes Likely to be Dropped—Fancy Grounds Are Favored—Sports Shirt For Men and Boys—Khaki Will Continue—No More Pleats Except for Dress Use.

THIS date is rather early to give any idea of what Canadian manufacturers will be showing for Spring. Travelers will not be on the road with samples before September, and it looks as though some of them will be later than that. There seems little inclination on the part of many manufacturers to go in for anything very new. The biggest changes seem to have taken place in the cloths, which are more of a mercerized variety than they have been, giving soft effects.

Fancy ground cloths are going to be very good for Spring. One of the largest Canadian manufacturers, and one of the first on the road with Spring novelties, has gone in extensively for a shirt with an ecru ground, which they expect to be very strong. This line is being put on the market with black, blue, and helio irregular stripes, with double cuffs and soft collars.

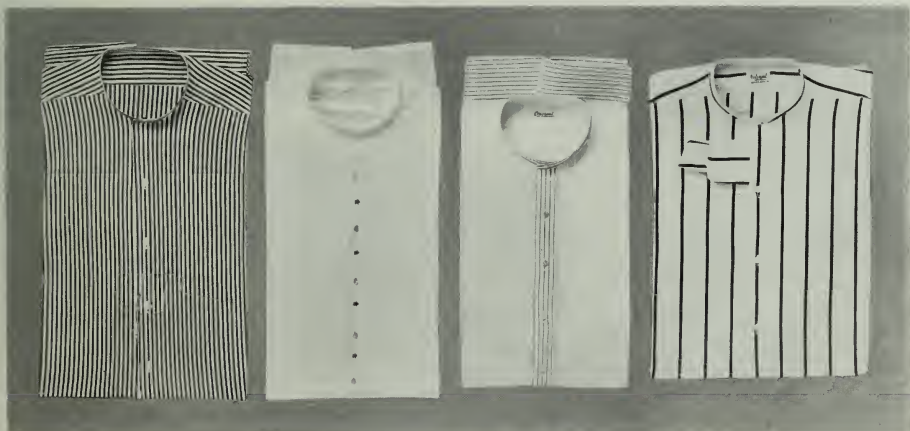
It will be remembered that considerable success was achieved last Spring with a shirt having a silk front and a cotton back to match. These will be put on the market again for next Spring, at a price that should appeal to the popular trade—\$9, \$10 and \$15. For Spring, a Montreal

manufacturer is putting on the market a new line of combination shirt and underwear, which looks very practical, and should be in wide demand. The makers claim that it works perfectly, and are making a big feature of it for 1916.

Soft Cuffs and Collars Strong.

Judging from the lines being turned out for Spring, and from remarks dropped by manufacturers, soft collars will have as big a run next year as they have this. One manufacturer states that he is turning far more shirts out with soft cuffs for 1916 than with stiff cuffs.

It seems to be a foregone conclusion that black and whites will hang on for next Spring at least, although there is a distinct change in the direction of smaller designs. There are some manufacturers still turning out the heavy black and white stripes which have been so popular this year, but from swatches seen by a representative of this paper, it does not appear that anything along this line will be made in 1916. There is a feeling that the tendency is towards medium effects in black and white.



1—Canadian Converters.

2—Cluett, Peabody & Co.

3—Crescent Mfg. Co.

4—Colonial Shirt Co.

Blue, Black and Helio Stripes.

As stated before, there are few novelties being shown, except as regards the grounds, which are inclined to be fancy. Designs are mostly in blue, black and helio stripes, with an occasional green, which means that the Spring line will be more or less staple. So far, makers have shown a distinct antipathy to getting far away from staple lines.

There is somewhat of a deadlock as regards the dress shirt. Last year saw the introduction of the mushroom pleat, which was tried out on the negligee shirt, with more or less disastrous results. The mushroom pleated dress shirt was more of a success, and is still in wide demand for this purpose. Variation was introduced in the shape of an embroidered, figured mushroom dress shirt, which is about the newest thing in the market for Fall, although it came out months ago. However, there is already being felt a disposition to get back again to the plain dress shirt, and manufacturers are more or less in a quandary, especially in view of the fact that society functions were curtailed to an enormous extent last year, which cut down to about half the demand for dress suits and haberdashery.

Sports Shirt Again To The Fore.

The new sports shirt, with the convertible collar, was a decided success this year judging by the number of manufacturers who went after this business, and already efforts are being directed towards bringing out this line next year. The sale is expected to be even bigger in 1916. It is being turned out now in both boys' and men's. Late in the season, a Montreal maker brought out a line with black and fancy piped edges on the front and collar. This seemed to take fairly well, and will be continued next year.

Khaki Will Continue.

A new line which made its appearance this year, the manufacture of which will be continued throughout the winter, is the khaki shirt, in cambrics, poplins and flannel. A continued demand for this shirt is expected in 1916.

Manufacturers are expecting a big demand from the West, where they believe stocks must be low. If the crop pans out as it is expected to do, there should be a marked improvement in things west of Winnipeg.

One outstanding feature of the shirt situation to-day is the total absence of pleats of any kind with the exception of dress shirts. They are considered dead by the trade.

**OUR GALLERY OF SHIRTS
FROM TEN MAKERS**

1. *Close set black and white stripe. Shown by Canadian Converters, Ltd.*
2. *Embroidered figure mushroom dress shirt. Shown by Cluett, Peabody & Co., Inc.*
3. *Black stripes on cuffs, placquet and neck, with pleated bosom. Shown by Crescent Mfg. Co.*
4. *Black stripe, satin finish, highly mercerized, with French cuff and collar. Shown by Colonial Shirt Co., Ltd.*
5. *Fine percale, ombre effect, with stripe both ways, one shade on horizontal and other on vertical. French cuffs and soft cutaway collar. Shown by the John Forsyth Co., Limited.*
6. *Silk and wool taffeta. Shown by John W. Peck & Co., Ltd.*
7. *Blue stripe, stiff cuffs, jacquard pattern. Shown by Williams, Greene & Rome Co., Ltd.*
8. *Spring, 1916 line, with irregular black stripe, on ecru ground; double cuff with soft collar. Shown by Tooke Bros., Ltd.*
9. *Khaki, with soft collar. Shown by Howard Mfg. Co.*
10. *Sports shirt for Spring, 1916, of mauve. Shown by Van Allen Mfg. Co.*



5—The John Forsyth Co.

6—John W. Peck & Co.

7—Williams, Greene & Rome Co.

8—Tooke Br. s.

Long Pointed Collars

Demand Surprised Manufacturers and Fall Line Was Brought Out—A New Wing Collar.

THE miraculous has happened. Long points have made their appearance again. They got a look in first in the shape of lightweight three-ply top, which were rushed on to the market for late Summer and Fall. They were made in this weight, as they have a greater



A new two-piece wing collar, the band being made separate, giving a nicer fit.—Tooke Bros., Limited.

tendency to wilt in the Summer than in the Fall. It is expected that this will be followed up a little later in the year by a heavier long point collar, the inside lines of which will not be so straight as in former models, the curvature allowing sufficient space for a fairly large knot. The demand for this class of collar came more or less as a surprise to the manufacturers, who had begun to remove them from their range. Suddenly they sprung into strong demand in the States, and are expected to become just as popular on this side the border.

Collar Made in Two Pieces.

A new wing collar has been put on the market by a Montreal maker under the name of the "Asquith," the wings of which have the shape almost of an equilateral triangle. This idea was introduced last year, and met with considerable favor. Another feature of this collar is that it is made in two pieces, the band being separate. It is the



Lightweight long point collar put on the market for Fall. This style of collar shows signs of coming back strong.—Cluett, Peabody & Co., Inc.

belief of the makers that such a collar fits the neck much better than when made in one piece. It is really intended to be worn with a batwing tie, and those familiar with it state that it is one of the smartest things ever put on the market for dress wear. Manufacturers having put on the market a mercerized shirt of black or blue stripes on an ecru ground, there seems a tendency to supply a soft collar to match. It would appear that the demand for soft collars of this kind will be good next Spring. They are being made both with round corners and with points; they are also made with links or pin, the old idea of keeping the collar closed by means of the tie not having proved very successful.

* * *

The Tip Top Tailors, of Toronto, have opened a branch in Chatham, with J. J. Burton as manager.

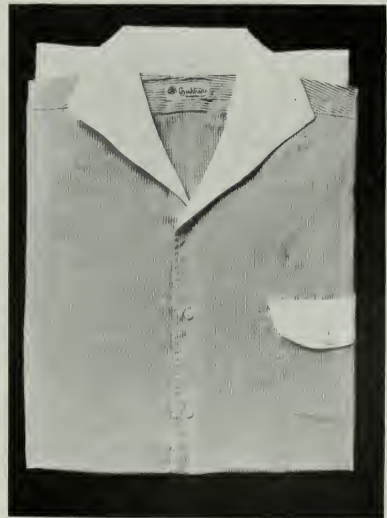
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The tailoring firm of Duncan & Letang, North Bay, have dissolved partnership. Mr. Duncan will in the future carry on the business.



9. Howard Mfg. Co.

A new model for evening wear in a pleated shirt is made with a touch of black in the form of a diamond down the placquet. A variation of this has a small circle of black. We have seen one bosom with an all-over pattern of black diamonds.



10. Van Allen Mfg. Co.

KNITTED GOODS

A PERPLEXING SITUATION: YARNS AND DYES

IN an ordinary review of the situation for the Knit Goods Section the point of styles is one that assumes the greatest importance and naturally appeals to the reader most strongly. On this occasion style has faded away in the background and there looms up very uncertain and puzzling the bigger question of supplies and prices. For several months past The Review has been pointing out the difficulties that are facing the manufacturers in the way of securing sufficient quantity of wool and yarn and dyes from England to cover the ordinary output for Canadian business. Visits to a large number of knit goods manufacturers and an examination of conditions under which they were working, or would be forced to work very shortly, only serve to emphasize the very serious nature of affairs.

No Guarantee on Underwear or Dyes.

One manufacturer of a well-known line of underwear has sent out a notice declaring that the firm would not guarantee the delivery of any line of underwear made of part wool or all wool owing to the unsettled conditions in Europe. Another firm engaged chiefly in the manufacture of sweater coats are sending out a notice to customers stating that they will not guarantee the uniform quality of any dye that is used in the manufacture of goods ordered from them for the simple reason that they themselves cannot be sure of the quality of the dye that they are able to secure now on the world's markets.

Withdrawing Some Lines.

The supply of wool and yarns and of dyes makes a double problem which is causing the knit goods makers

many an anxious moment. Owing to the difficulty of securing yarns makers are withdrawing certain lines of underwear and of hosiery and certain of the fast colors are off the market entirely in sweater coats. Underwear in some cases has had three advances since early last Winter and the Fall goods were placed on the market and the majority of the sweater coat manufacturers are figuring out now just what they shall charge the retailer when late orders for Fall goods come in. With some there is a disposition to allow those who placed orders early this year to secure repeats at the same rate quoted them in the Spring and to increase prices for those who failed to order early. Some, on the other hand, are making a general rule that all orders received from now on will be subject to a considerable increase.

Will War Orders Delay Delivery?

In discussing general conditions that affect the trade at the moment of writing it must be taken into consideration that War orders may be given at any time and that the filling of these if they come in any large quantities would affect very materially the filling of late orders to the trade. In any case with a large section of the placing omitted entirely by the retailer and the fact that the demand from the public is not likely to be greatly curtailed for this Fall it means that heavy orders must be given within the next two or three months and that the manufacturers will be crowded with orders tumbling down upon them, and this, inevitably, must result in considerable delay in delivery to the retail trade.

There is a disposition on the part of the manufac-

Summary of the Main Features of the Case

Prices in Fall underwear have advanced 25 per cent. on the average over last year.

Some underwear mills will not guarantee delivery of any line of underwear as the wool spinners cannot guarantee delivery of yarns.

Notices are being sent out by some makers that the dyes for certain colors may turn out to be streaky.

Two sets of samples will be submitted next year by one or two firms: one, the former all-wool at a higher price; the other, a cotton-wool mixture to sell at the old price.

British knit-goods men announce general advance of 5 per cent. to cover increase in wages and dyes situation.

Several woolen goods makers are going into Summer underwear.

Cost of dyes has increased 100 to 300 per cent.

Wool yarns have advanced 30 to 60 per cent. in some instances.

Several improvements announced in underwear for Spring, 1916.

Hosiery advances from 20c to \$1 a dozen, according to weights and percentage of wool. Many lines withdrawn.

Where firms are forced to use logwood dyes as some in Canada already are, instead of aniline, the process of dyeing is only 1-3 or 1-4 the old rate.

Cotton dyes situation worse than woolen.

Prediction that sales of sweater coats will be mostly in greys. Blues are mostly discontinued through lack of dyes.

One mill made this statement: No all-wool sweater coat can be made now to sell under \$24 a dozen.

WILL NOT GUARANTEE DELIVERY.

The following notice which is being sent out by a Canadian manufacturer, gives some idea of the conditions existing to-day:

"We do not guarantee delivery of any line of underwear manufactured by us which is made of part wool or all wool. Owing to the unsettled conditions in Europe we find it impossible to obtain satisfactory delivery from the wool spinners."

turers to blame the retailers for the delay in placing orders and in the case of knit goods it would appear to be deserved, because evidence for months back has pointed to the fact that prices could not be lower and



New line of summer underwear, in light, airy mesh ("Air-lite" fabric), a knitted stitch that keeps the holes more evenly spaced and gives greater circulation and more elasticity. Made in cotton and mercerized, in combination and separate garments by the C. Turnbull Co.

the chances were that everything would be greatly increased and that there was no outlet for relief for many months or perhaps for a year to come. On the other hand it must be remembered that a good many of the retailers have had to go easy in the matter of placing orders, and they extended to the knit goods business the same theory of hand-to-mouth ordering, just when they required the goods, that they did to all other lines. There has been a similar complaint from nearly all directions on the part of manufacturers, that Fall buying has been held back until the retailer was on the verge of the period of selling to the consumer.

Much Higher Prices in 1916.

While prices on late orders for Fall will be considerably higher than they were when placing orders last Spring there is unanimity in the opinion that goods for next year will be much higher. A fair number of the manufacturers have made contracts months ago and some over the year ago which are not yet run out and on this account are able to keep the trade supplied at a more or less medium figure when one considers the present price

of yarn. Not one of them expects to be able to renew contracts at anything like the figure that has ruled for several years past.



Duplicate Set of Samples

One of All-Wool at Higher Price; Other of Cotton and Wool at Lower—Instances of Advances in Yarns and Dyes—Spinners Get What They Ask.

A VERY interesting alternative is being developed by one firm to meet the inevitable increase in prices for next year and may be adopted even for late orders this Fall and Winter, that is the issuing of a duplicate set of samples, the one consisting of the identical lines that they have issued for 1915-1916 with the same weight of wool, but quoted at a considerably higher price, running from 25 to 35c a sweater coat. Another set will be brought out to accommodate those who demand goods at a certain price to sell at a certain price. These of course will contain much less wool than the other and the place will be taken by cotton in such a proportion as to bring the price per lb. of yarn used down to that of the past season, so as to allow them to issue the goods at the same figure as before and allow the retailers the same profit by selling at no advance in price.

The price in one line of yarns has increased from 56 to 92 cents per lb. Another firm showed figures by which Botany wools had gone up nearly 60 per cent., and merinos 29 per cent.

The Review also saw a copy of a circular issued by a firm that had a considerable quantity of dyed stuff to sell in which prices ran all the way from \$1.85, \$1.90, \$2.30, \$2.40, \$3.50, etc. The original cost of these dyes over a year ago ran 20, 30, 35 cents, etc., up to 60 cents. Not only so, but there is no guarantee that those offered now are of the proper quality.

Will Not Depreciate Standard Lines.

The head of a firm manufacturing hosiery made the following statement to The Review: "All our goods in the past have been made to sell at a price round \$1.85, giving a good profit to the retailers to sell at 25 cents a pair. Now we must either reduce the quality of the article or increase the price. The manufacturer is thus between the devil and the deep sea. A manufacturer who has turned out an article of a quality such as has brought him in good business and an article that has become well known to the trade and to the public is not going to put out an article of an inferior quality. He must either cancel that line or put it out at a higher price. The chances are of course that in most cases he will manufacture an article to sell at the 25c rate where his branded article could not be sold."

Another point in connection with increased prices that lies behind the increased cost of manufacture is in the spinning as well as in the raw wool and the dyes—the spinning cost has advanced several times.

ADVANCES OF \$6 IN SWEATER COATS.

One manufacturer announces that he will raise sweater coat prices as follows for late Fall orders: 39c line to 45c; 42c to 45c or 50c; 52c to 62c—in fact the last may have to be cut out, owing to the scarcity of Saxony yarn. Prices of Saxony quoted show advance from 88 cents to \$1.20 per lb.

"It is not so much a question of price but of getting the goods at any price," said one manufacturer. "Spinners are not anxious for business. You write to a spinner and he says, 'my quotation is so and so, but you cannot get it for three months.' Much of the spinning was done in Roubaix and in other points in the northern part of France, particularly the worsted spinning and where a poorer quality grade of wool could be used than it has been possible to do in England, as well as the finest. Leicester was in the habit of shipping tops to Roubaix but the Germans have taken their machinery and shipped it to Germany, and the English must spin the yarns that they require."

One manufacturer showed a certain line of yarn which had run between 1s. 11d. the lowest figure, to 2s. 8d. the highest range in the past.

"We have just had a quotation of 5s. 7d., which does not include the war tax and the other higher cost of landing. One cent a lb. was what we allowed before for landing; now it runs from 3¼ to 4c."

Another quotation from a correspondent showed that fine yarn bought at 2/6 to 3/8 is now being offered at 6, 3 with no delivery until November or December.

A sample of advances that have been made was one line that sold at \$1 before was advanced in Spring to \$4.25 and now to \$4.50 a dozen. When making a new contract the price will be very much higher, said the head of the firm in question.



U.S. Men Ask Relief

Dye Stuffs Situation Becoming Acute—Want Guarantee of High Duty Against Germany.

NEW YORK, August 17—(Special). The dye stuff difficulty was sufficient for a meeting of the National Association of Hosiery and Underwear Manufacturers to be held in Philadelphia recently, when a resolution was passed calling on the Federal Government to encourage the establishment of dye works in the United States by some guarantee that a sufficient tariff would be imposed on outside dyes as to enable the United States men to work out the situation at a profit to themselves.

The resolution declared that the hosiery and knit good manufacturers in common with nearly all other branches of the textile industry were suffering severely because they were unable to obtain dye stuffs which had hitherto been imported. They went on to declare that it was entirely feasible and practicable to manufacture this dye stuff in the United States and that American capitalists stood ready to furnish capital for the production of the dye stuffs provided sufficient protection was afforded to guarantee that their investment will not be wiped out by foreign competition after the termination of the European war.

The need of dye stuffs, they declared, in these industries was becoming more serious and acute. They, therefore, asked the Government "to promptly enact some new tariff regulations or make proper changes in the present tariff guaranteeing adequate protection to persons, firms or corporations who are contemplating or who may be induced to develop the American dye-stuffs industry."

A copy of the resolution was sent to the President and every member of the Senate and the House of Representatives.

In England, as will be remembered by readers of The Dry Goods Review, the Government subscribed a large portion of the capital required for the organization of a new dye stuffs factory there.

Relief in Protective Tariff Alone

The president of the association declared that the manufacturers all over the country saw relief only in a protective tariff and that they were willing to buy American made dyes even at a considerable increase in rate. "There is only a small stock of colors now remaining in the country and these are in the hands of speculators who are holding them at fabulous prices. Many mills in all parts of the country," said the president, "are already idle because of the scarcity of dye stuffs and many more will have to shut down if American manufacture of anilines is not encouraged by adequate tariff enactment."



This illustrates a one-button hatch which is designed to solve the difficulty of keeping the buttons of a combination in order. A collar button may be used if the single button comes off. Shown by Zimmerman Manufacturing Co.

He added that dyes could be made in this country just as well as in Germany or elsewhere, but labor conditions make impossible the growth of the dye stuff industry in America unless foreign competition, sure to come at the close of the war, is taken care of through tariff regulations.



SPINNERS MAKING BIG PROFITS.

Speaking of conditions in the woolen yarn market, this buyer laughed at the early prophecy that no cashmere hose that could be sold under 50 cents would be on the market next year.

It seems inevitable that there will be an increase in the price but not to that extent. Next year will be worse than this year because no matter what happens there cannot be any relief in the near future.

"It is not so much the wool market—prices are high but supplies keep up—as the spinners. Formerly 80 per cent. of the yarn used and sold in England was spun in France and Belgium—finer work as a rule than could be done in England. Now the spinners have far more orders than they can attend to and are making large profits on their work.

"Another difficulty is a supply of knitting needles. These were made in Germany, and as a matter of fact some have been sent over to English mills from Canada."



NECKWEAR



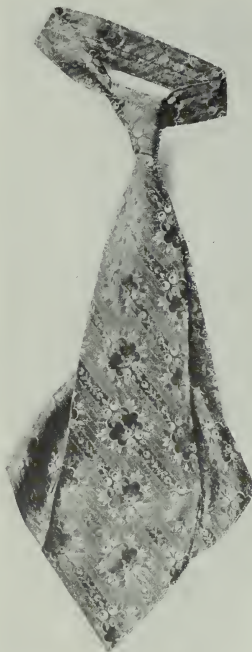
MONTREAL, Aug. 16—(Special).—Without doubt one of the biggest neckwear sellers for Fall, and a line on which several manufacturers are pinning their faith, will be the ombre, or shadow satin, or rainbow satins as they are sometimes called. These will be offered to the trade this year in all sorts of combinations, and manufacturers have gone heavy on this line. It is a pretty staple line, and one that usually sells well in autumn. One maker states that he never got stuck on them yet.

Those who have bought heavily in black and whites, need have no fear of them being left on their hands as soon as the Summer is gone. From all appearances, it will seem that they will be as good as ever for the Fall, all kinds of black and whites—mixtures, stripes, almost any combination will be good, it is stated. Repp silks in black and white are now being made up, and are expected to be big sellers. Shepherd checks in all colors will sell, particularly black and white; in fact, manufacturers state that checks, both large and small, will be good. Paisleys are expected to make a nice tie for the Fall; Paisleys in all-over effects and in stripe effects.

A Montreal neckwear maker states that spots on satins, silks and failles should be in demand, in all sizes, large and small. They were not such good sellers last year, but as they are being shown in American haberdashery stores, it looks very likely that they will arrive here for Fall trade. The same maker states that large designs in high class neckwear will be the thing.

The new sport's tie came rather late on this market, but those who went into this line state that it has proved satisfactory. It is still selling well, and is expected to be a seller until the first week in September, in fact, as long as the warm weather lasts. It is believed that this will prove a paying line for the women's trade next year, as

they look exceptionally well on middies and other low neck dresses. The knot ring appears to have met with favor, one of the largest makers stating that his stock of six hundred dozens was cleaned out.



The Sterling Neckwear Company show an attractive tie for Fall in this silver and dark grey silk, flower design.



Fall ties; shown by Tooke Bros., Ltd.

A GENERAL SHORTENING OF CREDIT.

The National Council of the Canadian Credit Men's Association at a meeting in Winnipeg, passed the following resolution: "That we the Council of the Canadian Credit Men's Association believe that it is desirable in the interests of the trade and commerce of the country from the standpoint of the manufacturer, the wholesaler and the retailer that the different branches of trade should seriously consider a general shortening of credit."



HATS *and* CAPS



ALTHOUGH the time has not yet come when we are altogether through with wearing straw hats for 1915, the trade are ready with their samples for next Spring—that is the Spring of 1916. If we may say so, this year 1915 has been somewhat nondescript in its straw hat styles. They have been neither one thing nor the other. They have neither been pronounced, low crown and wide brim, nor yet high crown and shallow brim. For next year, however, there are some distinctive style indications and the most important is that we are getting back to a conservative wide brim and shallow crown. The proportion will be $8\frac{1}{4}$ by $2\frac{1}{2}$ and in some cases 3 by $2\frac{1}{2}$, but the first figure we have named will be the more popular, and the most probable. It is a style—it will be re-

membered—that was in vogue about five years ago and is such that possibly, more than any other style, suits the average man. A narrow brim and high crown only suit a few men, but the wider brim with a low crown suit the great majority.

It would appear that the big run will again be sennit straws, but in this connection we wish to say that next year, as never before, manufacturers will have to put out some very fine split straws. Some few months ago we showed in these columns a picture of a split straw hat made by one Canadian firm which for fineness and exquisite making has not been beaten to our knowledge in England or America. This, however, next year, will be the rule and not the exception. There will be more and more demand for a finely made split straw and the finer ones will get the trade.

Novelties in Split Straws.

There are some novelties in split straws. One we saw was made horizontally and was so made that the light playing on the crown would effect the shade of straw, there was a line down the middle of the crown, and if the light fell on one side of the middle it would make that side look a little more creamy and a little more white than the other side. When the hat was reversed the reverse side showed the lighter shade. This hat too was novel and it had the side of the crown made in arch fashion instead of going horizontally round as the crown did. The ribbon on this hat too was exceptionally low and in this connection we would say that with regard to ribbons of next year, these bands will be in the main considerably lower than we have known them to be for some time. In the case of some freak hats, they are as low as one inch and in the majority of cases they are an inch and a quarter to an inch and a half in depth. This, it will be recognized, is shallower than we have seen for some seasons.

On most straws the bows will be three-quarters: there will be no back bows. The bows, too, are in the main a little more ornate, being made up in a butterfly shape rather than the plain ordinary bow, although of course on a great many hats this will be worn because some men are conservative as to details of their dress in such things as bows and their hat bands.

Novelties in Sennits.

There will be some attractive things in sennits for next Spring. One very attractive negligé which we saw was straight split, with Shansi brim. This was made up after the fashion of a Panama hat; the brim was soft and limp, and turned up, although it did not curl. The crown was slightly indented and the whole hat was rather after the fashion of the telescope shape in Panamas which have been so fashionable for this year. The bow on this hat, by the by, was in a bronze coloring and looked mighty attractive. The hat may be got either in a yellowish kind of straw or in ordinary white. It makes an ex-



Three new straws for 1916 selling shown by the Crown Hat Company, of Galt. The top is a split in negligé style with curl brim, and is sold in white or straw color. The shape is like that of a Panama and it looks like a popular seller. The second is a conservative split straw with a slightly higher crown and a slightly wider brim. The third has the feature of a black edge to the brim, and the sides of the crown are arched.

cellent novelty hat and is in addition a good substitute for a Panama for a man that does not want to bother with this latter.

There are some other novelties so far as shape is concerned and one in particular which we saw, and which, by the way, we do not hesitate to say we don't like, was a hat which had the usual oval opening for the head which, as the crown went up, became a sort of diamond shape on the top of the crown. It will be seen from the description that for any crown to taper thus unevenly, would make bulges and an odd-looking shape altogether:

this hat is distinctly freakish. Never the less for that, however, it may be a good seller and we report its entry, with other hats.

As we said before the ordinary conservative straw will be the big leader and the fairly low crown and the fairly wide brim will be the main thing so far as style indications are concerned. Just lately we have not been able to see any new Panamas for next year, but there will be further notes on these in a later issue of Men's Wear Review.

BUYING PEARL GREY HATS LARGELY FOR FALL

Dyes Make Greens and Blues Difficult to Guarantee—Warning of Manufacturers Against Raw Edges—Straight Brim Belgian.

THE old trouble with dyes, which is becoming more serious every month has extended to the hat trade for Fall. It is this reason partly, as well as a desire for a change, that is stimulating the turning out by the manufacturers of the lighter shades in soft hats instead of the deep blue and green that were so popular last year, greys, tans and browns. The deeper colors are much more difficult to get and it is impossible to guarantee the quality of the dyeing that is done on these hats.

The Review is able to give an extract from a letter of a manufacturer to one of his large district agents, touching on this point. He wrote as follows: "Would suggest that you push either binding or welts on all dark colors. The dye we have now does not penetrate well, and is liable to show a different color on the edge. Binding or welts will hide this. We may overcome this but are not sure. About six hats out of every dozen are not penetrated. We are selecting them, but some are liable to pass by if used for raw edge hats."

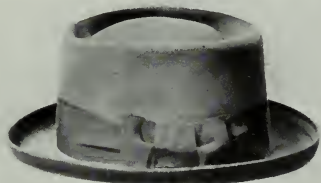
Apart from this point of view altogether, the public seems to be turning to the lighter shades for Fall in preference to the old colors. It is quite true that a large number of the others will be sold. Travelers have found that they have become, like the stiff hats, a staple line, and it is likely they will continue in demand for a considerable time to come, but reports from various centres in Canada as well as the United States indicate that pearl grey or in some cases a slightly darker shade will be the best seller. Our New York correspondent in this issue points this out with some measure of confidence. The pearl grey idea, as readers will remember, was developed from the late Spring and was a movement away from the dark shades. Perhaps the introduction of the black band had something to do with the acceptance for this Fall. In any case it ran very well during the last month of Spring. A large number of dealers were cautious of the movement, but those who played it up got very good sales. The grey hat has a more dressy look to a certain extent than the others, but how it will stand the wear and tear of the changes of weather, particularly rain and wet snowfalls remains to be seen, as in its present state it can hardly be termed an ideal style and color for Winter outdoor wear.

However, it is to be strongly featured as an early Fall line. If it is to be accepted generally by the public, however, it must be of a quality that will last through the Winter. Canadians are not in a position this year to buy two soft hats and everything that is bought early in the Fall must do them service until the time for straws comes next Spring, 1916. At the present time this looks to be

the only possible objection to urging the pearl grey hat for the Fall and Winter selling.

Alpine Fedora Proves Leader.

As predicted months ago in Men's Wear Review, the



NEW MODELS FOR FALL.

1. Sunken crown, made with broad bandings, in all colors.
2. Pearl grey, Alpine fedora, with black band.
3. Snappy model, in Belgian shade, with brim like a straw hat.

Shown by Wolthausen Hat Co.



New Fall model of young men's soft hat. Made by E. Guillet & Sons, Ltd.

sales for this Fall are turning largely to the Alpine Fedora, although a considerable number of orders have been received for the telescope or sunken crown that was so strong last year. The latter is still being held to by a large portion of the younger men who are not quite ready to go back again to the more conservative type of fedora. However, as far as can be learned, the larger number of hats that have been sold so far are after the fedora type.

One of the new lines that are being brought out is what may be called a half-way step between a straw and the ordinary turned-up crown of the soft hat, such as we show in this issue. The brim is flattened out, with a downward droop, and the creases in the crown are near the front, rather than in the centre, as in the ordinary fedora. The hat reminds us of the Rough Rider or Cowboy head piece, excepting that the brim is not so wide and the droop not so pronounced. It comes rather as a novelty than a staple line and will be most popular naturally in a Belgian, a sort of tan shade.

Bands run from 18 to 24 lines, while bows follow earlier indications and are mostly at the full side.

No Clothing for England

British War Office Reported to Have Surplus—Looking for Canadian Orders.

THE chief interest of the dry goods trade in connection with war purchases naturally centres in possible contracts for uniforms in khaki, underwear, caps, mitts, socks and boots, and manufacturers are looking forward with considerable interest to some announcement as to the intention both of the Canadian and the British War Departments as to the placing of orders for the Fall and Winter campaign. Up to the time of writing several orders have been placed for cotton drawers supposed to be intended for cavalry, and one for socks, but nothing definite has been heard of an order for clothing nor sweater coats, nor underwear. The manufacturers in these lines have presented their cases individually before the Purchasing Commission where any information was desired; in other lines the Militia Department is already in possession of the names and equipment possibilities of manufacturers in this country.

Lots of Clothing in England.

The Review secured some interesting information from the Secretary for the Canadian clothing manufacturers, Mr. W. K. Cook, who is in close touch with the

situation in England and France as well as in Canada. Mr. Cook stated definitely that no orders for clothing either for the English army or the French army were expected by the clothing manufacturers of Canada. This applied also to the United States as well as those in this country. They were, of course, expecting to have large orders for clothing from the Canadian Commission for equipping Canadian troops. There was still some doubt as to whether the Canadian Government was responsible for the equipment of Canadian troops after they reached England and were enrolled as part of the British forces, but the general opinion is that this is entirely under the control of the British War Office.

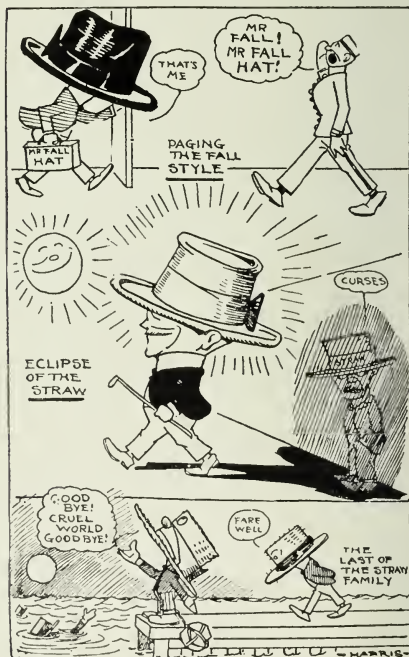
Canadian Government Supplied Khaki.

Dealing with the method employed in connection with the giving of orders for clothing, Mr. Cook stated that the Canadian Commission would probably follow the practice of the Militia Department and buy the khaki itself and supply it to the firms that were making up the clothing. The cost of the khaki would be charged up against the firm and allowance, of course, made in the contract price. The price of the khaki would be higher than it was for last Winter and early Spring orders, but the Government would charge it up itself and the likelihood was that about the same rate would be offered for uniforms as was the case last Winter.

Hard to Make Profit on British.

The prices obtained for Canadian clothing allowed a fair profit, it is understood, for the manufacturer. For the British clothing of last Winter the Canadian maker had to devise some scheme of saving, or he would have found it difficult to have come out ahead.

ENTER FALL HAT



How a Chicago paper co-operated with the retailers.



SUITS & OVERCOATS



BY way of a change we are giving the views on clothing not of a manufacturer but a prominent retailer this month, one who handles three or four lines of high class clothing, and is himself an authority on style topics. The man whose views we are going to discuss is well qualified to speak, and may be said to express the views of manufacturers pretty well, inasmuch as he is handling several lines of goods.

With regard to suits, it is now ascertained that, as our retailer friend expressed it, we shall "be more English than ever." Certainly several of the models which we have seen corroborate this view. The form-fitting tendency is more pronounced—in suits—than ever before, though this year the waist would appear to be a trifle higher. The shoulders are pretty much as they were for this last Spring, sloping and graceful, and natural. There will be no cuff on the sleeve of the coat. A few suits may carry this but the majority of manufacturers are letting it go; it was a fad, anyway, the sort of little finicky trifle that comes in one year and goes out next, and is never overly popular.

Wide Lapel Fashion Flickering Out.

The lapels of the new coats—suits—will be narrower than heretofore. We probably reached bottom in the matter of wide lapels in the Spring models, and of course the New York fashion experts declared themselves sick of the ultra-wide lapel some few months ago. We do not wish to be misunderstood about this; it was immensely popular for Spring and partial Summer wear, but it is a secondary style only for Fall, and by Winter will have flickered out, so far as well-dressed men are concerned. The whole trend of the lapel is peculiarly Englishwards. Not only will it be narrower, but this will be the first tendency displayed towards the higher and shorter lapel which is surely coming. This is worth noting; usually a narrower lapel means a longer one, and a wider one, a shorter one—as evidenced by the wide

Smaller, Sharp Cut Lapels

Wide Type of Spring Passing Rapidly and Roll is Not Returning—Pants Narrower; Vests With Collars.



One of the Semi-Ready Tailoring designs for the autumn season. A three-button business sack, soft roll collar, broad lapels, slightly peaked, and a comparatively straight front effect.

and short one just referred to which had the run during Spring and Summer. But for Fall the tendency will be reversed; the narrower lapel is the first step—in this case—towards a shorter, or higher one. With it, too, by-the-by, there will creep in the trend towards a peak. This is looking very far ahead, and we only throw out the suggestion. Few lapels are placed for Fall. Most are square; some round and blunt; nevertheless in a year or so the peak will come into its own again, as it always does with a high or short lapel.

For Fall, then, a narrow but slightly shorter lapel on your suits. As to buttons, two and three will be worn, more three than was the case last year, by long odds. Lapels will not have as much tendency towards being rolled. There will be more cut sharply.

Collars on Vests.

The vests will be altogether more conservative. They will be deeper. The high vest only came for a little while. It doesn't provide scope enough and comfort enough for the collar to be really popular and the medium vest will ride back to custom on a crest of popularity. Three vests out of four—or thereabouts—will have the lapel. There was some doubt about this a month or two ago, and readers of Men's Wear Review will remember that we expressed it. It is settled now, however, and the little detail of the collared vest will not be absent from the smart suits. No flap pockets will be worn—outside the race course. The bottom of the vest will be conservative in its cut-away lines. The sharp, highly angular vest will not get there as much as the one which makes a blunter angle with the vertical vest line.

As to pants, these will be narrower for Fall, much narrower. And ninety per cent. cuffs will be worn—according to our informant.

Tartans May Replace Serges.

The materials used in making up

(Continued on page 59.)

PENDULUM SWINGS TOWARDS LOOSER O'COAT

For Fashionable Wear This Seems Likely to be the Stronger—Close-fitting Lines Being Modified—Prices Advance for Late Fall Orders, With Few New Patterns.

AT this time it looks as if that Solomon-like reply of a certain judge who was called upon to decide the issue between two disputants, "There is much to be said on both sides," may be duplicated with regard to the styles for Fall overcoats. Early in the Spring Men's Wear Review pointed to the loose-fitting coat as one that was likely to be fashionable with exclusive dressers for the Fall, and in spite of all claims that have been made to the contrary we must still adhere to this forecast. Unquestionably, of course, for the general or popular trade the slightly fitting coat that has been used for years will naturally be a strong seller. Some of the manufacturers are dividing their lines between the two and in this way are likely to catch the trade of both, but at the same time they are slightly modifying the close fit of last year's coats. Models approaching the Kimono sleeve or Balmaean style are very hard to find but here and there some individual is discovered who adheres to the loose sleeve and proves superior to the general combination of forces that have decreed the death of the favorite of the early Fall of 1915. The original designer of the coat in England shows little signs of departing from his strong advocacy of this style. Dealers, generally, will not be sorry to see the extremely flared and loose Balmaean depart; it was not warm enough for the Canadian Winter—the new loose coat is much warmer.

In their dilemma as to the two types for Fall Canadian manufacturers are not alone however, as it will be noted in the correspondence in this issue from our New York representative that this question is not at all settled in New York even yet, and the two separate styles are still bidding as strongly as ever for popular trade.

Few New Patterns and Prices Up

The difficulty in securing overcoatings has begun to be felt here just as in suitings. Manufacturers are complaining of the absence of new designs as most of the mills where they are making any deliveries at all urge their customers to be satisfied with the old-time staple patterns. On this account the 1915-16 season has proved very "quiet" in a special sense of the term in overcoats. Placing orders for Fall were based to a great extent on materials of which there was ample stock on hand in the mills and of which the manufacturers

had sufficient to cover ordinary orders and at prices but little in advance of the previous year. A new condition exists now and when these stocks are cleaned out all new orders that have to be filled will receive an additional price that will vary with the goods until the retailer will find it difficult to make a showing at anything like the prices he has been able to do for many years past. The outlook for Spring in regard to variety of new patterns and guarantee of delivery from the mill looks to be far more serious than is the case for Fall.

A report made to Men's Wear Review by a man in the trade who has received reports from the majority of centres in Canada confirms the opinion previously expressed that the trade is not uniting as in most years on any particular cut or material. Plain dark grey cloths are being taken up rapidly, and plaids, chevots, and meltons will find a large sale, as well as the old time cloth with the "boucle" curl which was popular seven or eight years ago. It is generally agreed that chinchilla which survived last Winter with difficulty is practically dead.

The New York idea of the narrower lapels for Fall has not been adopted in Canada yet. The wide lapel is still continued and in many models goes to even greater extremes than before. In this it is lagging behind suits where the swing backward has begun already.



LOOSE MODEL FOR FALL.

Distinctive style for young men, velvet, deep scye, whole back velvet collar, skeleton unlined, with French facings. Shown by Wm. H. Leishman & Co., Limited.

ED. MACK'S VIEWS

According to one of the prominent retail clothing men in Canada, Ed. Mack, there will be 90 per cent. of young men who will wear a loose overcoat this Fall, and the other 10 per cent. will wear the form-fitting.

"The coat for Fall," he told The Review, "is a loose-skirted, rather short coat, either single or double-breasted, leaving lots of room. The Raglan shoulder is the correct thing. Lapels, which are very wide and very big—giving a look of bigness and comfort altogether—will be round and very blunt, almost a curve in line, instead of an angle. The "Tipperary" will be a big coat.

"Materials will be fancy, in all sorts of warm browns, greys, greens and some blues. Brown will be a strong note. Checks and mixtures will be the thing in patterns.

"There will, of course, be no belt on this coat; otherwise it would be a form-fitting coat. Pockets will be of both varieties, horizontal and slash with a predominating number of the former in the loose, and of the latter in the tight coats. Cuffs may or may not be worn on the

sleeve. Nine out of ten coats, loose or tight, will probably show velvet after all. It seems to have come to stay. This does not apply to ulsters. They, too, by-the-by, will have the usual big belt and be made exceptionally roomy as to body and skirt alike."

GUARDS CUSTOMERS FROM EXTREMES IN ORDERED CLOTHING

Peterborough Merchant Looks on Every One as a Repeat Customer, Who Might Be Driven Away—Supplementary to His Stock of Ready-Made.

Special to Men's Wear Review By a Traveling Staff Writer.

IN a recent issue of The Review attention was called to the tendency amongst men's furnishers in Canada to extend their activities along the line of clothing and particularly Made-to-Order business as agents for some outside firms. This tendency is a marked one across the border and it is operating both along the ready-made clothing and the special order clothing lines.

The movement is due to two more reasons: One of these is that there is believed to be good money in the clothing business and merchants are desirous of increasing their turnover and the possibility of profit. Another reason given by many of those who have gone into the new line is that they have received a number of requests from customers for clothing which they have been unable to fill, and they have felt that the two would work in for the mutual satisfaction of their customers and themselves.

For those who are not willing to undertake any further liabilities the special order clothing carries with it a ready appeal. They argue that they need to carry no stock on hand and that there is no further outlay required; they can take orders and receive the cash for them and get each suit disposed of without any further obligation on their part. There is no danger of stock piling up on their hands on which they may not realize 100% of the marked price as there might be if they kept a large stock on hand that might not suit the whims of customers or of changing styles.

Using Young Men as Models.

The general practice of those who deal only in ordered clothing as supplementing their regular business in men's furnishings is to have a table and a couple of chairs near the front of the store or some other convenient place where it will be prominent and easily seen and to have samples of clothing laid out on the table with style books supplied by the particular firm or firms that they represent. In order to make it easier for their customers to come to a conclusion some retailers have the price attached to each sample, so that those that go beyond a certain price can be rejected by the customer and his choice brought down to a few samples, probably without the assistance of the merchant himself. Some dealers, one of whom is a St. Catharines retailer, told a story recently through the columns of the Men's Wear Review,—use a young man as a model on Saturday afternoon and evening, having him dressed up in one of the most popular styles for young men and parading up and down the store. This method has been found very successful as it gives the customer the exact idea of what the suits will look like and not only shows up the style but the pattern as well.

Supplementing Ready-Made Stock.

There is another type of merchant who makes the order clothing supplementary to his stock of ready-made clothing, taking orders from customers who cannot be

served with the stock he has on hand. The argument for this method is of course that a customer is retained who otherwise might have gone out if he could not find something that he liked. Such a business is carried on by one of the best known men's dealers in central Ontario, Mr. A. N. Laidlaw, of Peterborough. Mr. Laidlaw has a good supply of ready-made clothes in a handsome cabinet running down the right-hand side of his store, while in addition on the other side on a table he has samples of cloths and style books which are used by those he is unable to interest in the ready-to-wear lines he has on hand. This has proved to be a very satisfactory combination method. It gives a double-barrelled chance of a sale.

Mr. Laidlaw has the advantage over a great many who are in the clothing business, that is those who go into it without previous experience, owing to the fact that his business developed from that of a custom tailor in which he was engaged for many years. He introduced the double end and gave up the personal making of clothes and took an agency which he has held for a great many years to the mutual satisfaction of himself and the maker. His early experience as a cutter makes him particularly fitted for taking measurements, although under the present system as it is being developed there are few causes for complaint even among inexperienced handlers of this line of business. In a period of 10 years, Mr. Laidlaw says, he has not had two suits thrown back on his hands, so that this point is a negligible one in his business.

Away From Extreme Styles.

In taking orders he is careful wherever possible to guide his customer away from any extreme styles. He put it this way to The Review: "I am not in the business like some men in Toronto and Montreal where there is a large transient trade and where you get all kinds of people coming in for all kinds of suits. If you sell an extreme model the man may never come back to the City and your trade will not suffer even if he is dissatisfied with what he has bought. Moreover tastes in a large city are apt to be more varied than in a small one. But with me the whole idea is not so much to sell a suit to a customer but to make a sale or not to make a sale with the ideas of retaining custom for years to come. That is the only way I can do business in a city of this kind. It is my first aim then to induce the customer to take a pattern of cloth and a cut that he will be satisfied with all the time he is wearing the suit. If it is too extreme he is likely to tire of it and I will suffer the next time he is ready to buy a new suit."

Mr. Laidlaw as he spoke was looking over a number of plates, and strongly condemning the wide lapel, with what has been called the agricultural triangle. He is rejoicing that the short vogue of this style is fast coming to an end.



BOYS' DEPARTMENT



MONTREAL, August 16 (Special).—In juvenile clothing, the tendency for Fall is away from the old Buster and Russian children's suits, and towards the Dombey, Oliver Twist, Eton, and fancy effects, which have been shown with much success by the manufacturers of wash goods. In the old styles we had the side button effects, buttons all the way down the side; in the new style, the special feature up to seven years is that they are made with straight pants. Combination of different cloths are being used effectively, such as blue and shepherd plaids. The latter should be exceptionally strong this year, the belt being wide, and together with collar and trimmings on sleeves being made of blue material, the rest of the suit being of shepherd's plaid. Corduroy effects in these styles will be good sellers, in various colors. Green corduroy is expected to be popular.

New Models for Fall

In boys' suits, Norfolks and D.B.'s will continue to share popularity, with a tendency in the larger sizes to single breasted Norfolk effects, that is, plain fronts, and fancy belted backs. In these, patch pockets are expected to predominate. This tendency is seen in the new models of a prominent Montreal manufacturer of boy's clothes, who has two distinct models ready for the 'rade, in which the above features are plainly indicated. One of these is a single-breasted square fronted coat, with wide lapel, soft roll, patch pockets and permanent belt. The back is fancy, with long pointed yoke, and three pleats, two long and one short. These garments are made with inside pencil pockets.



Fall Model, 1915. By courtesy Theodore Morre, designer, John W. Peck & Co., Limited, Montreal.

Towards English Styles

Both in boys and juveniles the tendency in pants is towards straight legs, which is a decidedly English style.

There is a marked movement this year in the direction of English styles in juveniles, and each year sees more pep being put into this class of clothing. The same manu-



"Billy Boy" suit, fancy sleeve, cuff, and fancy collar of contrast cloth to match cuff. Straight knicker pants. Shown by Saxe Clothing Co.

facturer referred to above has a small boy's suit on the market, under the name of "Billy Boy," which has a fancy sleeve, cuff, and fancy collar of contrast cloth to match the cuff. Straight knicker pants go with each suit. On the side of the cuff on the knicker pants are two pearl buttons and braids, which also match the sleeve and collar of the coat. The collar is made with low opening in front, and the coat buttons three-quarters of the way down the front. It is put on by slipping over the boy's head. There are patch pockets, with pearl buttons. The coat is made bell bottom, which is an entirely new feature.

THE inevitable advance in the cost of clothing or Fall has included boys' lines as well as adults. An estimate by one of the largest manufacturers of Canada figures this increase out to fully 25 per cent., that is an exactly equal quality basis to last year. The retailer will have suits to sell at last year's prices, but they will not be of as good quality. All woolen cloths have soared and the prospects for Spring stocks is that further advances will be in effect.

England has long been Canada's greatest source for low-priced cloths, but English mills have had to depend in large part on Germany, Russia, Austria and other countries for her stocks of rags. Then there is the trouble of dyes that often seems too much magnified, but is becoming more acute. Enormous profits are being made by many holders, and in spite of predictions there seem to trickle through a fair quantity of the German aniline dyes, but the prices are three, six, ten or often twenty times what they were a bare year ago.

Dropped After 16 Years

The natural question of the retailer at the opening of a season is one about the new styles and new patterns in cloths that he can show his customers. These points, however, are not worrying the manufacturer: it is not new patterns but how to get the goods at any price. One Canadian manufacturer who for sixteen years has been able to depend on regular shipments of woolsens, strikes or no strikes, says the last information was that only one more shipment of twelve bales was coming and no more were in sight.

A letter from a Leeds firm states that all cheap cloths are up fully 6d. a yard. Another quotation shows that a line of serge that sold one year ago for 2s. 1d., is now up to 3s. 9d.

Dyes Not True to Sample.

Not only is the price increase serious, but the dyes are not turning out true to sample. The mills say it is impossible to guarantee a perfect shade with the dyes they are compelled to use now in place of the German.

"In order to keep running," said one manufacturer, "we are compelled to go to the United States for a considerable portion of our cloths at a duty of 42½ per cent. They are improving of course, over there, but as yet it is

Boys' Clothing Up 25 p.c.

Average Advance for Fall for Same Quality—
Difficult to Get New Patterns—
Norfolks Favorites.



Models of Fall suits for boys: single-breasted Norfolks, with wide collars and lapels, patch pockets and pleated down the front; full bloomers. Shown by Jackson Mfg. Co.

impossible for us to get anything like the range of samples we had before. The outlook for the Spring of 1916 is even more serious.

In boys' suits for Fall there is nothing new in fabrics on the market. The popular demand continues for Norfolks with the new wide lapel on the single breasted, side pleats, patch pocket and full round bloomers, peg top shape.

Khaki for Children

The popularity of children's khaki clothing will continue more or less until the end of the war. They are still being made by some of the best Montreal makers. Several firms have improved on their original model by making breeches instead of straight pants, which gives a true soldierly effect. In the United States, where the boy's khaki suit is also very popular, these suits are being made with the insignia of rank. Officers' uniforms, however, are confined to the high-class tailor-made trade.

In the case of youths' clothing, the popularity of the wide lapel is regarded by many manufacturers of young men's clothing, to be on the wane, and according to what is seen to be coming in the United States, will be supplanted by a narrower lapel. The tight-fitting English soft roll is expected to be maintained. The vest is lower than usual, the collar on the vest being soft roll, with only a few straight collars. About fifty per cent. of the vests are being made with no collar at all.

A new model has crescent pockets, three-quarter permanent belt, single-breasted round front, and crescent yoke in the back, with two inverted pleats. This manufacturer is supplying bloomers with all these suits, in which the tendency is seen to get away from the peg-top to the knickerbocker bloomer, which has a straight leg and a very full knee.

SMALLER, SHARP-CUT LAPELS

(Continued from page 55.)

suits will be just about everything but blues. These will be made up, of course, but they will be more high-priced than ever, on account of the difficulty in procuring them. Instead of serges it is said that tartans will have the big run, and in these, a small plaid with a dark red color note prominent. This makes up very nicely with dark green or darkest of grey, and it looks like a winner.

SOME EARLY FALL ADS.

Men's Fall Suits

New Fall Suits are here in such fashionable models and of such enduring cloths that we may truly say that never have styles been neater, tailoring better or wear more promising than this season.

There is everything here that the man of "yough" taste could wish for. The majority of the suits are built with English, with almost snug fitting backs and a bit shorter, narrow shoulders, broad soft roll lapels, trim, straight trouser lines and cuffs at bottom if desired. Also suits with less marked extremes of style, suitable for the men of more conservative ideas of dress.

Tweeds and Worsteds are much in evidence and shown in all new shades of brown and grey; also a fine assortment of Tartans.

Price range from \$10 to \$30

MEN'S CLOTHING DEPARTMENT



with a Fall instead of a straw hat.

The ad. of Thornton & Douglas, Stratford, could be strengthened by going into more details about what is new in Fall hats; it is rather too general.

The Oak Hall (Toronto) ad. is a bright and attractive display starting out with a very expressive illustration.

BOYS' SCHOOL SUITS



NOW is the time to prepare the boys for school, and ours is the stock to select from. We have our new fall lines in and a better showing will be hard to find, with prices that must please even the choicest buyers.

SAY FELLOWS!!

Starting at \$2.98

We show a splendid strong suit, in Norfolk style, sizes 24 to 28, made in neat shades of grey and brownish mixed tweeds, full cut bloomers. The same lines in the larger sizes 29 to 34 and 35 for \$3.98.



Strong on the Following Prices:

We thought heavy this year to sell at \$4.50, \$5.00, \$6.00 and \$6.50. There is a splendid range of patterns at all four prices, and you can dress your boys in smart suits at moderate prices.



Two Pant Norfolk Suits

We strongly advise our customers to buy suits with two pairs of pants whenever possible. We have stocked three specials at \$10.00, in blue, grey and brown, and buying them as we did,

before the war, ran up on fabric, we can honestly say that these same suits today are well worth \$12.00. The materials are good solid all wool tweed, and beautifully made. Bloomers full cut and strongly sewn. With two pairs of pants we sell these splendid suits for \$10.00.



Get your boys out for school at the "Lucky Corner" and you will have no regrets.

OAK HALL, Clothiers
The "Lucky Corner"
Yonge and Adelaide Streets
J. C. COOMBS, Mgr.

ON SALE TODAY

Young Men's Suits, Good Value Saturday at \$13.50

THE new models for fall have a few quite interesting innovations. The two and three-button styles with soft rolling lapels are still favorites, although there's more of the military correctness to the figure this season. The lapels are peaked, shaped, or square corners; coats are shaped at waist-line as before, only these are without the vent in back. The vests open a trifle lower than last season, although they still have six buttons. Some coats have patch pockets; others have top flaps. Trousers may be plain or with cuff. The materials are soft cassimere finished tweeds in small and indistinct checks and the new over-plaid, fashion's latest designs. The colorings are green, olive and brown, the newest for young men's wear. Sizes 33 to 38 chest. Extra good value at \$13.50

Here are reproduced early ads. for the Fall Opening of men's wear. All of these, picked at random, are illustrated, a good feature wherever possible, but to be effective the cut must be a very close likeness of the goods shown. Often it is a poor makeshift that detracts from the descriptive matter.

The top sample is a section from the advertisement of a St. John, N.B., dealer. The strong point in the matter is the detailed description of new Fall styles; a weak point, the indefinite price—\$10 to \$30. Much more effective is the one below specializing on one price; or two perhaps could be used.

The ad. of Pascoe & Hearn, as usual, plays up the "Take Elevator, Save \$10" idea, their leading talking point. The illustration would be better

son, Limited

Take Elevator Save \$10

See the new Oat-Button Coat, the new Braided Vest, Mailed, Some worth \$10

They're Here!

First Showing of the

New Fall \$25 Suits

AT Our Up-Stairs Price

15

You don't have to wear "clearance sale" "left

NEW FALL HATS

We have received some early shipments of new Fall Hats which will interest the young men who wish to be up to the moment. Malloy's are American. There is all the new shape, both soft and both set and stiff.

\$3.00
Canadian and English makes, including the famous Chubb, both soft and set.

\$2.00, \$1.50 and \$3.00.
It's not too early to buy your new Fall Hats.

Thornton & Douglas, Ltd.

Men's Hatters.

No Extras.

No Alteration Charges

Second Floor Kent Building

"CLAUDE RILEY" PASCOE & HERN

Corner Yonge and Richmond Streets

tion. It was three columns wide and full length of the page. The whole "air" of the ad. is favorable to sales. The last illustration where the boy is holding out the extra pair of pants is a striking one, although the artist's work could be improved.

THE ONE-IDEA AD BRINGS BEST RESULTS

How Big Sale of Suits Was Carried Out By Repeating Same Idea in Different Ads — Ramming It Down—Lots of White Space the Best Finish.

By S. R. Wotten, Advertising Manager, The Ritchie Co., Belleville.

BELLEVILLE, August 16—(Special).—I suppose that all advertising men and all ad. writers have their own ideas with regard to the menu they use. Some men prefer one style of ad.; some men another. One has to figure out for oneself exactly what kind of ad. pays in the business to which one is devoted, and for which one is writing the ad. I have found in my experience that in the case of a men's wear retail store two things are paramount in importance. I want to make the reservation at the first that it may not be so to other people. What I have to say in the following paragraphs may not be the experience of other men in the same position but it has been mine.

The "One Idea" the Thing

The first thing I have proved is that "the one idea," in advertising is the best thing. On this page I reproduce three sample ads., which were written by myself and run in the daily papers in Belleville. All of these feature the "one idea." That is to say I have devoted the whole of the space in each case 12 inches wide by about 18 inches deep, to description and talking points about one particular line, that is, suits. For instance, the two ads. which are headed each "The Greatest Men's Suit Sale of Them All" ran on different days in different papers in the same town. It will be noted that the reading matter was hardly altered, and that the captions and the big print were in all cases pretty nearly the same, except for some detail. And it will be noted, too, in the case of these two ads. that I do not talk about anything excepting men's suits. The sale for which these ads. was written included a lot of other things besides men's suits; collars, shirts, raincoats, overcoats, knick-knacks and various other things, but I was interested in writing these ads. chiefly in getting rid of these suits. I, therefore, ran them for two days hand-running with pretty nearly the same wording and pretty nearly the same design. The reason for that was that it

is my idea that you always do well to impress on the public mind the fact of what you have to offer. This in my view cannot be done by one single ad. If you are going to advertise more than once why not repeat what you have said before—providing that it was good stuff—in order that it may become firmly implanted in the minds of the buying public whom you wish to attract?

Getting Rid of 150 Suits

Take this case for instance; we had some suits to offer; we wanted to get rid of a hundred and fifty. What we did was to advertise them once and then the next day to advertise them again in pretty nearly the same words, only varying the ad. by a difference in style in print, and also by a different cut. What I am getting at is that we kept to pretty nearly the same idea about the men's suits and making them our big feature and we dwelt on this idea for two days so as to ram it down the public throat. After people who had read the daily papers in Belleville had seen these two days' issues they could not but be aware if they read advertising matter at all that Ritchie's had a big Suit Sale. I may say in connection with this that the result justified the application of the "one idea ad."

Avoid Cramming an Ad

The second thing I have to say is that it has been my experience that lots of white space is the best finish to an ad. that can be possibly given. Here I would say one or two words about overcrowding. I know that many people have the idea that the best thing you can do with your space in a newspaper or circular is to cram it and jam it full of information of what you have to offer. And I know, too, that in many cases it gets results. But I do not think the usefulness is generic by any means. I know that in the case of my own ads. the best incentive to people reading the information I have put there for them to read is to play it up by giving them lots of white space in

THE GREATEST MEN'S SUIT SALE

Of Them All

150 Men's Suits

That we considered the best we ever had at

\$16.50 and \$18.00

Now on sale at

\$13.50



Young Men's Two-Piece Summer Suits

A collection of Young Men's Two-Piece Suits, made of the finest materials, and cut in the latest style. They are now on sale at

\$13.50

Men's and Young Men's 3-piece Summer Suits

A collection of Men's and Young Men's 3-piece Suits, made of the finest materials, and cut in the latest style. They are now on sale at

\$13.50

The More Conservative Men's Suit Styles

A collection of Men's Suit Styles, made of the finest materials, and cut in the latest style. They are now on sale at

\$13.50

SEE WINDOWS

That give you the best idea of our new styles and prices. We have also arranged for the display of our new MEN'S SUITS at \$13.50

The RITCHIE Company Limited

RITCHIE'S MEN'S AND YOUNG MEN'S STORE

G R E A T

STOCK-REDUCING CLEARANCE

OF MEN'S CLOTHING FURNISHINGS AND BOYS' SUITS

January Clearance Sale

Sole Consignee Montreal, Dec. 25, continuing through the entire month of January

OVERCOATS

At Greatly Reduced Prices

Men's Flannel Shirts 75c each

Men's Coat Sweaters \$2.00

Men's Worst Trousers \$2.50

Men's Tweed & Worsted Suits \$12.00

Men's Soft Hat In Stock \$1.50

Men's 3-piece Toned Suits \$5.00

January Clearance Sale

SEE THE OTHER SIDE OF THIS AD.

The RITCHIE Company Limited

THE GREATEST MEN'S SUIT SALE

OF THEM ALL!

150 Men's Suits

That we considered the best we ever had at

\$16.50 and \$18.00

Now on sale at

\$13.50



Young Men's Two-Piece Summer Suits

A collection of Young Men's Two-Piece Suits, made of the finest materials, and cut in the latest style. They are now on sale at

\$13.50

Men and Young Men's 3-Piece Summer Suits

A collection of Men and Young Men's 3-Piece Suits, made of the finest materials, and cut in the latest style. They are now on sale at

\$13.50

The More Conservative Men's Suit Styles

A collection of Men's Suit Styles, made of the finest materials, and cut in the latest style. They are now on sale at

\$13.50

SEE THE SHOW WINDOWS

For the Great Sale

The RITCHIE Company Limited

Samples 1 and 3 indicate advantage of liberal use of white space.

Sample 2 presents the other side of the question.

and about and around the reading matter. This you can see from the two ads. that I have here.

Using Space by Not Using It

Some one will urge in reply to this: "You are paying for space that you do not use." That is perfectly true, but I think we use the space to better advantage by not using it—if that does not sound too Irish—than if we did use it and kill it by an overplus of reading matter.

On this same page there is by way of contrast another ad. which was used in circular form to talk about a stock-taking sale we held some time ago. It will be noted here that I departed from my usual custom and instead of giving lots of white space I crowded as much as possible into the space that I had at my command. In my opinion

it does not make as good an ad. I leave it for the readers of the Men's Wear Review to judge for themselves; they have the three ads. here on the page to look at. It is true that you pay for space but I think that space is very often most widely used in its non-exercise as in its filling.

It will be noticed, too, that in the circular about the stock reducing clearance I do not confine the circular to the one idea. This, of course, is more or less impossible in the case of a circular because I want to get it into the minds of the people to whom it goes, the fact that we have all sorts of things from suspenders to overcoats to sell to people who want to buy. Nevertheless I do not think it is as wise a policy—where you have the choice—to introduce several ideas as to simply keeping your advertising space descriptive of one.

GOSSIP OF THE TRADE

IT appears that the spiff system, which I touched upon last month, is in extensive use as a means of keeping stocks clean. A clerk in the West has had the goodness to forward me a few facts regarding how the scheme is operated out there.

"Spiffs," he writes, "amount to 25c on suits up to \$18, and 50c on those above that figure. They are not paid on serges and other staple lines, although there is usually one on freak lines made from staple goods. Serges are often cut in styles which are dangerous to keep in stock for any length of time.

"We use a rather ingenious system, in which a spiff comes into force automatically. It also enables us to determine at a glance the date on which a suit was placed in stock, which is often very helpful information. New stock is marked with the day of the year. For example, there are thirty-one days in January. A suit coming into stock on the last day of January, would be marked 31-15; in the same way, a suit which went into stock on the last day of February this year, would be marked 59-15, that being the 59th day of the year.

"Now, the rule is that when a suit has been in stock for six months, there is a spiff on it. When a clerk is going through the stock and notices a suit that looks rather familiar, he adds 180 to the number on it (180 being the number of days in six months) which gives him the date on which the spiff will come into force. Supposing the number were 64-15; 64 plus 180 equals 224, and as August 6 is the 224th day of the year, that is the day on which the spiff comes into force.

"This system has the effect of keeping clerks closely in touch with the stock, no matter how big it is, and it is very rare that a suit has been in stock six months without the clerks being cognizant of the fact. When a sale is made, the ticket goes to the office with the bill, and it is left to the office to determine whether any commission is due the clerk or not. If there is, he gets it in his pay envelope at the end of the month. It can easily be seen that clerks would not push "stickers" if any deception were practised in the office.

"It might be argued against this system that clerks would be tempted to push suits unduly on which there was a spiff; but he would be a poor salesman who forced a suit on to a customer which was obviously unsuitable. It is a good system, but there is a heavy responsibility on the manager, who must see that it is not abused. It is a system for keeping stock clean, and not meant to be a nuisance.

"I frankly admit that if all salesmen were strictly conscientious, a system such as the above would be un-

necessary. Salesmen, however, are human. I know a clerk who paid his board and other expenses for a month out of his spiffs, and banked his pay check. This, however, was during the month of June, when business was very brisk."

I wish to thank this correspondent for the great pains he has gone to in explaining this system, and as long as it is vague I trust he will continue to make pin money. At the same time I think it is a pity that clerks should need spiffs to keep their stocks clean. As he says, it is human nature, but the clerks who will be store managers of the future are not those who are selling suits simply because of what they make on the side.

A Tragedy in Three Acts

You noticed the article in our last issue which dealt with a mistake in Ely's ad. in the Ottawa Citizen, which caused that store to sell four hundred shirts at eight cents each? If you didn't, better get your July copy now, and look at it. Here is a tragedy in three acts—The Appeal, The Deluge, and The Morning After. It is an enactment in real life of something which is liable to happen any day to you. Cases like this are common enough, but we don't always hear about them. The last thing a newspaper rushed into is an admission of error. The case is on record, though, where one of the best known department stores in the country offered fur coats at \$9.50. The ad. should have read \$95. Now this was a store famous for quality, integrity, and every other store virtue, and when they offer a bargain, people run for it. Imagine, then, the scramble there was for these \$9.50 fur coats. In this case, the newspaper wisely made "copy" out of the scramble, which was taken into consideration by the store when making a compromise.

An argument occurred in a store recently as to what action should have been taken in the Ely case. One clerk asserted that the Citizen ought to have made good the whole loss, as it was a double loss to the merchant, who probably would be unable to buy shirts again to sell for 85c. He lost not only his money, but his stock as well.

The manager of the store and the other clerks took the negative side. In their opinion, the publicity secured was valuable. This, together with a full explanation in the next issue (emphasizing the point that here was a store which kept faith with the public), plus a reasonable monetary allowance, should have proved satisfactory to the store.

Diplomacy in Excelsis

A case where diplomacy was necessary came under my notice last week. A friend of mine went to a large Montreal haberdashery for a pair of French braces—the kind



“The best collar I ever wore”

—AN ONTARIO FARMER

“Say, J——, that waterproof linen collar you sent me is the best I ever wore in my life.” This is the statement of an Ontario farmer some seventy summers old, and who has worn waterproof collars ever since the old celluloid variety first came into vogue.

Upon looking the collar over the sender found that after months of daily use it was in perfect condition, the buttonholes were firm and the corners of the lapels uncracked, and at the same time noted that it bore the well-known label,

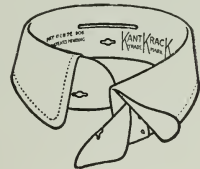
KANTKRACK
TRADE MARK

This is only one man's experience. Farmers, autoists, mechanics, laborers and men in every walk of life are unanimous in their good opinion of the service obtained by using **KANTKRACK** collars.

KANTKRACK Waterproof linen collars have features that are all their own, including the reinforced buttonholes, the slit over the back buttonhole, the riveted and cemented flap, the easy-sliding tie space, the neat linen-like finish.

Don't sell collars that you are not absolutely sure will give satisfaction to your patrons. A satisfied customer is a lasting advertisement for you.

Stock up with **KANTKRACK** now—“one grade only and that the best.” Sold direct to the trade—*No raise in price despite extra cost of production—quality maintained.*



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

which are adjusted by simply pulling a tab up or down. The clerk produced a box, but they were not the kind. My friend tried to explain the making of the French brace. The clerk thought he knew now what was wanted, and produced another box. Again they were wrong. There were further explanations, aided by sketches. At last the clerk said: "I'm beginning to see that you know exactly what you want, so must make a confession. Our total stock of these braces consists of five pairs, which we are holding for men like you who will take no others. Since the war broke out these braces have been as scarce as hen's teeth."

Here's a yarn from a Montreal hat store, in which there were two clerks—a French-Canadian and an Irishman.

One day two Frenchmen entered, and asked to be shown some Panamas. After spending half an hour showing them his stock, the French-Canadian clerk learned that they had been to another store, and were simply comparing values. When they left without making a purchase he turned to his confrere, and said in disgust:

"If I were not a Frenchman, what I'd say about the race of those two men would be a shame."

The other clerk consoled him by saying that the French as a whole were pretty good people, but like every other race there were good and bad.

In a confidential tone, the French-Canadian replied: "I think I'd about as lief be an Irishman as a Frenchman."

C. W. B.

WITH OUR ADVERTISERS



out from the thin cardboard covering, with head, collar and tie in two-tone effect, giving an excellent idea of how the shirt will look when worn. These boxes can be used to good advantage in window displays and are certain to make a hit, and not the least for showing Christmas goods. The

This cut is a reproduction of a capital idea in shirt boxes of a display nature just brought out by the Forsyth Co., Ltd., of Berlin, Ont. The illustration on the left shows the bosom of the shirt and also the cuffs in view, standing

outer cover of the box is printed also in duo-tone as shown in the view on the extreme right.

JOHN FORSYTH CO. AND DELPARK, INC.

A branch has been established in Berlin, Ontario, for the manufacturing and marketing of the combined productions of the John Forsyth Co., Limited, of Berlin, Ont., the well known manufacturers of the "Guaranteed Forsyth Shirt," and Delpark, Inc., of New York, who are makers of Half-Back Underwear, Delpark pyjamas and Quilloc neckwear. Mr. Joe Pickard, formerly of the firm of Pickard & Pickard, who has been representing Delpark, Inc., will continue to represent them from the Canadian branch. The Delpark line will be sold by the Forsyth sales organization, and by special representation from New York City. Canadian visitors to New York are cordially invited to visit the New York office, Broadway and 31st streets, where Mr. Bedell Parker, who has many close friends among the Canadian trade, and his secretary, Mr. Forbes, will be pleased to show them many new and interesting ideas in men's wearing apparel.

MAKING CANADIAN HATS AT BROCKVILLE

Brockville is gaining fame as the centre of a thriving hat industry. Here has been established for many years the factories of the Wolthausen Hat Corporation and the town itself owes not a little to the vast strides being made in the manufacture and sale of the hats made by this firm. Nowadays, when it has become the fashion to put the magic words "Made in Canada" on nearly everything sold over a counter it is pleasing to recall that the Wolthausen people were never ashamed of their goods and advertised extensively the virtues of their Canadian-made hat.

A particularly pleasing feature is the fact that a guarantee goes with every hat turned out, so that merchants who handle the line are protected against loss. When our representatives recently visited the factory, he found that Fall business was of good dimensions and that many merchants who had previously carried imported lines were sending in good or-



ders. Herewith is shown a view of the large factory that turns out Wolthausen hats.



For Next Spring—the *Tooke*
Line of Shirts is stronger than ever

TRAVELLERS are now on the road with Spring Samples of what we confidently believe will be accredited as the best showing of shirts ever made by this Company. In all the staple lines the Tooke reputation for value and style is confirmed and strengthened. In novelties the showing is truly remarkable—both in the attractiveness of the goods shown and in the war-level prices at which they are quoted.

For instance, the silk-front matched back shirts—sold last year at \$24, are quoted this year at \$9, \$10.50 and \$12.00.

Tooke Sport Shirts for 1916 will eclipse anything on the market—in dashing style, quality of fabric, and excellence of workmanship.

We will show for spring a totally new departure in shirt-making—a combination coat-cut shirt and pants that is practical, convenient and really comfortable. Exclusively controlled for Canada by Tooke.

Hold your orders until you have seen the Tooke lines—the best we have ever produced.

TOOKE BROS., LIMITED

Montreal

Toronto

Winnipeg

Vancouver

Saxe Clothing Company

SOMMER BUILDING

37-41 MAYOR ST.

MONTREAL

Exclusive Manufacturers of Boys' Clothes

Have this Patent "Governor" Fastener on all Bloomers of their Boys' Suits



"GOVERNOR" FASTENER
PATENTED
BOTTOM BELTS
For Boys Knickerbockers

Adjust Easily & Instantly
Fitting Fat or Thin Legs

The Elastic Insert
Yields to movements of the Muscles
Allowing Fulllest Freedom & Comfort

No Straps to Tear
No Buckles or Buttons
to Fall Off

IT SAVES
The Boy discomfort
The Mother Annoyance.

Guaranteed to outlast the Pants itself.

Mr. Retailer

Boys' Clothing

Dear Sir:

We desire to call your attention to the "GOVERNOR" FASTENER BOTTOM BELT, which has met with the greatest approval everywhere as being the only device proven perfect for adjusting knickerbockers about the boys' leg.

The Saxe Clothing Co., of Montreal, manufacturers exclusively of boys' clothing, use this patent fastener on all bloomers of their boys' suits. *No Straps* to tear. *No Buckles* or *Buttons* to fall off. It saves the boy discomfort, and the mother annoyance. The only device proven perfect for adjusting bloomers about the boys' legs.

If you have the "Governor" belt on your stock of Boys' Suits, it helps to sell the suit.

Yours respectfully,

The Governor Fastener Co.

821-823 Broadway, New York City

Travellers for the Saxe Clothing Company, Montreal, now on the road showing Models for Spring 1916 with this Patent Fastener. Write for samples.

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 CETERA
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted, cut-away plain or braided	To match coat, or fine, with long tail.	Like jacket or in case of cut-away coat, grey	Straw or Panama or silk	White or colored, plain or pleated	White wing double fold	Four-band, Ascot, or bat-wing	Yellow, grey or chamamois or silk	Cotton, silk, or colored	Laced calf or high	Chesterfield fitting; grey or black or cravatette	Single pearl, gold or links, gold chain, light cane.
MOTORING, GOLF, HUNTING, SPORTING, COUNTRY	Norfolk or jacket brown, green or buff tweed overcoat	To match coat or fancy fabric.	Same as business, or hockers with strap and buckle.	Cluth, felt, cap	Neglige; soft cuffs.	Soft, entwined or kerchief	Four-band, or sailors or stock	Wool stockings, fancy tops or puttees	Brown, low top, or russet high	Brown, low top, or russet high	Regain fitting or cape or barberry	Plain gold bar pin
WEDDING, MAJANE, GALAS, RECEPTIONS, SEMI-FORMAL, AFTERNOON WEAR	Cut-away or frock, s. or d., black or grey, braided or plain.	To match coat or white	To match coat, or striped, worsted	High silk or soft	Stiff or white; stiff cuffs; fancy	Wing poke	Ascot or four-band to gloves	Black or colored, silk, plain	Black or colored, silk, plain	Patent leather buttoned kid tops	Frock, black or Chesterfield	Pearl or diamond pin; gold plain gold links

EVENING WEAR.

EVENING, BALL, WEDDING, FORMAL OCCASIONS.	Evening tail coat, or satin, skirted, or cape	White s. or plum, black or grey, fancy silk	Same as above, or two medals, braides	High silk, with broad felt, or silk band	Stiff with single cuffs, white, or plain, or pink, two showing	Poke or wing	Butterfly, with round ends, plain white or simple pattern	Black, grey or deep blue, or other colored	Black, grey or other, silk, or colored	Patent leather pumps	Frock, Chesterfield or Inverness black or blue	Pearl or monstone brooch, studs, platinum bar chain
INFORMAL, DINNER, DINNER AT HOME, ETC.	Evening jacket, or d. breast, black.	Same as above, white, black or grey, S. or D.	Same as above	High silk or Alpaca or Panama	As above, or, for Summer, plain bosom	Same above	Same as above, black	Grey silk or chamamois	Same as above	Same above	Same above	Same as above



A. HARRY WOLFE

Dominion and Allied Governments'
Contractor

248 Notre Dame St. West
MONTREAL

Manufacturing and Carrying in Stock the
LARGEST OUTPUT in CANADA

of
**MILITARY
 REGULATION
 KHAKI**

**HEADWEAR and
 EMBROIDERED
 BADGES
 For All Ranks**

Deliveries immediately
on receipt of order

Write or Wire for
FREE CATALOGUE and
Special Prices on Quantities



"When the German Kaiser asked for his last war loan, he had to assure the banks that the war would be over by October.

"What if it isn't?"

That "automatic financial exhaustion" may bring about the end of the war is the point Agnes C. Laut makes in the course of an article, "Is the end of the war in sight?" in the September issue of MacLean's Magazine. Miss Laut deals with the problem of war finance in masterly fashion. She sees Uncle Sam occupying a position where he can hasten the declaration of peace. She points to a new spirit that is permeating everything

"In spite of an atmosphere so combustible that it needs only a fool with a bomb to blow up international relations—the wave of optimism is felt in the States.

"Why?

"Because finance may give Uncle Sam the whiphand to compel peace.

"This is only chronicling the facts that have played the cards of destiny into Uncle Sam's hands. Wilson knows these facts and has his personal observers on the ground to signal the exact psychological moment for Uncle Sam to act; and it is because that psychological moment is rising over the blood-red, smoking slaughter ground of Europe like a Star of Hope that a wave of unexplained and unexplainable optimism has run through the financial world For the first time since July 29, 1914, Destiny shows one ray of Hope above the carnage."

It is a powerful article, written in words that grip you with their power and compel conviction. It not only leaves you with a tangible reason for believing that victory will be ours, but it explains to Canadians the real attitude of the United States people and government.

Every Canadian knows the work of Agnes C. Laut. She is now a "headliner" with such publications as *Saturday Evening Post* and *World's Work*, and is the highest-priced writer of special articles that Canada has produced. Miss Laut is beginning a series of articles for MacLean's which, as she herself puts it, "*will have plenty of dynamite.*" These articles will appear exclusively in

MacLean's Magazine

The MacLean Publishing Company, Limited

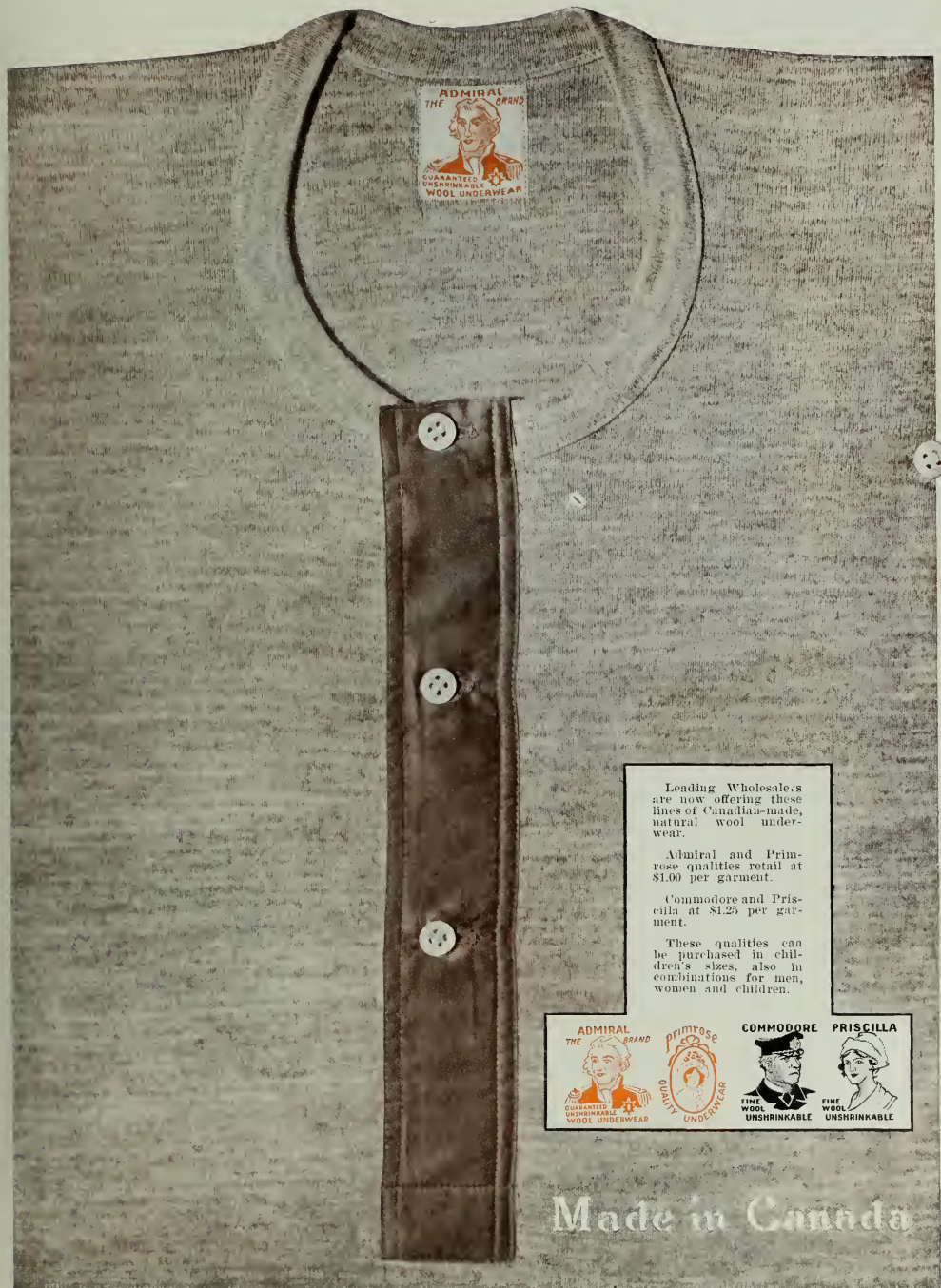
143-153 UNIVERSITY AVENUE

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∴

TORONTO, CANADA

Write for Free Sample Copy.



Leading Wholesalers are now offering these lines of Canadian-made, natural wool underwear.

Admiral and Primrose qualities retail at \$1.00 per garment.

Commodore and Priscilla at \$1.25 per garment.

These qualities can be purchased in children's sizes, also in combinations for men, women and children.



Made in Canada

CANADA CAPS



CANADA CAP CO., LIMITED
TRURO, Nova Scotia

The best cap value obtainable.
Smart in style and sound in quality.
The newest fabrics and designs in
an exceptionally large variety. . .

See our Big Spring Range!

WAIT FOR THE CANADA CAP SALESMAN

CANADA CAP COMPANY, Limited

TRURO - - NOVA SCOTIA



MADE IN

CANADA

Unbeatable prices on guaranteed garters

Every pair of Arrow Pad Garters is guaranteed to be absolutely perfect—with no 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 a full line of arm bands.

- No. 386.** Price only \$24 per gross. Made of 7/8 cable web and moire top. Rubber protected button.
- No. 396.** \$25.50 per gross. Made of 7/8 cable webb and silk top. Rubber protected button.
- No. 375.** \$45 per gross. Made of 7/8 silk cable and silk top. Rubber protected button.

Full line of Fancy Garters, also Combination sets for Holiday trade. Send for sample order.

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

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 doz. up.

Write to-day for samples of our best sellers

Boston Cap Co. 219 St. Lawrence Blvd.
MONTREAL

***Crescent* Models for Spring**

In our travellers' hands are our Spring Shirts, and these travellers will shortly be laying these Samples before you. We feel that what they show you will make the right impression.

Into every Crescent shirt is needled that distinctive quality of workmanship which has been the keynote of Crescent success

ever since the first shirt passed out of our factory. Into every Crescent shirt goes a quality of fabric which, price considered, stamps it the highest standard of value on the market.

The values and novelties we are offering will delight you. Look our line over carefully. If you do, we both will benefit.

Crescent Mfg. Co., Limited

*Makers of Men's High-Grade Shirts
and Neckwear*

Montreal

Quebec

Safety in Buying



The perfecting of the Union Suit was carried out under the *Tru Knit* banner.

The most extensive showing of Union Suits made by any one mill.

Balbriggans Spring Needle Ribs Plain Ribs

White and Egyptian Cotton.

Combed Sea Island in
White and Natural.

Silk Lisle.

Mercerized (Silkette)

Cream and Natural Light
Weight Cashmere.

Wool Mixes.

Pure Wool.

The *Tru Knit* Closed Crotch is not copied from any other make.

Canadian Knitting Co., Limited, Hamilton, Canada

Assurance in Selling

The new elastic yoke is the latest and greatest improvement ever made in Union Suits.

The rib of the fabric is reversed in the new yoke and seat pieces (forming closed crotch) and prevents binding and drawing.

These two features make it possible to fit with one size trunk length more men than could be fitted with three trunk lengths of any other make.

The scientifically cut neck and new yoke prevents the pull which in the ordinary suit makes it necessary to leave the top button open.

We positively guarantee the fitting qualities of all *Tru-Knit* Union Suits.



When once introduced to your trade the **Tru-Knit Closed Crotch** will be repeatedly in demand

Canadian Knitting Co., Limited, Hamilton, Canada

LEADERS FOR YOU By This Proposition

Would you like to sell a trouser which costs you \$1.00 and make a profit?

You can by this proposition.

We have a big stock of high-grade pants and make this offer:

Will send you

3 pair of \$4.00 Trousers, assorted sizes
6 " " 3.25 " " "

This means \$31.50.

If you order other lines from our wide range to bring total order to \$60.00 we will give a \$10.00 rebate.

That means you can sell the expensive pants for the \$4.00 and \$3.25 given, and make a profit.

It means a leader which draws people to your store.

No risk. We send you sample trousers to inspect.

The earliest get best selection in sizes. Write for samples at once.

GEO. C. POOLE & COMPANY

SUCCESSORS TO ANDREW DARLING CO., LIMITED

DARLING BUILDING

TORONTO

"Craftana"

Registered No. 262,47



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

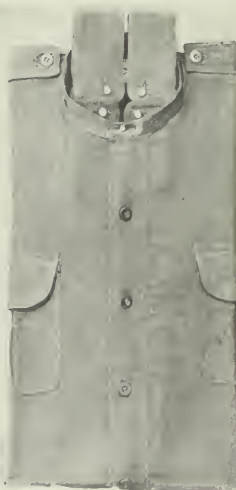
**A HALF HOSE
FOR HARD WEAR.**

**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.

The HOWARD FLANNEL MILITARY SHIRT



LIFE IN THE TRENCHES DEMAND FLANNEL SHIRTS AND WHEN SUPPLYING THEM TO THE BOYS GOING TO THE FRONT WHY NOT SUPPLY THE BEST?

The Howard Flannel Military Shirt has two separate collars, two belt loops, pockets, with buttoned flaps, shoulder straps, plaquets on sleeve, all finely finished, strong, serviceable.

We also make boys' Khaki uniforms to retail at \$2.75.

Samples will be submitted on request for your approval.

THE HOWARD SHIRT COMPANY
443 King Street West, TORONTO



*See story
of this
store in
July
Men's
Wear
Review*

You find this sign in Canada's best stores

Note this handsome and most modern store—note the air of excellence in the up-to-date fittings—note the lack of signs and last, but not least, note the prominence given the “Cooper Cap” sign.

You will always find the “Cooper Cap” in good company. You will find it displayed and sold in the better stores

from one coast of Canada to the other. Not alone because it comes in attractive styles, nor because it gives better profits, but because it appeals to every man and has the largest sale of any one cap on the market to-day.

Hundreds of Canadian merchants are displaying this sign in their Cap departments.

COOPER'S
3-IN-1 WINDLESS



CAP

Will your customers find it in yours this Fall?

You can, with the Cooper Three-in-One Windless Cap, cut your stock down two-thirds or have three times the assortment with the same investment.

The three-sizes-in-one feature does this.

See our Travellers now on the road with Spring Samples.

Cooper Cap Company

260 SPADINA AVENUE

TORONTO



TRADE MARK

REGISTERED

CUSTOMERS' CUSTOMS

"Man yields to custom, as he bows to fate." -Crabbe.

A *Custom* which has survived the World upheavals of the past *Two Hundred Years* certainly cannot be ignored.

The *Custom* of merely saying "Dent's" has become so universal that millions of people use no other word when purchasing gloves.

Customers' Customs must be studied and the "Dent" customer will surely visit your store. Our travellers are now showing samples of seasonable gloves for *Fall and Winter* sorting, in addition to lines for *Spring 1916* delivery.

Hold your orders until our representative calls, or get in touch with us by mail.

All orders Booked During 1915 for either immediate or Spring 1916 delivery will be accepted at Regular Terms.

Our terms have not been and will not be reduced before January 1st, 1916.

DENT, ALLCROFT & COMPANY
MONTREAL



The road to success

IS IN HANDLING OUR Men's Jewelry

Every Men's Wear store should have a case devoted to the perpetual display of men's popular-priced jewelry such as TIE CLIPS, STICK PINS, CUFF LINKS, COLLAR BUTTONS, COMBINATION SETS, ARM BANDS AND GARTERS.

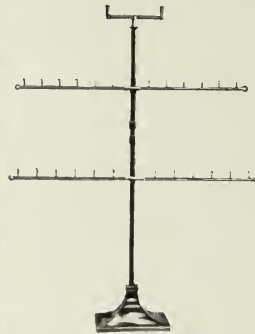
It will pay for its space and investment.

Our travellers are now on the road with a full range of men's jewelry. Now is the time to place your Christmas orders.

Drop a card to-day asking for samples or an early call.

Pearson Bros.

WHOLESALE JEWELERS
31 Notre Dame Street W., Montreal



No. 152—Tie Displays: nearly 200 Ties can be displayed on this practical stand; made in different styles, Round and Square Tubing and Bases, at prices ranging from \$5.00, \$7.50 and \$11.00.

Latest Fixtures FOR Men's Goods

With the advent of Fall and every indication of an improvement in business you will want to get after your share.

We have a very complete illustrated catalogue containing 101 different suggestions for the better display of goods which we will be glad to send you for the asking.

DELFOSSÉ & CO.

Only Manufacturers of Display Fixtures, Bust Forms, etc.,
in Eastern Canada
Cor. Craig and Hermine Sts., Montreal

**Our Travellers are Now on their
Way to You with the Spring
Range of "Star Brand" Shirts,
Pyjamas, Night Robes, Under-
wear and Neckwear**

EXAMINE CAREFULLY:

The GYMKHANA Shirt—the light, wide-collared sporting shirt which gained such favor this year.

For 1916 we are making GYMKHANA in an all white, or with colored body and white collar and cuffs. Same models with half sleeves.

Other Coat Shirts from \$9.00 to \$48.00 with either stiff or French cuffs.

"KEEP KOOL" Underwear—Knee length combination or two pieces.

Pyjamas and Night Robes in Cotton, Woollen and Silks.

TIES—a range better than ever—splendid variety of patterns at popular prices.

Christmas Neckwear Now Ready

VAN ALLEN CO., LIMITED

HAMILTON

ONTARIO



Your Customer for Camping Outfit 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.

Recognized Superiority

DALE FORMS have acquired an outstanding popularity among Canadian retailers on account of their correctness of style and perfection of finish. If you want the best Made-in-Canada coat form, the line to buy is our No. 75A model illustrated herewith.



**Prompt Delivery
on Hangers**

No. 560X

Suit hanger, hardwood with wax finish, very durable.

Price, 18 inches, per 100.....\$7.50

Price, 14 inches, T.F. boys' suits, per

100.....\$7.25

No. 75 A

DALE WAX FIGURE CO. LIMITED

Formerly Dale & Pearsall

106 Front St. East - TORONTO

"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

ZIMMERKNIT



In addition to our very comprehensive range of Spring and Summer Underwear for Men, Women and Children, we are now offering Men's Spring and Summer One Button Combinations, for which we have the exclusive Manufacturing rights in Canada.

This is the garment that will eventually be worn, as the problem of keeping the buttons and button-holes of a Combination in order is here solved. If the single button comes off, use a collar button, it will answer the same purpose just as well.

Zimmerman Mfg. Co., Limited
HAMILTON, ONTARIO

AGENTS: E. H. Walsh & Co., Toronto; W. R. Begg, Toronto;
A. R. MacFarlane, Vancouver

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Colonial
SHIRTS
"They Fit"



Our special
block ensures a
perfect fit —
no wrinkles —
no bulging at
neck.

Cloth guaran-
teed against
fading.

Special inducement
to buyers handling
25 dozen and up.

CORRESPONDENCE
SOLICITED.

The Colonial Shirt Company, Limited
BERLIN, ONTARIO



DELPARK HALF-BACK ATHLETICS

1916 Range on display during September

THE JOHN FORSYTH COMPANY, LIMITED

FACTORS FOR CANADA

Factories: NEW YORK (Broadway at 31st)

NEWARK, N.J.

BERLIN, CANADA

OFFICERS'-CLOTHING-NEEDS

TAILORED-TO-MEASURE



OFFICER'S SERVICE DRESS

Winter's coming. Armies are being formed whose officers will need outfitting. Will you supply them?

Recruiting is Dominion-wide, officers are being and will be outfitted by tailors in every town and city in Canada.

This is your chance to get in on your share of this business.

The Crown Tailoring agency will place in your hands the finest military tailoring service in Canada and enable you to give your civilian and officer patrons as well as patrons in the Home Guard, Rifle Clubs, Police and semi-military organizations, the most satisfactory clothing tailored to their own measure.

Our military designer is an expert on Army Uniforms of all kinds. Our plant is equipped to handle orders expeditiously without lowering the Crown Tailoring high standard of workmanship.



BRITISH WARM COAT

Look into our proposition now. Write to-day for information.

The Crown Tailoring Co., Limited

CORNER EUCLID AVE. AND COLLEGE ST.

TORONTO

CANADA

"Made in Canada"

The *New* ARROW COLLAR *for Fall* "GOTHIC"—



THE "GOTHIC"



THE "GOTHIC" WITH BOW



THE "GOTHIC"
WITH
FOUR-IN-HAND

THIS is decidedly a *new* Collar. The front spacing is formed to fit and hold the cravat knot. No matter what style of cravat is worn, it fits the "Gothic" and the "Gothic" fits it.

CLUETT, PEABODY & CO., Inc., *Makers*

FACTORY: ST. JOHNS, P. Q.

SALESROOM: HERALD BLDG., MONTREAL

Useful Holiday Gifts

Packed in Patriotic and Fancy Boxes



XMAS "Champions"

\$2.10 net the
Dozen
in Patriotic Boxes.

The Quality has not been reduced one iota in order to make up the cost of the handsome, expensive packages.

XMAS "Eze"

\$3.90 net the
Dozen

Also put up in Patriotic and
Fancy Boxes.

A nationally advertised line
—well known by Name and
by Quality.

It Sells on Sight.



Order now from your Jobber or direct from

The King Suspender Company

Toronto, Canada



Something New in Summer Underwear

For MEN and WOMEN

Turnbull's famous "CEETEE" Underclothing has been known for years as the highest class WINTER Underclothing.

Turnbull's "AIR-LITE" Fabric will be the leader in SUMMER Underclothing as "CEETEE" has been for WINTER Underclothing.

Just wait until you see samples of this new stitch and fabric for which we own the Canadian rights exclusively.

It cannot be equalled
For Softness,
Elasticity,
Quick Absorption,
Even Porousness,
Coolness.

We Let YOU be the Judge



The C. Turnbull Co.
of Galt, Limited

GALT

ONTARIO

Also Manufacturers of

"CEETEE" Pure Wool Underclothing—Turnbull's high-class ribbed Underclothing for Ladies and Children—Turnbull's "M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats.



We're away to a good start
with trunks full *of* undeniable
evidence that the buyers who
selected **Style-Craft** fabrics for Spring
1916 were right on the job.

September the twenty-second is the day when all *Style-Craft Clothes* travellers hit the trail with the big Spring range of men's clothing.

One of them is coming your way and will reach you in good time for you to select your Spring range of really smart clothes—clothes into which is needed the individuality of the wearer, combined with correct lines and that truly-tailored feel.

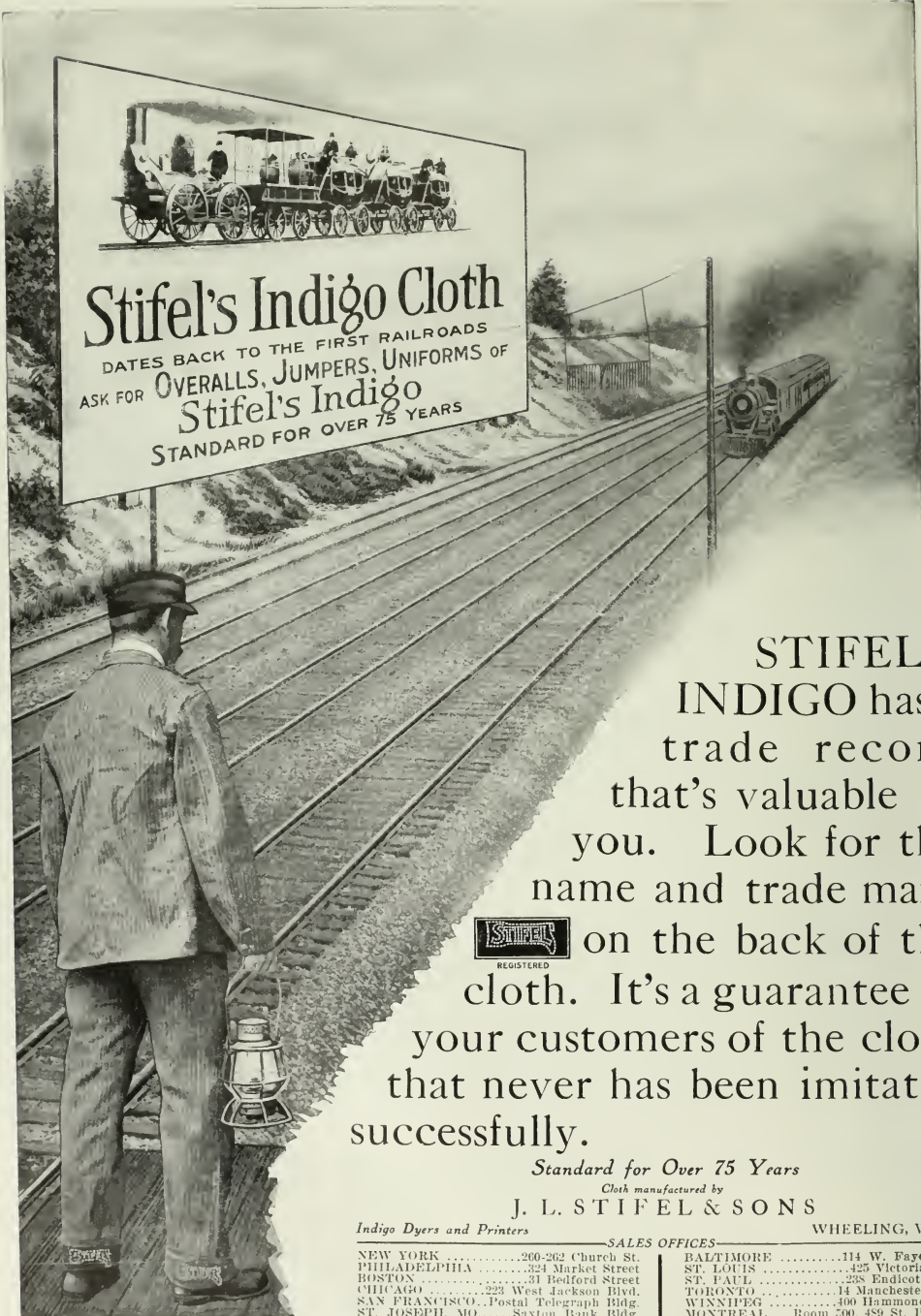
And remember that in selecting your Spring styles from the *Style-Craft range*, you need not load up with a large stock, for you have our tailored-to-measure department at your service which is an insurance against lost sales. It is a trade-getter.

Drop us a card and we will let you know about when to expect our samples. *They're worth waiting for.*


E. G. HACHBORN *and* COMPANY

50-54 YORK STREET

TORONTO, ONT.



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

WHEELING, W. VA.

—SALES OFFICES—

NEW YORK 260-262 Church St.
 PHILADELPHIA 324 Market Street
 BOSTON 31 Bedford Street
 CHICAGO 228 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.

Leishman Clothes Spring 1916

Leishman Tailoring has climbed to an eminence attained by but few of the highest class custom tailors anywhere in Canada.

The individuality of *Leishman* styles, those peculiarly distinctive touches in the tailoring, that something superior in fit and finish has stamped *Leishman Clothes* "Approved by Canada's best dressed men."

And then, besides the exclusive range in our stock, we have a *Tailored-to-measure* service which is a money-maker. Our fabrics are exclusive, our styles are distinctive and correct.

Our representatives will go out about October first with the full Spring 1916 range of *Leishman Clothes* and will be pleased to present our proposition to you. We are open to accept agents in a few more towns and cities for the *Leishman Tailored-to-measure* service (no investment, but big business and good profits). It's a good proposition for immediate business. Write to-day.



Wm. H. Leishman & Co., Limited

WHOLESALE CUSTOM TAILORS

New Address:

Temperance Street, Corner Sheppard, Toronto

Makers of the Best Tailored Garments for Men

Notch Collar Lounging Robes and Smoking Jackets

*The sensible gift lines
for which you'll have a
big call this Christmas*

Sensible gift-giving will be more in evidence this Christmas than ever before. Gifts that contribute to the comfort of the wearer, such as lounging robes and smoking jackets, etc., will, as usual, be extremely popular.

Our range of Notch Collar Lounging Robes, Smoking Jackets, Bath Robes, etc., is very complete. The assortment of patterns and prices is large.

See our splendid showing of pyjamas and night robes.

Write for samples.

DUFFERIN SHIRT CO.

*Makers of Outing Shirts, Night Shirts, Pyjamas,
Lounging Robes, Bath Robes and House Coats*

914 Dufferin Street

TORONTO



Brotherhood Overalls

UNION MADE

are absolutely the best value on the market. The expense of a staff of travellers or jobbers' profits is eliminated and this saving represents this superior quality. Illustrated is our

Auto or Union Suit

our very latest. It has two front and one hip pockets, and is made to keep out dust and dirt. Made full in the back to give plenty of room.

Don't wait for a traveller—don't ask your jobber, but write direct to us for samples of this new line.



Back view Auto
suit or Union
suit.



Front view
Auto suit or
Union suit.

In answering this advertisement please mention that you saw it in Men's Wear Review.

H. S. Peters, Limited, Welland, Ont., Can.

MANUFACTURERS

The Best Trade Naturally Comes to Your Store

when you carry the attractive, better-made line of Penmans Sweater Coats.

You men of the trade know that these are something far beyond ordinary sweaters. We make them from choice, selected Merino wool—the shape and style is knit permanently into them—they are hand-finished—tell of “class” all over.

What is more, the Penmans name gives positive assurance of high quality, fit and style to hundreds of thousands of men and women all over Canada.

People come to your store for the best their money will buy. They get it when you hand them a Penmans garment.

*All Penmans goods are made in
Canada by*

Penmans, Limited

PARIS, ONTARIO



Penmans
Sweater Coats



McA & R
QUALITY CLOTHES

The cost of Unproductive labor, such as high paid, uninterested figure-heads makes the cost of a garment higher and necessitates the lowering of the value.

There is no unproductive labor in the manufacture of McA & R clothes. The heads of the firm are heads of departments and have the full interest of their patrons at heart in the production of clothes that are tailored to give both the merchant and the wearer satisfaction.

Even the smallest details in a McA & R garment are carefully looked after—the cloth, the style, the trimming, the finish, everything is truly tailored in

such a way as to give the wearer perfect satisfaction.

And best of all, these garments are at your service whether you wish to carry a stock or use our special order department, which enables you to sell before you order.

Send for samples to-day and investigate their value for yourself. Look for faults and you'll find qualities you have never found in any other clothes.

*The McAlpine & Richardson
Co., Limited*
ADELAIDE & DUNCAN, TORONTO

The H. G. B. Boys



Cavalry Officer Top Coat Great Coat Infantry

We are the originators of Boys' Patricia Uniforms and we have reached the 18,000 mark in sale of these.

Help us to reach the 25,000 mark this fall by asking us for sample dozen.

They are the Biggest Selling Suits on the Market.

Also a full line of Men's, Young Men's, Boys' and Juvenile Suits and Overcoats.

Helleur, Gariepy & Broderick, Limited
16 CRAIG STREET WEST - MONTREAL, CANADA

Did you try our BALMAROONS?

Bear Brand
HOSIERY
Wears Well



Bear Brand
SOCKS
Wear Well

Controlled for
QUEBEC AND THE MARITIME PROVINCES

By

THE W. R. BROCK COMPANY (LIMITED)
MONTREAL

— SOCK SPECIALS —

All BEAR BRAND—HOSIERY—has two or more threads in Leg and reinforced at generally weak points.

NOTE—All lines 9½, 10, 10½ and 11.

SOLDIERS and SAILORS

Black Cotton Sock, medium weight, advanced toe, 3-thread heel and toe, 1 dozen to a box.

\$1.30 a dozen.

BADGER

Fine gauge combed Yarn Sock of exceptional value, 1 dozen to a box. Colors—black, tan, white, grey, navy.

\$1.50 a dozen.

TUSCUMBIA

A light weight, fine gauge, fibre silk leg Half Hose. Has mercerized top and cotton foot. This is an exceptionally good number. 1 dozen to a box. Black, tan and white only.

\$2.00 a dozen.

BANKERS and BROKERS

A gauge weight, two-ply Silk Lisle Sock. Double sole, with high-spliced, reinforced heel and toe. Dressy in appearance, and has good wearing qualities. ½ dozen to a box. Colors—black, tan, white, grey, navy.

\$3.00 a dozen.

PARASILK

A fine gauge Fibre Silk Sock, spliced heel, double toe, crowfoot stitched sole. This is a most popular line. Boxed ½ dozens. Colors—black, tan, navy, grey, white, Palm Beach.

\$3.00 a dozen.



All the above are for Spring 1916 delivery. Samples now in the hands of our Representatives. Don't delay seeing them. Fibre goods will be very scarce—also dyes.

Sales Booster

THE NINTH

Step outside and note the fast-growing fleet of autos that daily pass your door

Note also, if the roads are sloppy, how the wheels throw the mud, and despite the wide mud-guards, how easy it is to get splashed.

Now, an autoist cannot go around with overalls on or be muffled to the ears all the time to prevent getting splashes, but he can wear clothes that will not be ruined by a few dabs of liquid-farm-land.

You know the effect of a splash of mud on an immaculately laundered linen collar—it's done for, but suppose that collar proved to be a waterproof coated linen, then a wipe with a wet cloth removes all trace of the accident.

This gives you a tip, doesn't it?

Go after the auto trade and suggest in your windows, over your counter, in your interior displays, in your advertising, that every autoist keep an up-to-the-second *Challenge Brand Waterproof Coated Linen Collar* ready for cases of emergency.

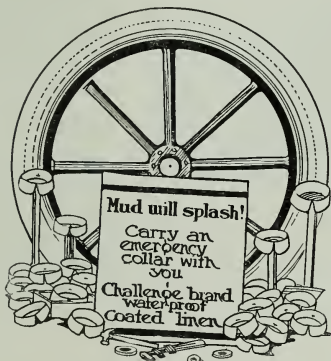
Once this service-giving collar is worn the great benefits derived will establish it as of daily necessity—as the autoist's regular collar.

Use this cut to illustrate your show cards.



Trim up a Window with collars in all the styles and grades.

Make the central unit a Challenge Brand trim. (Challenge Brand is head of the Arlington range). Stand a new auto wheel, fitted with a tire, in the centre, use a few auto tools, accessories, etc., around it. Arrange a few Challenge Brand Collars on stands and in boxes so as to be an important part of the unit. Have a show card placed a little to one side, or right in the front as you wish, lettered with this inscription: "MUD WILL SPLASH" — carry an emergency collar with you — *Challenge Brand Waterproof Coated Linen*.



A trim like this should get the eye and ear of the autoist as well as the man who drives.

Stock up with Arlington collars to-day. They come in a grade to suit every pocket-book and in a style and finish to meet the demands of every taste. Cost you 70c to \$2.00 the dozen.

Write for samples.

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.

RIGHT IN QUALITY, SHAPE, FINISH, AND IN PRICE

This is what makes up the big volume of sales for

TAILOR-MADE GARMENT HANGERS and RACKS

Model A, Double Bar, Polished Steel Tube Racks



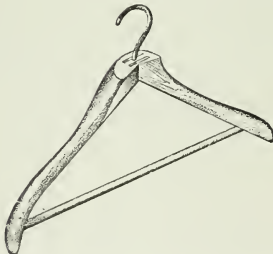
Shipped Knocked Down—and require no tools to set them up. Mounted on the famous Ball Socket Rollers.

Net Prices	F.O.B. Factory
6 feet long, 4 posts\$9.00
6 feet long, 6 posts10.50
8 feet long, 6 posts11.50
10 feet long, 6 posts12.50

OXIDIZED STEEL TUBING

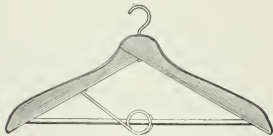
6 feet long, 6 posts\$13.00
8 feet long, 6 posts14.00
10 feet long, 6 posts15.00

Suit Racks stand 5 feet high and 26 inches wide. The Overcoat Racks and Ladies' Garment Racks stand 6 feet high. Same price as Suit Rack.

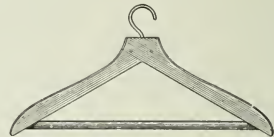


- No. 74 B. Combination Suit Hanger. \$15.00 per 100.
- No. 78. Same as above with Wire Attachment as No. 54. \$16.50 per 100.

This Hanger has rounded neck to fit the coat collar, with concave shoulders.



- No. 64. Combination Suit Hanger. With Wire Attachment. \$9.00 per 100
- No. 64. Boys', 15 in. wide. \$9.00 per 100.



- No. 33 I.B. Combination Suit Hanger. Inserted Trouser Bar. \$7.50 per 100.
- No. 33. Same without bar. \$6.50 per 100.
- No. 33 I.B. Boys', 15 in. wide. \$7.50 per 100.
- No. 39 B. Overcoat Hanger, 20 in. wide with Trouser Bar. \$8.50 per 100.
- No. 39. Same without bar. \$7.50 per 100.



- No. 54. Combination Suit Hanger. With Wire Attachment to Prevent the Trousers from Slipping. \$9.00 per 100.

All Hangers packed in 100 crates.

Mail, Wire or Phone Your Order. Prompt shipment

The Taylor Manufacturing Company
HAMILTON CANADA

DOMINION GOVERNMENT



CONTRACTOR

WOLFE'S M.I.C.

"Made in Canada"

Non-Frayable

Spiral Puttees

(Patented)

**\$19.00 PER DOZEN
PAIRS**



All Designs of

Militia Regulation Khaki

Headwear and Badges

Always on Hand

OR MANUFACTURED TO ORDER AT SHORT NOTICE

Deliveries Immediately on Receipt of Order

Write or Wire for Free Catalogue

A. HARRY WOLFE

284 Notre Dame Street West - Montreal

JOBBERS, APPLY FOR SPECIAL PRICE LIST FOR QUANTITIES



Shirts for Every Class of Trade

IT makes no difference what kind of men give you your biggest patronage—you will be able to give them exactly what they want, at reasonable prices, and still make excellent profits yourself, by carrying

Peck's Shirts

Our line includes soft shirts of every description—from strong, durable workingmen's shirts at \$6.50 a dozen to beautiful silk-and-wool taffeta garments that cost \$42.00. Between these limits are hundreds of qualities, fabrics and patterns. Every one, however, is priced to you at a figure that is low for that particular style and quality.

Travellers now on the road
with Samples for Spring 1916.

Hold Your Spring Placing Order Until You See This Line.

JOHN W. PECK & CO., LIMITED

Winnipeg

MONTREAL

Vancouver



Always Something New in Boys' Clothes

The average boy likes to have his clothes as up-to-date as possible—and if he can get them like his grown-up brother's, so much the better. This is what we have endeavored and succeeded in doing—in turning out a suit for boys with all the little style touches so favored by the young man. In our Fall models you will find single-breasted Norfolk with wide collars and lapels, patch pockets, and pleated down the front.

We specialize in Boys' Clothing and Lion Brand Clothes are the product of this specialized concentration.

Write for samples.

The Jackson Mfg. Co. Ltd.
CLINTON ONTARIO

Factories At
CLINTON, GODERICH, EXETER, ZURICH

Recognized Superiority

DALE FORMS have acquired an outstanding popularity among Canadian retailers on account of their correctness of style and perfection of finish. If you want the best Made-in-Canada coat form, the line to buy is our No. 75A model illustrated herewith.



Prompt Delivery on Hangers

No. 560X

Suit hanger, hardwood with wax finish, very durable.
Price, 18 inches, per 100.....\$7.50
Price, 14 inches, for boys' suits, per 100.....\$7.25



No. 75 A

DALE WAX FIGURE CO. LIMITED
106 Front Street East - - TORONTO



"Arm and Hammer" SHIRTS and OVERALLS

have long been recognized as the leading line of apparel for workingmen because of their splendid serviceable qualities.

"Haugh Brand" Men's Trousers and Duck Clothing

Each garment in the range of Haugh Brand white duck clothing is wrapped in an individual dust-proof package, thus ensuring you against the loss from counter-soiled goods.

These two well-established lines are now made by the

J. A. Haugh Mfg. Co., Limited
658 King St. W. TORONTO

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.



GET THIS STORE FRONT BOOK

Don't risk the amount of money it requires to install a new Store Front when a mere request will bring you "Boosting Business No. 21"—a Store Front book compiled for you. It contains actual photographs of many of the most successful big and little Store Fronts recently installed, sketches and information which will be of value to you in making your decision. Your new Front can pay for itself by the increased sales it will produce if it fits your business and if it will *work* for you—and we believe KAWNEER will give you the results you are expecting, as it has for 40,000 other retailers. Just say "Send Boosting Business No. 21." It will go to you at once—without obligation. We want you to *know* KAWNEER and the results which follow its installation.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q.
562

Guelph, Ont.

The Shirt for the Front
"Somewhere in France."



Samples sent on request.

Whether it's "somewhere" in France or Belgium or somewhere in Canada, Military Service is a cold job during the winter months. This winter our soldiers, both officers and privates, should be supplied with a

Howard Flannel Military Shirt or two to protect them from the rigors of the cold North blasts.

The Howard Officer's Shirt is a well-made shirt, good materials, fitted with two separate collars, two bellows pockets with buttoned straps; shoulder straps, plequets on sleeve. The Private's Shirt is similar, but complies with the regulations. We also make Boys' Khaki uniforms to retail at \$3.75.

THE HOWARD SHIRT COMPANY
443 King Street West, TORONTO

We're Importers of
Young & Rochester Shirts
Best English Quality—Medium Priced.
Aquatic Raincoats
"Rendelsham" Military Coats

We carry a full range of
All Military Requirements

Khaki Flannel Shirts at \$20.00, \$24.00 and \$30.00, also Zephyr and Silk Shirts.

Puttees, Slickers, Spencers, Neckwear, Leggings, Stud Lace, Spring and "Hammond" Pigskin, Khaki Socks (plain and ribbed), Khaki Handkerchiefs (silk and cotton), "Sam Brown" Belts, Tan Leather and Rubber Boots.

Military Books and Badges.

Write, stating your requirements.

Wreyford & Co.
85 King St. W. Toronto



delivery October First
One-forty the dozen

The Most Information The Most Entertainment —and All Made-in-Canada

Here are a few of the features which make the October issue of MacLean's the best number yet put out by this aggressive magazine.

"The Woman Question," by *Stephen Leacock*, an article that presents a new viewpoint on a vexed question. It is presented in the virile, readable style of Canada's great humorist.

"Canada's Opportunity," by *Agnes C. Laut*, a powerful article on financial and trade conditions arising out of the war.

"Tryst," by *Alan Sullivan*, a short story that for sheer perfection of style equals anything that Mr. Sullivan has ever done.

"The Wicked Partner," by *H. F. Gadsby*, a light sketch of the Hon. Robert Rogers, written not from the political but from the human side.

"The Years of the Wicked," by *Hopkins Moorhouse*, a short story that is different from anything you have ever read before—one of the best things yet turned out by this rising young author.

"The New British Columbia," by *Norman Lambert*, an article on the Northern part of the mountain province which for vivid descriptive power has never been excelled. This is illustrated by a series of remarkably beautiful photographs of the Rockies.

"The Next Man Up," by *W. A. Craick*, an article on the men who are second in command of the big corporations of Canada. It gives an inside picture of the workings of some of the big railways and banks.

There are nine other stories and articles, all of a high order, and *our Review of Reviews Department, which contains condensed versions of the best articles which appeared during the previous month in the magazines of the world. This is one of the biggest features of MacLean's Magazine and is in itself of such value that you need MacLean's for this department alone. There are twenty articles in the October issue carefully selected as the most informative and interesting published the world over.*

Special Offer—To new subscribers only. In order to introduce MacLean's Magazine into homes where it is not now read, we are giving the magazine for eighteen months for price of twelve—see coupon below.

**A
Special
Offer to You.**

MacLean Publishing
Co., Ltd.

Dear Sir:
Enter me as a subscriber
to MacLean's Magazine
for eighteen months, start-
ing with your October num-
ber, and on receipt of invoice
I will remit \$2.00.

MACLEAN'S MAGAZINE

THE MACLEAN PUBLISHING CO. LIMITED

143-153 University Avenue

Toronto, Ontario

Name
Address



The Williams, Greene & Rome Co., Limited

Berlin, Ontario

Warehouses:

BERLIN, Ontario

WINNIPEG, Man.,
Cor. Donald St. and Cumberland Ave.

VANCOUVER, B. C.
324 Seymour St.

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5

TORONTO, OCTOBER, 1915

No. 10

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School Opening, and Making Good Thereon	<i>Illustrated</i>
Anything and Everything That Will Interest the Men's Wear Man	

THE MACLEAN PUBLISHING COMPANY, LIMITED

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H. T. HUNTER, *General Manager*

T. B. COSTAIN, *Managing Editor*

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SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies \$1 a year; United States \$1.50 a year; Other Countries, \$2 a year; Single Copies, 10 cents. Invariably in advance.

For Early Christmas Business

This Khaki Knitted Tie, and the Khaki Silk Handkerchief to match, are already proving splendid sellers. In their attractive patriotic box they make a fine present for the soldiers.

Set \$12.50 per doz., boxed.

This line, and many others we would like to illustrate, now ready for immediate delivery.

A. T. REID
Limited

TORONTO - ONT.





Men's Wear Review

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

VOL. V.

TORONTO, OCTOBER, 1915

NO. 10

Christmas Will Be Your Opportunity

This Christmas will be the Christmas of the Useful Present. The average man, the head of a family, or even a single man, would rather his mother, his wife or his child, or his friends, give him a useful present than anything else. Half a dozen shirts will be of much more use to the average man this year than a humidior. Half a dozen pairs of hose would be a good deal more acceptable to the average man this Christmas than a gold embossed fountain pen. If you give a man a sweater coat for a Christmas gift this year, he will feel the benefit of it a good deal more than if you gave him a nice little set of Shakespeare's works.

For while it is true that business is coming back, to a material extent, it is none the less true that it has only been helped back, and it will only be kept back, by a tactful and safe economy in spending on the part of the general public. Luxuries and those who deal in luxuries, are bound to a certain extent to suffer during a time when everybody, acting on advice from the Government itself, is conserving as much as possible. (The British government recently advised economy in luxuries.)

This Christmas, as never before, the men's wear retailer of Canada will have the opportunity of his lifetime. There will be a better chance to make money this Christmas in the men's wear stores than there has been for several years. Do you know this? And if you do know it, are you doing anything to see that a certain amount of the business to be gotten is coming your way? If so, have you thought the whole matter over, and got down to some fundamental and thought-out plans, surveying the ground before hand and deciding upon measures which will meet the situation?

Some Reasons

First, be sure of your premises. Be sure that the man in the street—and his wife and the rest of the family—have made up their minds to the useful present. They should. There are so many causes for legitimate and sane economy on the part of everyone. Note that this is not foolish and unnecessary economy. True economy is not hoarding up one's money in a strong box and then sitting on the lid. But there undoubtedly is everywhere felt the need for thrift. This will be concretely demonstrated in the nature of the presents given at Christmas. Side by side, with the improvement in business (now definitely established) has been the appeal to the man in the street of the importance of economizing to the utmost, that is, consistently with keeping business going at all. There-

fore, this Christmas will see the man in the street anxious to give as well as to receive a useful present rather than an expensive but more or less useless gift.

Now you are sure that the condition exists!

How Does It Interest You

How are you going to turn it to good account? How—to put it succinctly—does the fact of the "Christmas of the Useful Present" interest you? This Christmas as never before, there will be a raft of sweater coats, underwear, hose, shirts, and so on, collars, raincoats, ties, pyjamas—in fact, a raft of every conceivable kind of article sold in a men's wear store—bought by the men-folk for themselves or by the women and children for the men. Some of these ought to be bought at your store.

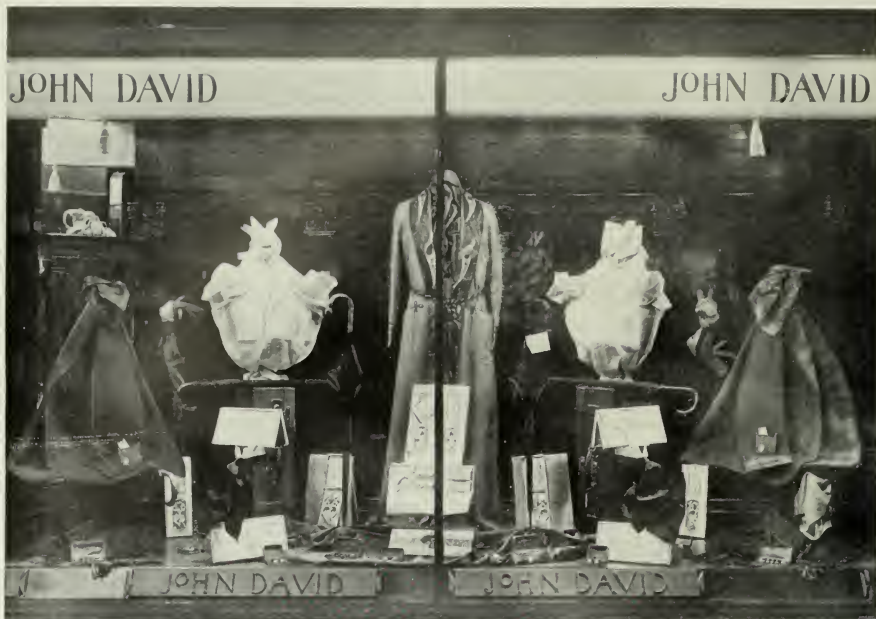
What is your share of this business? Have you decided that you have a share in it at all? Are you going to sit back while your competitor over the way puts up notices in his window, advertises in the paper, sends out circulars, and gets after this trade? Are you going to sit back while your competitor does his best by the media noted, to interest the women-folk of your city to give their husbands and their men-folk a useful present this Christmas, instead of one that is not useful, and therefore one which will have to be bought at a men's wear store?

Just as the farmer has had a harvest and is having his harvest now in this country and is making money out of an opportunity which does not come every year, so you may get your harvest and make money out of an unusual opportunity this Christmas.

Be Prepared to Buy Early

Now in this article we are not so much concerned at the moment with suggesting how to get after this trade, so far as the selling end is concerned, we are more interested in telling you that at present the thing to do is to be prepared. If you decide—and surely you will—that you have a tremendous opportunity for getting a really good business trade in your store—better than ever before—then the thing to do is to make preparations to get after this trade.

The first thing to do is to buy early. Manufacturers are getting their Christmas lines ready, a great many of them are out, and within the next week or two, and as soon as this paper is in its readers' hands, a great many more manufacturers will have their Christmas lines ready too. The men's wear retailers of Canada should buy early and thus be prepared. Manufacturers will soon have their



An attractive display of Christmas goods by John David, New York.

travelers calling on you with their samples of what to buy. The time to buy is not the beginning of December or the beginning of November. The time to buy is now. Buy early; see all the stuff that is offered for your purchasing, make up your mind what would suit your particular trade best and lay in your stock. And in this one connection, one reason why you should buy early is that you will have to do so to prepare for the public's buying gifts for men at the front. (See our special article "Useful Presents for the Soldiers," on another page) and you will do well to do all your buying at once.

The first point then is buy early. The second point is—buy wisely. Remember in your Christmas buying that the things that are going to sell this year primarily are the useful things. If you are going to load up, load up with stuff that can easily be sold. We are going fully in this article into the opportunity for selling and you will

know from looking into the situation yourself, what lines will be best sellers. Having decided, go ahead and buy them.

The third point is—buy widely. Buy all lines. The range of presents which will be asked for will be comprehensive and include everything from a stud to a raincoat. It will be well to be general in your buying.

That is all for this month. Next month we intend to go fully into detail in the matter of how to get the Christmas trade by window trims, circularizing, advertising, and into methods and "stunts." In the meantime this article is to set you thinking, to point out to you what doubtless you already know, but possibly have not appreciated to its fullest extent, i.e., the immense opportunity that is lying there ready for you to seize.

And remember that one of the greatest phrases in the language is—"Do It Now."

Useful Presents for the Soldiers

On the first reading page in this issue we go fully into the subject of the unique opportunity which the men's wear trade of Canada will have this coming Christmas. We point out the big market there will be for Useful Presents—for the menfolk of the Dominion. There is another side to the subject.

If this tendency to buy useful presents in a manner never before heard of, for Christmas, is to be remarked in the case of gifts given to those who stay at home, how much more would it apply in the case of the men who have gone to the front?

Now, it has been urged by a good many men and not

alone those concerned with men's furnishings, but in other trades as well, that the absence at the front, and in training, of 150,000 of Canada's young men, is a serious loss to business. In some parts this is a fact. Looking at it in another way it is not wholly true. For while all these men are at the front and cannot spend their money in Canadian shops, there is no doubt at all, that a great many people who are friends and relatives will spend the money for those boys at the front in providing for them things to wear and things to eat.

The first of these will appeal to the men's wear retailers in Canada. It is true that you miss a number of

your customers who are now at the front. It is also true that from time to time requirements which can be purchased in your store are asked for by the men at the front. If that is the case, in ordinary days, it will be much more the case at a time like Christmas. Christmas is in the very heart of Winter and a Winter in the trenches is an experience for which a soldier has to be fortified. True, the Government gives him most of his outfit. It provides him with necessities. It gives him his uniform and a great coat and boots and some underwear, but it does not give him as much as the soldier himself would like to have. There probably is not a soldier in the trenches during the months of November and December—and bear in mind that it is pretty cold in France and the Dardanelles—who does not wish and who would not be very thankful for a further stock of underwear, or a sweater coat, a nice woolen cap, and many other things which could be bought and sent to him from a men's wear store.

Some Concrete Instances

Take the matter of hosiery alone. It is true that there are some tens of thousands of good women in Canada who are knitting all the time and sending what they have knitted to the soldiers at the front. It is also true that a proportion of these women—we do not depreciate the very fine work they are doing when we say this—send socks to the soldiers at the front which cannot be worn. There have been all sorts of cartoons picturing a soldier receiving a pair of socks which some lady has knitted for him, and asking with a very blank face, which is the toe and which is the heel. It is not our wish for one single moment to laugh at the earnest and practical assistance given by the women of Canada to the men at the front. But in many cases we do know that many of those men at the front would be very glad of a gift of half a dozen pairs of hose bought in a men's wear store rather than knitted by some lady who is more enthusiastic than capable of knitting socks.

We hear of a young fellow, personally known to us, who spent nearly half his first month's pay for a safety razor. Now we know some men's wear stores in Canada stock safety razors. Several stores do in England, and if more do not in Canada, has not the time come when they should? And I know personally of a great many men who have been writing for a long time for either underwear, sweater coat or heavy woolen socks or mufflers and the like to be sent to them in the trenches from Canada.

Of course there are one or two articles which you sell which could not be bought for men at the front. The average Tommy Atkins doesn't want a bath-robe or a silk tie in the Trenches! On the other hand he does want sweater-coats, woolen scarves, woolen shirts, heavy underwear, good, warm socks, a woolen vest, woolen gloves and so forth. His equipment from the Government is generous but equipment wears out. Be very sure that he

will welcome any one and all of the things just mentioned if some of your customers send them over.

A Matter of Hustle

And, to get them in time for Christmas, they will have to be shipped early. That means they will have to be bought early. That means, if you want to share in the business, that you have got to do your buying early and get your store ready quickly for the people who want to buy things for the men at the front.

Here are reasons. With the mails so disorganized it won't do to allow a couple of weeks as time enough to get things over to the front in time for December 25th. It is no good for people to mail parcels a couple of weeks before Christmas and expect the general post office to do the rest.

Important Things to Remember

We have been at considerable pains to give you information that you can hand on to your customers as to the acute necessity for buying their gifts early. Here are some points to remember.

(1) For soldiers in France and in camp in England, all parcels should be at the Atlantic on December 1st—not a day later. The post office won't guarantee delivery if parcels for France, Flanders, or England are not at the Atlantic by that date. Therefore, in order that there may be lots of leeway, all parcels should be dispatched by senders from their city or town on the 15th of November.

(2) The post office authorities will not guarantee delivery to the Dardanelles. All they can promise is that they will do their best.

In ordinary times a letter or parcel, for the Dardanelles, would have to be mailed 28 days before the time when delivery was wanted. In these times no parcel would stand a chance of reaching the Dardanelles under two months. Owing to the war with Turkey, arrangements are all upset. There is a chance that mail will get through, but at least two months must be allowed. Therefore tell your customers that they should send their parcels from their city not later than November 1st.

(3) This means that your Christmas stock should be bought now, at once, in order to give customers time to purchase and despatch. This is very important. If you are going to get any of the trade in useful presents from people who are sending to the Dardanelles get your stock in at once. And announce the fact to your customers! Advertise it. Write it on your window cards!

(4) Now with regard to regulation for packing. Ordinary parcel post rates apply so far as parcels for France are concerned. If you have a post office guide look up the information as to rates, packing and so on, so that you are in a position to advise your customers on this point.

The Post Office authorities suggest, with regard to parcels intended for the Dardanelles, however, that senders apply to the local post office for particulars. There

PRIVATE R. DEURY,
 No. 76953,
 No. 1 Company, 2nd Battalion,
 1st Canadian Contingent,
 British Expeditionary Force,
 LONDON, ENG.

may be some new regulations issued. This is a point to note.

(5) With regard to addresses of soldiers, note the sample address in the panel in the middle of preceding page. This, too, is an important point. All mail for the trenches in France must be sent to London, as may be seen from our sample address.

Help Your Customers.

You can do a good deal in the way of helping your customers. For that reason it is important you should read the foregoing guides. It may be that some of your

customers will want you—or that you will offer—to do the parcelling and despatching for them. If so, you should be properly posted. Read the foregoing carefully and then you are in a position either to advise your customers how to send parcels or to send them for them.

Next month we shall devote considerable space to advice and suggestion as to window displays, advertising that will help and so forth. Meanwhile the big thing is to prepare now.

Then the fact of the men being at the front won't be such a big loss after all. You can make good on their custom by selling to their friends and relatives.

TREATMENT AND MERCHANDISE IN WINDOWS

The Relation of the One to the Other—Former is Equally Important — Personality in Distinctive Features—Some Notable New Examples.

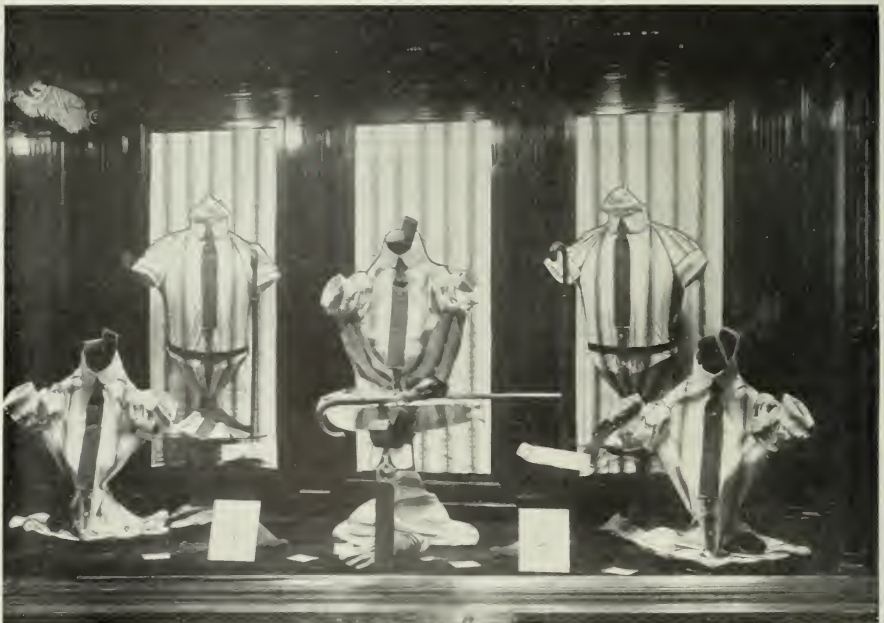
Specially Written For Men's Wear Review

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

PROFIT through the sale of commodities is the underlying motive of window trimming in all lines of mercantile trade. Display area is unquestionably the most valuable space of the shop, and in order to make it capable of responsibility for its due proportion of gain the merchandise must be so presented as to appeal to the eye, which means that the window must attract attention, hold interest and finally convince the onlooker that he has

found the identical thing he wants and also found the shop in which to make his purchase. The latter is, in reality, the most significant factor in window art as the same merchandise is frequently found in many shops, but the impression made varies according to the effectiveness of the trim. Good taste in posing, proper composition, and harmony in color scheme are the distinguishing features of a good window.

Now that sale displays are over for the time being it behoves the trimmer to present the merchandise offered in a manner that will reflect the veritable character of



A particularly impressive display of Autumn shirts at the Yorke Shop, New York.



A typical New York clothing trim—Gumpertz & Co.

the shop, as well as the edict of prevailing fashion. In the first illustration here shown one sees a trim of remarkable distinctiveness, a trim that leaves nothing unsaid as to the refinement of the shop. Space is not crowded, each unit is an individual feature and a touch of novelty in decoration is evidenced in the background treatment.

Attractive Color Scheme

The picture reveals a striking display of Autumn haberdashery appropriate for October wear when it is still too early for heavy weight apparel. Medium weight silk shirts are shown. These garments are of expensive quality, which seems to be more favored for Autumn than during the past Summer. It is the tasteful grouping and attractive color scheme of the trim, however, that merits special mention. This window is of medium depth but, as is noticed, a fairly shallow arrangement is worked out. The advantage in avoiding deep trims lies in the fact that each garment in the more shallow trims stands out distinctively in making its appeal to the passer-by, and the illumination at night is more even than when a deep window is jammed full and one garment casts shadows on another.

Two very pleasing methods of posing shirts are observed. In one instance the garment is shown over a bust form with the sleeves thrown forward over the shoulders and in the other the shirt is draped over a square of cardboard with the sleeves gathered at the sides. The

color scheme is very beautiful, umbra stripes in Autumn shades of tan, green and maroon on tinted grounds. A feature of unusual decorative nature is the panel backgrounds which consist of strips of silk matching the shirts near them. The silk is merely tacked over the natural wood panels of the partition. For the sake of variety, if for no other reason, this idea is worthy of note, as variety in the setting of a window is quite as conducive to impressing the public as is the setting of a theatrical production.

Regarding the various other items of merchandise included, good judgment in grouping, balance, and spacing is shown. It is noticed that two soft collars are featured, which is a thoughtful suggestion to the devotee of sports. Shops too frequently overlook the immediate requirements in their scurry to show new stuffs. There are many items in dress of Summer weight that are still in demand and will be for at least another month and to hide them as a "candle under a bushel" is undoubtedly sacrificing trade. If window space is not available to make individual displays of such goods, one can readily include them with the new offerings and yet especially feature the latter. The point is, Do not lose sight of the momentary items.

Soft Lines, No Stiffness.

Autumn suits and overcoats are well posed in the window next pictured. Compare this trim with the old-fashioned display of clothing where full figure forms in

MEN'S WEAR REVIEW

symmetrical rows reaching from side to side of the window with each row elevated from front to back like bleachers, and you will appreciate the advancement made in the presentation of clothing.

Two sack coats and two overcoats are featured. In each instance the trimmer has overcome all evidences of stiffness in pose, and has so draped the garment as to accentuate its best points, showing the collar, lapels, pockets, lining, etc. A very pleasing manner of draping trousers is noticed in the unit on the left. They are simply folded around the base of the stand in a rather studied, careless way that avoids the straight parallel lines. Gloves, cravats and walking sticks are used to add the finishing touches always essential to an impressive window display.

It is often the final brush marks, as it were, that bring out the life of a trim. They often overcome incongruity, true up balance, and in themselves, are frequently featured stronger than if displayed alone.

Summing up the ideas here brought to your attention, the efficiency of a window depends quite as much upon the treatment as upon the merchandise. First make your appeal to the eye a strong one; second make the trim practical, that is, timely and suggestive of desirable and useful goods; and last, but not least, aim for distinction. You may be showing essentially the same merchandise as your competitor, but the "personality" of your shop in bidding for and gaining trade is a matter wholly within your control.

*Maclean
New York.*

THE RIGHT WAY AT "THE RIGHT HOUSE"



An attractive trim of general furnishings, ties, shirts, hose and the like at "The Right House" in Hamilton. This window is always bright and appealing.

PARABLE OF THE DEALER WHO HAD ONE THING LACKING

By H. S. E.

ONCE upon a time there was a certain retailer who, for bread and butter and occasional gain, sold men's clothes and furnishings. He had a nice store and a fairly good business because he paid attention to most business essentials. He advertised in the daily newspapers and he studied the Men's Wear Review series of card-writing articles. He dressed his windows in a wide-awake way and he studied what the public wanted and did his best to give it them. He did not cut prices and he didn't hand his customers lemons—no, not a lemon. He was a good salesman and a conscientious, and he worked like Jacob worked for Rachael, and stayed with it. He was courteous and punctual, shrewd and slick (which is one of the greatest words in the American vocabulary), had a good personality, a pleasing appearance and a genial hail-fellow-well-met appeal which pleased his customers.

Now, you'd think that he was a success—a personification of all the virtues, like he was—wouldn't you? But . . . shed a tear! He had a vice! And—would that I could deny it—it lost him business. . . .

He had a secret, and he guarded it as if it was bullion.

It came to pass that one day he displayed for sale some raincoats. They hung on a rack in the doorway and an attractive card pointed out to whoever might be interested that the raincoats were excellent value and were, in fact, a new assignment just received.

Two young men came down the street and beheld the raincoats. The evident worth and attractiveness of them compelled the attention of the young men, and one said to the other—in the picturesque lingo of this continent—"Say, bo! Some raincoats, eh?"

"Yu betcher!" agreed his companion.

They stepped a little nearer and examined the texture.

"Pretty nice stuff," said one.

"Yep! They're all right."

They continued to examine the raincoats and turned them about. At last one said, "Well, come on, let's be moving."

Said the other: "Half a mo'!" And he went on looking all over the raincoats, turning them this way and that, and now and then studying the words on the showcard, announcing their good value and so forth. By and by he turned to his friend and said, "Say, Bill, do you see any price ticket on these coats?"

The other came closer and the two of them resumed their search for some indication of what these raincoats would cost.

"Naw," answered the second, "there ain't no price on 'em" (which, if it wasn't English, was certainly truth).

"Well, I'll be —," cried the first. (Whether he was or not doesn't matter to you and I.) He went on: "I was going to buy one of those coats, but I'm hanged if there's anything to tell me how much they cost."

"Why don't you go in and ask," said his friend.

"Go in and ask!" The tone had a wealth of irony. "No sreee! Not much. I'd have bought one of those coats if there'd been anything to tell me the price, but I'm blank-

blanked if I'm going to bother to go in and ask a man the price of anything he's got to sell. If he can't take the trouble to put the figure up there, good and plain, he can go to pot—and sell his coats there, so far as I am concerned."

The two sauntered on down the street and they came, in time, to another man's wear store. And, behold—here were more raincoats for sale. The store wasn't up to much. The windows were particularly bright and the show cards might have been a good deal better if the dealer had read the aforesaid articles on Cardwriting in Men's Wear Review. But—on every article in the window and on the raincoats at the door was hung a price ticket which left no doubt as to what the price of each article was.

The two friends stopped at the door. "There's some more raincoats, Bill, if you're thinking about buying one," said Bill's friend.

Bill stopped. "Yep. Cheap, too," he said laconically; "\$7.98 isn't much for a coat like that," and he stepped up and examined it. A moment later he was in the store and had bought the coat.

* * *

"Shall I tell you," said his friend to the salesman, "how it is my friend bought that coat from you?"

The salesman was interested. "Yes," he said.

"Well—you had your figure marked good and plain. The guy up the street had just as good stuff as you, maybe better—"

"Impossible," murmured the dealer.

"—But," went on the other, "he didn't have his stuff priced. My friend, and quite rightly, didn't see why he should go into the store to ask the price. It ought to be there for him to see without any trouble."

"Quite right," said the dealer.

* * *

It is all part of the New Idea—the idea that the public must be pleased. This is the slogan of successful business in the year of our Lord nineteen hundred and fifteen. It isn't enough to have the goods. It isn't sufficient to be expert at argument, clever in services, right there with the courtesy. These things are only parts; parts of the big idea of Complete Service (and spell it with capitals).

The first man, whose raincoats attracted the two young men, had most of the component parts of service but—he had one thing lacking. He had—as I said in the beginning of this somewhat long-drawn-out homily—a secret! He kept his prices to himself. Why, he couldn't have told. Probably he just omitted to mark them. It was enough, though, for the two young men that he had kept these prices off his goods. They didn't buy.

Why on earth he had this awful secret nobody knows. But, look you, it lost him business. The other fellow got ahead of him.

He hid his prices under a bushel. The new Business Scripture saith, "Let your prices so shine before men that they, seeing your clear figures, will buy your goods. . . ."

MERCHANT TAILORING TO SPECIAL ORDER

G. Hawley Walker, Toronto, Tells the Steps—Balancing Semi-Ready and Special Order—Wrong Methods and Right.

THESE are the experiences of Mr. G. Hawley Walker of the Fit Reform Store, Toronto, during 16 years' of business. We give them to the trade at this time because Mr. Hawley Walker is now installing a complete range of men's furnishings in his store and this is the final step—up to the present—of a series by which Mr. Walker has gradually gone from a beginning as a merchant tailor to the present stage when he handles ready-made-tailoring, special order tailoring, and a full and complete range of furnishings.

"Sixteen years ago," said Mr. Walker to *The Review*, "I was doing a very fair business as a merchant tailor. I had a regular clientele and managed to do very well here on Yonge street with merchant tailoring. But I saw the trend of the times. I saw the time had come when a man must be able to see not only the cloth of which his next suit would be made but also the way in which it would be made up. I sensed the fact of the change in the tailoring business and then and there installed a complete line of ready to wear tailoring.

"But it was not long before I observed that there were some men who were not satisfied with ready-to-wear clothing. They wanted suits which were tailored to their measure. Cloth and make-up which could be seen beforehand were an important item but they were not everything and several of my old customers pointed out that they preferred to have suits made directly for them.

Day of Tailored Garments.

"I saw the way out. I knew the trend of affairs had again changed and that this was the day of special order tailored garments. I therefore decided to handle special

order tailoring. My success in this line, I think I may modestly say, has been undoubted and I attribute it no less to the excellence of the line of special order tailoring which I represent than to my own salesmanship and handling of the customer.

"With regard to whether or not a man is wise in carrying both ready made and special order tailoring. I suggest that he is indeed a wise man to carry both lines.

Some Reasons.

"Here are some reasons. First of all the overhead expense is no more. It costs just as much to run a store whether you handle one method of tailoring or two. Secondly you have a more universal appeal when you carry both lines. Some men like the ready made and others like to have suits tailored to their measure and they like to be convinced that that is the case by the fact that it is about a week before it gets to them. Now in the case of a store like my own, which handles both lines, we are able to get all kinds of fish into the net. When I started at first to handle ready to wear and special order stuff, some customers of mine who had been with me for years when I was doing merchant tailoring, kicked at ready-made tailoring. When I handled that alone I really had no comeback to their kicks. They protested that they did not like ready-made stuff; stated that it was not made up to their order, and that it was hackneyed and might be worn by anybody at all. To that, as I say, I had no answer, but and here is where the importance of the special order trade comes in. When I had decided to have special order

(Continued on page 56.)



Exterior of G. Hawley Walker's store in Yonge Street, Toronto.

THE CONDUCT OF A SUCCESSFUL SALE

Harry Way, of Hamilton, Has a Way With Him—The Personal and Intimate Note Gets the Business—Circulars and Letters.

Special to Men's Wear Review by Traveling Staff Writer

Stock Adjustment

MODEL SUITS AND FALL OVERCOATS



\$15.

Regular \$22.50
to \$32.00

Only a few of these.



Stock Adjustment

85c

BUYS ANY STRAW HAT

Regardless of its Former Price


WAY

YOUR TAILOR

67 KING EAST

SELLER OF
MEN'S CLOTHES
FURNISHINGS
AND HATS

Headquarters of
The Way's Clothes Pressing Service
\$1.50 per Month

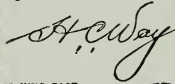


SURE a fine thing it is to get a good Send-off.

That's the reason I'm giving such a send-off to all my Summer Stocks. This is my First Semi-Annual.

Stock Adjustment

and I'm reducing prices pretty generally throughout the store. Drop in and save a few dollars by spending a few.



67 KING EAST.

This shows four pages out of an eight-page folder sent broadcast over Hamilton by Harry Way to advertise his first sale. The folder was attractively gotten up on good paper, using good ink and press work. Note its "snappy" talking points.

Harry Way, of Hamilton, Ont., has the happy knack of knowing how to conduct a successful sale.

We reproduce on this page a specimen letter which Mr. Way recently sent out, and also an 8-page folder which accompanied the letter. A cursory reading of both these will indicate that Mr. Way opines that the proper method to catch trade for a sale is by being breezy. His letter expresses his personality. For instance he starts off:

"Tell me how many bargains there are in the enclosed folder and I will give you the whole 7."

That is a very different matter to a sale announcement which simply says "We are having a Sale." Merely that and nothing more. Mr. Way goes to considerable trouble to get out first of all an attractive looking folder, then he writes a letter which is not only neat and natty in its appeal, in its get up, but is also attractively phrased. Then his folder is illustrated—

HARRY WAY

"New Seller"
FURNISHINGS AND HATS
PHONE 412

67 KING STREET EAST

HAMILTON, ONT., August 11th, 1913

Dear Friend:—

Tell me how many bargains there are in the enclosed folder and I will give you the whole seven.

As a matter of fact, for 13 days, beginning this Saturday, I will be strictly in the Bargain-Giving Business, as I am starting my first "Semi-Annual Stock Adjustment."

You'll notice this difference between my Stock Adjustment and Christmas—my Stock Adjustment comes just twice a year. Whatever it may be next time, I think this first one will be worth coming to.

This is a Store, not a storage warehouse. Merchandise that hasn't moved at the end of a season, I intend trying the tin-can of a Reduced Price to, then it WILL move.

I want my valued Friends and Customers to know about this, just as a matter of news. Perhaps it will be of important interest to you. It will be if you happen to be needing anything in my line just at the present moment.

The folder tells the story.



Sample of the "personal note" at striking which Harry Way is adept. This letter turned out a good business getter.

as will be seen from the one side of it which we reproduce here—by good sketches and the wording is attractive and catches the eye. For instance on one page of the folder, he starts off: "Sure a fine thing it is to get a good send off. That's the reason I am giving such a send off to all my Summer stock." This is my first Semi-Annual stock adjustment and I am reducing prices pretty generally throughout the store. Drop in and save a few dollars by spending a few." Then he signs it in his own hand-writing, H. C. Way.

We reproduce these two illustrations and they speak for themselves. Comment is more or less unnecessary. The reader can see for himself the sort of thing that Mr. Way is doing. He gets the business. He sends out a couple of thousand of these letters and folders and certainly the results have justified the expenditure made upon such things as good stock for his circulars and attractive printing and plenty of illustrations.

SHADOW EFFECTS THE PICK OF FALL SUITS

With Brown as Considerably More Than an Also Ran — Big Tendency Towards the Practical in New Fall Accessories—The Fancy Vest Back Once More—Silks and Picques in Evening Waistcoats

Authoritative and Authentic Fashion Notes

What's New

Shadow effects in suits in pencil stripes and plaids.

Brown, as a suit color, is now looming up strong.

Broader shoulders for sack suits.

Trousers now a little looser.

The braided suit and fancy trouser will be popular.

Pointed oval or frank "U" evening vest.

Rich colorings in stripes in shirts.

Reds, greens and purples, in subdued tones, strong for new shirts.

All cuffs, single or double, to be starched.

Soft collars for Fall wear.

Square, well separated points to be modish in collars.

Refulgence and extensiveness in colors and design for Fall neckwear.



AUTUMN styles present many important variations from those of last year. It is in the smaller details, however, that one must look for changes. To the average man, whose idea of clothes is chiefly to be dressed in consonance with the mode established by the shops where he deals, these changes may seem of minor interest, but to the man of cultivated taste, items such as the curve of a lapel, the width of the trouser legs and the bell of a hat are significant. To dress becomingly is his aim and upon his sanction depends the shift and drift of fashion. A month ago there naturally was the element of speculation in predicting just what fashion would bring forth, but now that the curfew of Summer has awakened the enthusiasm of merchants in displaying the new Fall stuffs without reserve, one can feel sure of the trend of correct Autumn vogue as it is to be.

Tendency Towards the Practical

One thing prominent in the character of the various accessories offered this season is a tendency toward articles of a more practical nature. In other words there are fewer novelties and more sensible items to interest the customer. Wide assortments in hosiery, gloves, handkerchiefs, mufflers, undersuits, sweaters, mackinaw coats, leather requisites, pocket trinkets, etc., are shown in abundance. The producers were undoubtedly prompted to increase these particular lines of merchandise by the unprecedented demand for useful articles especially suitable for gift parcels to be forwarded to the soldiers at the front this coming Christmas. This feature of trade nevertheless, has not interfered with the effectiveness of the new materials and styles to be worn here in America, but it will undoubtedly bring into prominence a line of more practical goods and debar from the public the usual influx of undesirable novelties.

Suiting fabrics show many smart creations. There is a predominance of shadow effects in both pencil stripes and plaids in brown, olive, grey and dark blue. Touches of bright blue, in particular, are introduced in the majority of new stuffs. Brown, although not much praised early this season as a favored Autumn color, is looming up strong in the displays by custom shops. In clothing, brown, like grey, is really a staple color, but it was noticed last Spring that it weakened considerably, and thus gave rise to the opinion that its course was run for at least another twelve months. Undoubtedly the eminently becoming effect of brown on almost every man and the lack of any striking new shade are the reasons for its sudden re-appearance.

Suits of striking colors as green, terra cotta and dull blue that were advocated last Spring have lost caste with smart men. The present tendency toward vividness does not mean conspicuousness but richness, which properly belongs to the sterner sex.

Regarding sack coats, the best tailors are sponsoring broader shoulders and with somewhat roomier body effect though still shapely. Trousers are a little looser. The lapels are not so wide and slightly rounded and the sleeves show a tendency to taper slightly toward the cuff. Some of the new models show well rounded and well cut away fronts, while others are straight with square corners. In either case the skirt is cut medium short. Many of the new models are made without cuffed sleeves. Trousers without turned-up bottoms are also favored. The different-trouser suit, consisting of a black braided cutaway jacket with the usual grey striped trousers, is an assured smart fashion for this Autumn with the younger business men.

Revival of Fancy Vest

The present outlook for a strong revival of the fancy waistcoat for day wear is bright. Every new showing of Autumn clothing includes a variety of fancy effects. Both single and double-breasted models are exhibited, but the preference seems to be in favor of the former. The opening is narrow and the waistcoat closes with either four or five buttons. Colors are snappy, as should be, if one desires to gain any advantage by wearing a fancy waistcoat. There are many plain effects in browns, olives, greys and blues with either plain welt edges or contrasting pipings, but both stripes and checks are plentiful and particularly the latter.

COLORS: MANY COLORS: RICH COLORS

These are the Outstanding Features in Accessories — Autumn Shirts Rich But Not Gaudy—Soft Collars Will Be Worn in the Fall—Refulgence Combined With All-Over Patterns in Neckwear

From Our Own Special Correspondent

The latest evening waistcoats are extremely effective, the opening being quite wide, suggesting either the "U" shape or running into a pointed oval. The collars are designed to be moderate in width and do not broaden out near the bottom as was the style last Winter. Fancy pique is favored by men of particular taste, while silks are also extensively shown. In silks some very neat patterns in corded stripes and embroidered figures are to be seen, but many of the smart models are in picturesque brocaded designs. Some of the brocaded effects show a faint tint of grey or shell pink in the ground weave, but this color is so pale that it practically has the appearance of white, only not severe white. From the best authority as well as from the shop displays, it is learned that the black waistcoat for formal evening dress is "off." Also the frivolous tucked effects are tabooed.

Autumn shirts are indeed good to look upon. Not only are the materials beautiful in pattern, but the combination of colors is rich without being gaudy. Stripes composed of narrow stripes in clusters and interwoven with dainty designs well spaced on self figured grounds are among the most attractive offerings. Solid stripes, polka dots and moire patterns are also prominent. All-over patterns of detached figures, so conspicuous last Winter, are now little seen.

As predicted early in the season, striking effects in subdued tones, however, such as red, green, purple and orange, are the chief characteristics in color schemes. The influence of art has averted any discord in the mingling of strong colors, and so skillfully have combinations such as royal purple, emerald green, and burnt orange been worked out that the effect is most captivating.

Starched cuffs, either single or double, are also a feature of pronounced distinction in the new shirts. Even stiff white or colored cuffs on silk shirts are advocated by some exclusive firms. This is doubtless a bit faddish and can scarcely be designated as a style only of the moment. Pleated bosoms in all qualities of day shirts are considered the better form. Soft cuffs are correct for both silk and flannel garments, but otherwise the soft effect is not favored.

The correct evening dress shirt is of either plain or fancy self-figured pique. The bosom is starched stiff and the cuffs are either single or double. Evidently the tucks and ruffles popular six months ago have been given their passports for another fashion-land, as even for dancing the soft bosom is giving way to the more formal effect.

Soft Collars for Fall

The latest thing in fold collars is the two-ply starched article which has just passed through its experimental stage. It was expected to be a great success, but there are evidences everywhere of its dissatisfaction. Collar comfort has been the aim of makers for years and the likable qualities of the soft effects encourage the thin, starched, flexible kind, but the trouble seems to be in their failure to hold their shape without denting or breaking, especially when adjusting the cravat. So the better class shops are showing largely the starched collar of substantial thickness and rigidity and the regular soft lines. Soft collars, nevertheless, are as much in vogue as ever. In fact, there are many smart men who will doubtless wear the soft collar to business this Fall, although its proper place in dress is, as was formerly, in the world of sports. There seems no inclination this Fall to expect the wing collar as a business dress requisite. It was worn quite generally last Spring, but to-day it seems wholly reserved for formal and semi-formal dress.

There are practically no new variations in the shape of fold collars. The preference is perhaps due to the square well-separated points which admit the generous knotting of the cravat. The well-liked cutaway with round corners is still good form and much worn, but fashion is gradually leaning toward the close front effect when round corners are shown. Long pointed starched collars are not worn by the best turned-out men.

In cravats as in shirts the color trend is full of richness. In patterns, stripes are seen of course, but the most popular of all are the giant figured "species" showing striking effects such as huge chrysanthemums, grape leaves, cubist

What's Old

Dull blue, terra cotta and green are not for the tip-top dresser.

Vividness in suitings is not de rigueur.

Wide lapel gradually going. Tight trouser gives place to loose.

Cuffs on sleeves have had their day.

Black waistcoat for evening dress is "off."

Frivolous tucked effects are taboo.

Poke collar is not au fait for business and lounge wear.

Long pointed starch collars have passed.

Polka dots have polka-d out! Solid colors in neckwear are markedly absent.

Grey Derby an "also ran"; it has no support.



designs and sunburst effects. These elaborate patterns, refulgent with wonderful colorings might seem to be going beyond refined taste but when it is considered that only a small portion of any one design is seen when the cravat is knotted the danger of overstepping the limitations of propriety is slight. With these elaborate weaves it is possible to produce many desirable effects in color schemes merely by the adjustment of the knot. The rage for polka dot patterns is gradually waning as is also the vogue of bow ties for day wear. Solid colors are markedly absent in the Fall showings of neckwear.

Just a word about hosiery: it is not necessary to mention specific colors as every popular shade and tint is being shown. The one noticeable feature in hosiery however, is that only solid colors are extensively shown. Fancy clockings to be sure are prominent but the striking plaids, mottled effects and distinctive stripes worn last season have suddenly disappeared. The vogue of silk hosiery is steadily increasing though hisle is favored by some of the exclusive shops but the quality is of the finest and costs more than the popular priced silk varieties now on the market.

Style in hats is no longer a question, for the prominent shops have already made their initial Autumn displays and the majority of men have discarded their Summer

headgear. The black derby is favored although brown in the darker shades is advocated now more than for several years past. The grey derby evidently lost out before it reached the "starting line." Owing to the recent prominence of both grey and blue as popular color treatments in dress the future of the grey derby seemed encouraging but there is no sign of its appearance as a popular vogue as was forecast. The new derbies have full well-rounded crowns and well curled brims.

Soft felt hats are extremely popular with well dressed men and there are four distinctive shades, black, grey, brown and olive. The Alpine crease is preferred to the telescope effect. Pearl grey is unquestionably the most favored color in soft hats. The brim is finished with either a raw edge or with narrow silk binding to match the ribbon which is either black or light grey.

*Maclean
New York.*



A showcase in the store of McSkill and Simpson, 699 St. Catherine street West, Montreal, which is devoted to the display of jewelry.

SELLING JEWELRY VIA THE DISPLAY WINDOW

McSkill and Simpson, Montreal, Can Tell Immediately When Their Displays Are Becoming Infrequent, Because of a Falling Off in the Demand—Sold 150 Watches by Displaying Them.

THOSE who are acquainted with the haberdashery business of Montreal will remember the late John Allan, who ran a successful store at the corner of Craig and St. Peter Streets. His hobby was the jewelry

department, which he kept at a high level by personally arranging displays. One of his chief complaints was that his clerks did not appreciate the possibilities there were in this line for men's wear stores, and therefore did not dis-

play it to proper advantage. John Allan always had a word to say about each stick-pin and cuff-link. There was a card for each, and a line of recommendation written thereon.

The mantle of Elijah has fallen upon Elisha, and we find K. N. McAskill, of McAskill & Simpson, 699 St. Catherine Street, West, who was for years manager in John Allan's store, making jewelry one of the bulwarks of his business. A look at the accompanying illustration will show that one of the large silent salesmen is almost totally devoted to jewelry and other closely associated lines.

Selling Via the Window

If there is one thing more than other that this house has discovered in their business career, it is that jewelry can only be sold by making a special display, and the best medium is the window. Their sales of stick-pins, cuff-links, collar buttons, etc., go up and down in proportion to the publicity given in the window.

One of their greatest difficulties has been to overcome the desire on the part of customers to want the name of a good jeweller on the case when making a presentation. To combat this tendency, they argue that within certain limits, they can supply an article just as good, and at a lower price, their rents being lower, and overhead expenses lower on account of this being a side line.

However, this does not prevent McAskill & Simpson from drawing the business of the man who wishes to buy his own jewelry, and does not care a flip of the finger whether it comes from Tiffany's or from the men's wear stores, as long as he gets the goods at the right price.

Mr. McAskill said, speaking to Men's Wear Review on his methods of handling this line: "It all depends on the window display whether a store sells jewelry or allows it to tarnish on the shelf. If you display it, you sell it. We have often found the demand falling off, and realized at once that it was because we were not using our windows enough. It makes a big difference too, how these goods are mounted. Manufacturers to-day are provided suitable mounts for making sales easily.

"Of course, men always go to the haberdashers for collar buttons. If the dealer has a nice range of other jewelry neatly displayed, the chances are he will sell more

than a collar button. There is not one man in a hundred that goes to the jeweller for his collar button, and there's where haberdasher's opportunity lies. The fact that he is recognized as headquarters for collar buttons makes it possible for him to go extensively in for other jewelry. At the same time, I have found cuff-links and stick-pins my biggest lines, and this business has been brought in chiefly via the display window."

Went in for Watches

Some time ago, McAskill & Simpson started to handle watches. They were attracted by a new, thin model, being made at that time to retail at \$1.50. To try it out, they bought a dozen, and displayed them in their window with a card, which read as follows: "A practical watch for every man. Built to run upon the most approved scientific mechanical principles. Introductory price \$1.50. Gun-metal or nickel."

The watches and this card formed the display, which was placed in the window for several days each week. The sales amounted to a hundred and fifty watches. One of the chief reasons for this success was that jewellers are selling the same watch at \$2.00—an illustration of the advantage possessed by the haberdasher over his brethren. It is becoming a rare thing nowadays to find a men's wear dealer who does not handle watches of some kind. Wrist watches are being sold more and more by the haberdasher. The old-fashioned watch chain is not suited to this business, but the new Waldemar chain is. The well-dressed young man is attracted by it, and McAskill & Simpson always have a stock of these on view, selling for \$2.00 or thereabouts.

As for shirt buttons, Mr. McAskill has a range of three qualities always on his counter. There is the five-cent button, or six for a quarter, the ten-cent button at three for a quarter, and the fifteen-cent button at two for a quarter. Pressure is brought to bear on the customer to take the most expensive one. Mr. McAskill was not far wrong when he said to The Review: "It is better for the customer, and better for us, if we can sell him the expensive article. And that applies to many lines of goods. He forgets the price, but if the goods are unsatisfactory, he never forgets the store."

SHOW CARDS.

Two attractive show cards used with effectiveness by Mr. E. Bell, of the Fashion Craft store in Hamilton. Readers will remember that two or three issues ago we showed some more of his work. He is successful as an attractive show card writer because (1) he uses attractive card. (2) He is "Topical" in what he says. (3) He is essentially neat, and (4) his style is novel. We commend these cards to our readers' attention.



Round The Town

By Beau Brummel



NATURALLY the first place where my journey round the town would take me to these days was the Exhibition. I ran out there on Opening Day. The rain had ceased for the first time for forty days and forty nights—sounds quite scriptural doesn't it,—and the sun was shining brightly on the Exhibition Grounds which were looking in better trim than ever before. Opening Day was a great success. Numbers of the Bigwiggyery were there, lunching upstairs and doing themselves well, and then descending and making other people envious by smoking huge cigars of a special and particularly nice brand, standing on the steps of the Administration Building.

There, for instance, was the Lieutenant-Governor of Ontario, Sir John Hendrie. Like his friend Major General Sir Sam Hughes, Sir John has left off the "Colonel" and put on a "Sir." His Majesty King George V., by the kindly suggestion of the Canadian Government and the co-operation therewith of the British Government, has been graciously pleased to make several of our Bigwigs knights this year and here is one of them. Sir John was resplendent in a suit of silver grey, morning suit of course, and was behatted with an immaculate topper. He is a very commanding figure of a man and suits his clothes rather than they suit him. Sir John looks very well these days. He is rather different in many ways from his predecessor at the Government House, bluff, sportsman every inch, and liked by one and all. He was wearing a silver grey tie, silver grey hose and carried a cane to help him along.

"Tommy" Church, the Immaculate.

With him was the Mayor of Toronto, Mr. Church—or to be in fashion "Tommy Church." Tommy's morning suit was a wonder to behold and "Solomon in all his glory was not arrayed like one of these." He was wearing a black cutaway with fairly wide braid and carried the universal and ubiquitous umbrella; which together with a cigar, always marks

the approach of Tommy Church. He looked *distingué*.

But whom have we here? Who is this huge figure, with a massive chest and a jolly good-humored smile and nothing more conventional than a soft hat, although decorated with a buttonhole which resembles a miniature flower garden? This is no other than John Eaton, now Sir John, another specially loyal subject of His Majesty, over whom His Majesty has seen fit to make an imaginary pass with a sword. Sir John looked very well. He was dressed in a blue sack suit with a slight pin wire stripe, a nice grey tie, a very immaculate soft hat which is the latest thing for Fall wear, altogether he looked very nice and very

prosperous and very well-to-do. We miss his yacht this year. We are used to seeing it lay to off the Exhibition grounds, there in the lake, but Sir John has loaned it to the Government and we do not see it this year.

One of the most commanding figures in the City is Mr. Noel Marshall. This gentleman, whose face we have become familiar with through the newspapers in connection with his work for the Red Cross, formed one of the little procession from the Administration building to the amphitheatre where the Lieutenant-Governor opened the Exhibition. He was dressed in a regulation black morning suit and very dark striped trousers. He wore a poke collar and a black tie with a single pearl in it. I noticed his coat by the by was very distinctly cut away, even more so than most men wear. He looked very well.

"J. A. M." of the "Globe."

You have probably heard a very great deal about Dr. J. A. Macdonald of the "Toronto Globe." Just what he is most famous for is difficult to say.

To begin with he is a big Peace Propagandist—that is in the time of peace, he is as certain as any other Britisher that Britain has got to lick the Germans in this War. Dr. Macdonald has been busy this week, both at the Exhibition and at the meetings of the Canadian Press, so fortunately held in Town at the same



Ex-Exhibition President Ken—in the silk hat—talking to Joe Hay, publicity man.

time as the Fair. I caught a glimpse of him and had a word with him. He is a man who does not care very much about dress, and he is certainly big enough—if he thinks so fit—to do without bothering. He is wearing a grey cutaway morning suit with a grey soft hat. There are no airs and graces attached to the Doctor, though he has become by this time a very prominent man of letters and is quoted in America and England a very great deal. Probably as an editor, as a man who can forcibly put the case, he is not to be excelled in the Dominion. He is a very approachable fellow though, and does not look at all as if he is carrying the affairs of a big Daily Paper—and some say a Party—upon his shoulders.



Dr. J. A. Macdonald, editor of the Globe, wears a soft hat but a tailed coat.

ing Day he was wearing a blue suit with a double fold collar and a blue tie. His suit, like that of Sir John Eaton, with whom he was standing when I saw him first, had a pin-wire strip running right through it. He was sharing Sir John's flower garden in his buttonhole. And the soft hat which Sir John wore was duplicated in Mr. Somers' case. His dark, trim hair and his soldierly figure, made him look a very impressive individual altogether.

Joe Hay, At Your Service

We miss one kindly face at the Exhibition this year and it is that of Jack Munroe; he is no longer the Publicity Agent but in his place is Joe Hay. Joe is a curious individual and I caught a glimpse and had a chat with him on Opening Day. He was running around looking very perturbed, trying to do sixteen things at once, followed by all sorts of Press men and harangued in French, of which he didn't know a word, by the Pathé Frères people who were trying to get a cinematograph view of the Lieutenant-Governor, Joe was at his wits end where to turn and what to do. But he did it and he turned somewhere—and that to a purpose. He was wearing a dark blue navy suit with a squash hat, a comfortable suit and comfortable hat, rather than a particularly smart one. Joe is a newspaper man pure if not simple, and does not care a fig about dress—so he says.

Over in the Royal Bank Building there are all sorts

and conditions of Press men in solemn conference. One notices one or two visitors there this year, for instance Mr. E. K. Whiting of Owatonna, Minnesota. Mr. Whiting was exceedingly smartly dressed—for a newspaper man! I didn't know they made them as smart as that nowadays! I am used to long hair and black, slack ties and unshaven appearances and even big eye-glasses. But to see a newspaper man all 'dolled up fit to kill' is something new to me. However, Mr. Whiting was exceedingly smartly dressed in a Glen Urquhart suit with a poke collar and a dark blue tie and carried a cane. He was wearing a new Fall hat—at least it looked new—and it looked distinctly Fall. He is a fairly tall man who carries off his clothes very well indeed. They tell me he is a pretty smart man and from one of his addresses, which I had the good fortune to hear, he certainly is.

Acton Burrows of the Canadian Railways and Marine World is one of the older men in Canadian journalism and is distinctly distinctive. He was dressed in a blue sack suit, and a fancy vest! He was wearing a double collar, against which his red face and very white hair stood out, strongly in contrast. He hadn't finished speaking when I came out; for all I know he may be talking yet, they tell me he is a great talker.

I dropped in one day to one Session and they were discussing the desirability of establishing a school of journalism in connection with one or more of our universities. President Falconer opened the discussion. The president looks like a cross between a business man and an Old Country lawyer. There he was resplendent in a morning suit, which may have been this year's style, and then again it may not, wearing *pince-nez* which gave him the look of a cynic—although Dr. Falconer has nothing of the cynic about him—and generally impressing the Public with the fact that he is a Professor and doesn't like to come down to earth very often. With him, and speaking after him, was Sir John Willison. Sir John is a man who really dresses well. His suit was a very smart grey check, a small check, and he was wearing a double collar and a blue tie. The tie was a foulard and spotted. He is a tall

and commanding figure and he always looks mighty well. He is somewhat of a big Pot now, since the London 'Times' is coming into prominence under the regime of Lord Northcliffe,—whether favorably or not doesn't concern us now to say—and Sir John, as its Toronto correspondent, is a person of importance. Then again, you will remember, he wrote that life of Sir Wilfred Laurier. Has he repented him? We don't know. Ask Sir John!



The Lieutenant-Governor of Ontario, Sir John Hendrie.

(Continued on page 41.)

Khaki is the Ruling Passion



And more than that, one of the ruling fashions! This trim, made specially by Mr. C. W. Balmer, of Toronto, for the Men's Wear Review, deals with the et cetera which an officer requires to complete his "rig-out." The trim is essentially graceful, the gloves and hose balancing the vertical canes, and yet not too symmetrical, as witness the general abandon effect. Note that gloves, collars, a tie, handkerchiefs—all are included, the only black in a sea of khaki being hose. The dark background of the table sets off the drab shade of khaki and the whole trim is artistic and "finished."

The Kind You like to dodge

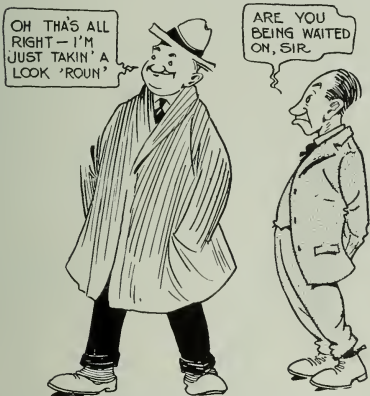
Being a few of the perennial pests the Mens Wear Man has to encounter

THESE ARE THE SOCKS I BOUGHT HERE 25 DAYS AGO. NOW THE HEELS ARE ALL BUSTED UP!



The Jess Willard type who after mauling every shirt in the place, annihilates you with a glance, and declares you have the rottenest stock he ever saw

The Guy who comes in to display the holes in those quarantined socks after 25 days wear, and demands a new pair to replace them



The bulky person who doesn't know what he wants, and gets in the way of a real customer



The last minute fellow rushing in at closing time to purchase about 10 cents worth



The "must see the boss" type



The sport that asks you "Can't you give me a better price?"



The "I know better than you" kind



The fellow who always has a "new" story

WHAT THEY ARE WEARING IN LONDON

By
MACLEAN,
LONDON

MY tailor, in the West End, put for me more succinctly than I have yet heard the exact state of affairs with regard to the tailoring business at present in England. He said: "We are making absolutely nothing but khaki. All our customers seem to be either at the Front or going to the Front or have just come back and are going again in a few days. This does not only apply to the young men; a great number of middle-aged men have gone back to the Army and all sorts of conditions of my customers are now with the forces. When the door of my shop opens I do not look to see a man in a lounge suit any more; I expect to see him in khaki and my expectations are not disappointed. A good proof of this is that whereas at this time of the year, in an ordinary year, we should be making dozens of dress suits a week for the Autumn season, we are now not making one dress suit a week. Nobody seems to want dress suits. Our business on ordinary lounge fashions is cut down to 30 or 40% and on morning wear it is cut down considerably below that."

That Straw Shows Which Way the Wind Blows

It is easy to see, therefore, when that state of affairs is existing—and be very sure that it is a generic and not a specific circumstance—that there cannot be any new fashions for Autumn and Winter. To begin with, there is nobody to make these new fashions; there is nobody to design them and there is nobody to set the example by wearing them. Fashion leaders, young men of leisure, are at the front at present. The Nation's business, is so big, so demanding, so colossally important that the mere business of wearing clothes and setting fashions does not compare with it.

In my last letter I spoke at some length of the fact of the dearth in fashion fancies for dress suits for the coming season. Not a third of the men who wore dress suits previously are wearing them now. There are no functions of any sort. There is no Ascot, no Goodwood, no Court functions. Even private dinner parties which previously would not have considered getting down to a meal without a dress suit are now dining in lounge clothes and, in the case of river parties and house-boat parties, in just ordinary flannel. So that you see it is difficult for me to predict anything new with regard to dress wear for the coming season. I have seen one or two new dinner jackets and they are distinctly smart, but they do not seem to have anything outstanding. There was one I saw which was made with a double-breasted lapel faced with silk, just like an ordinary evening coat. I do not think, however, that this will attain much popularity, nor would it even if there were men to wear it, because a roll collar on a dinner jacket seems to suit most men better than anything else.

With regard to styles in lounge wear, there is the same difficulty obtained that I have noted above. There are so very few lounge suits being sold in comparison with what are usually sold at this time of the year that it is difficult to get any new fashions going even if there were

any set. Most men in England are getting more into the American idea of buying an Autumn suit but with the hundreds of thousands at the Front and in training in England there is, this year, no business for the tailor at all. Moreover, the Government is advocating economy and the first thing that a man seems to economize on when he really sets his mind to it is clothes.

With regard to colors. Any fancy colorings, any fancy suitings at all, will be taboo this year. Plain blue serges and dark grey tweeds are about the only thing, with a considerable demand for chevots. Cheviot has been popularly supposed to be a requisite of morning wear and frock coat wear. This year, as possibly never before, such men as are getting any lounge suits at all are having them made from this cheviot material. There are some, as I say, ordinary grey tweeds of an inconspicuous pattern and of a fairly dark shade.

The whole trend, so far as any trend is noticeable, seems to be to have the suit as quiet and as conservative as possible. For that reason some of the long and sweeping lapels which we have known for four or five years are being abandoned to Fall wear and the creased, rather higher, lapel will be a feature of most new suits. This will be, too, a little bit narrower, thus following the Canadian fashion as observed by you in your last issue of Men's Wear Review. The outside ticket pocket on the right hand of the coat, just above the bottom right hand pocket, is going very strong again this year. I do not think this pocket will ever be right out of English men's sack suits. It is a very good etcetera for the containing of a ticket or small change and it has been in the Englishman's suit so long that I don't think he will abandon it. I understand that some suits this year, probably more than last year, will be made without a breast pocket on the left hand side. All the pockets will be cut perfectly straight. The bottom of the coat, instead of being cut away



The Minister of Munitions, David Lloyd George, is not a man who cares a rap for dress, generally.

in a rather smart fashion will be square or blunt so as to look very inconspicuous and conservative.

With regard to neckwear for the coming Autumn season I said some little about this in my last letter and point out that the big vogue would be for black and white combinations. It then appeared as if stripes would have a greater vogue than any other design. I understand now, though, from some of my manufacturer friends that the really big run will be for a small and insignificant white design, in the form of a spot or diamond or little ring on a plain black silk background.

This sort of tie was fashionable about three years ago—that is, it had its big run then—and it now seems as if for men who wish to wear ties and such as our left of our men who bother to follow the fashions in neckwear at all, this pattern will be the thing. Note that these are not all-over patterns. They show a good deal more black than white.

The other day our Premier, Sir Robert Borden, became a free man of the city of London. I saw Sir Robert as he came away from the Guild Hall, and I was struck by his neat appearance. He is a much bigger man now—both ways—than when I saw him some years ago. He was wearing a black frock coat, double-breasted, with nice grey trousers, a waistcoat that was cut fairly deeply, a single fold collar and a black tie. He looked very much like a lawyer of the old English style and I also noticed that he wore a heavy double watch-guard stretching right across the vest. With him was Sir George Perley, the most noticeable feature about whom is his moustache and beard, both cut very trimly and making a sort of oval at the bottom of his face. He was very neatly dressed in a frock coat and trowsers of a very dark grey, set off by the ordinary black tie—and like his confrere Sir Robert Borden—a single fold collar. I was somewhat surprised to see him wearing this collar instead of the Poke or Butterfly. Next him in the Guild Hall, by the way, was Mr. Bonar Law and next to him Mr. Austin Chamberlain, well dressed as ever, but for the once minus the orchid.

I caught a glance at the Minister of Munitions yesterday as he left the London Opera House where he had said some very plain words about the "slackers." "We must pay the price of this victory if we mean to get it," he said. Mr. Lloyd George was cheered to the echo as he left the building. It is an astonishing thing how popular he has become with all parties. I think all over the country it is felt that he and the Prime Minister and Sir Edward Grey are three men in whom confidence is reposed and can never again be shattered. The time was when a great many people in England uttered maledictions on the Chancellor, Mr. Lloyd George, but that time has gone, and gone, I think, never to come back. Mr. Lloyd George was wearing a grey morning suit, of which the coat was open. The material was a very light grey worsted. He wore a grey hat with a black band and was carrying a cane. He is getting a little more rotund these days, but his genial smile and his fine brow and his particularly Welsh hair are now the same as they ever were. He is not the only man, by-the-by, in the public eye over here who has taken a leaf out of the book of America and worn clothes both lighter in texture and lighter in color this year than for some seasons past.

I came across a rather curious thing the other day. It is one of the points of a well-dressed Englishman to have his boots immaculately clean, and this was borne out in the case of an actor in our midst over here. He is not a celebrated star, but we all know him just the same. I hear that he suffers from only one mania, and that is expressed in his anxiety about the way his boots are polished. He goes from hotel to hotel and from house to house in



Lord Kitchener, a fashion leader at present since khaki is the fashion.

search of an ideal boot cleaner! But they do not seem to put the shine on boots in this country that your shoeshine parlors do in Canada.

It is remarkable how many of our leading houses have been bereft of members who have paid a toll to this war. I see that that good sportsman Lord Desborough has lost a second son. He has now only one surviving son, the Hon. Ivo George Winfred. He is a young

man of seventeen who will now become heir to the Desborough title. The present Lord Desborough was the man who swam the Niagara River and he has secured a great many sport trophies.

It is often said that the best dressed man in the world is the Frenchman. This is borne out in some points by Monsieur Paul Camdon, French Ambassador in London. I saw him the other day when he was inspecting a motor ambulance and noticed his exceptionally immaculate get up. From the shiniest of hats to the most scintillating of shoes he was absolutely *de rigueur*. I noticed, by-the-by, that he was wearing the vest slip. This seems to have gone out of fashion for a long time but several very smart men are reviving it at the present moment. His morning coat was cut-away very shortly. His vest was cut exceptionally low.



ROUND THE TOWN

(Continued from page 37.)

Ye Country Newspaperman

What a curious bunch these newspaper men are! I spent half an hour running round shaking hands with a good many men I knew and came across some curious things in sartorial connection. There are several types. For instance, there is the country newspaper man who—least of all—bothers about dress. He was there in superabundance; his name is Legion, anyway. Fairly long hair, a suit cut in the styles of 'way back, little attention paid to etceteras, a panama hat or a soft hat that first saw the light of day in a store about seven years ago—all these things mark the country press men. But nothing can get over the kindly smile and the welcome "How-d'-you-do?" It isn't the clothes—it's the man. Old Bobbie Burns was right when he said "A man's a man for a' that." Some of these fellows are the best in the country, princes of good fellows; always there with a good hand shake and a cheery smile although—goodness knows, the country newspaper man doesn't exactly have a cinch! It's good to meet him once a year and have a chat with him about how things are and tell him how your things are and so on and so on.

WORKING MAN'S TRADE AMOUNTS TO HALF

Goodwin and Ross, of Welland. Give Their Experience—How to Build Up This Class of Business—Interesting Customers By Concrete Inducement.

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

MESSRS. GOODWIN & ROSS, of Welland, Ont., have a peculiar store. This does not mean that they have not got an attractive store—and a well-managed store but they have a store which is peculiar in its balancing. To understand their business you must understand first of all that Welland is in the centre of a good factory neighborhood and is a prosperous community, with a number of men employed in what may be termed—for want of a better word—the laboring trade.

Now Messrs. Goodwin & Ross manage in their store to make the workman's trade amount to one-half of the total business done. On the other hand they manage to get the other half of the trade in higher price stuff, from men in different walks of life. The point about their store and the conduct of their business is that they manage to blend these two widely different elements of a men's wear business. Mr. Goodwin had some wise words to say with regard to the workman's trade.

Important and Significant.

"Let nobody deem the working man's trade unimportant and insignificant. It is not either, whether it be in a big city or a small town, in a farming community or in any community at all. The working man's trade is always important. I may say too that it is lucrative if properly handled."

Mr. Goodwin went on to show the reasons why. He pointed out that the working man is a man who is buying all the time. In the case of a banker, a clerk, or a business or professional man he is not buying day in and day out to the same extent that a working man is. True, the classes I have mentioned buy seasonably, and during the course of the year the aggregate of what this class of man buys is considerable and is as much as or possibly more than a working man would buy. It must not be forgotten, however, that the bigger class is undoubtedly the working man's class. Canada is a workman's country pre-eminently and that is the reason of the working man's trade. The amount of trade from each working man, without the trade to be secured from the average man, other than him, and, the very fact of the numbers of the working man being greater than the numbers of the other classes, means that what is lost on each particular man is made up by the fact of there being so many more. Mr. Goodwin was at considerable pains to have this understood. He pointed out that from Monday morning until Saturday night he had working men and the like in his store buying shirts, overalls, working pants, working gloves and the like.

"This trade never stops," he said. "It is always going on. Working shirts are bound, a good deal more easily, to wear out in the case of the working man than cotton or cambric shirt is in the case of a professional or business man. Laborious and arduous work with the hands is bound to tell on a man's clothes. For that very reason of



Sample of the cap given away by Goodwin & Ross to induce workingmen's trade.

course the average working man wears cheap and stout overalls and shirts. The point, however, that I wish to make is—if these working shirts and overalls be a good deal cheaper than the shirts and so forth that we sell to professional and business men, still the fact remains that the man who buys these shirts and overalls comes a good deal more often to the

store than does the business or professional man; so that you see you make it up.

Aids to Building Up Trade.

Our business here may be described as fifty-fifty. We do 50 per cent. in working men's goods and 50 per cent. in better class trade. That is our profits divide on that basis.

"What do you do to encourage and induce the working man's trade?"

"Well of course we have been here a long time," said Mr. Goodwin, "but apart from that we insist on getting to know every customer in whatever line he is and we pay special and particular attention to the working man and also to the working man's wife, for you must understand," and here Mr. Goodwin's eyes twinkled, "that the working man's wife is, the more important man of the two."

"But we believe too that it needs some sort of inducement, concrete inducement, to get the trade. We bethought ourselves of the idea of giving away a working cap. There is nothing more useful to a workman than a cap which is light enough not to make one too hot yet, which is good enough and stout enough to keep off dirt and lime and so forth from the eyes and face. We had several thousands of these made and for some time now we have been giving away these caps."

"How many do you give away in the course of a week?" we asked.

"Anywhere from 45 to 75," replied Mr. Goodwin, "and I think if anything it leans to the 75 mark rather than 45."

He went on to point out that these caps cost a few cents a piece but that the good they did was inestimable.

"I think this is the best sort of advertising for a store like our own," said Mr. Goodwin, "Because you see we have the name and a message on both the front and back of the cap, and this cap goes wherever that man wears it; if he is a laborer or working man of any sort he takes it to the factory and his friends see it and immediately think they might just as well go to Goodwin and Ross's store and buy something there and get one of these caps."

Give More Than One.

"You see we give one of these caps to everybody who buys anything in the working man's line. To anybody who buys a working shirt, gloves or overalls or anything like that we give one of these caps. Very often a man, think-

ing of his friends probably will ask if we can give him another cap to take away with him to give to his friend. We are not squeamish, we give these caps sometimes in twos, sometimes in threes and we find them all over Welland and the surrounding country. And remember wherever that cap goes," said Mr. Goodwin, "our name goes. It is worth while the few cents we spend on those caps to get them into the hands of the working man. We are then more or less sure of getting all their trade in working man's stuff."

"There is another side to it," continued Mr. Goodwin, "if the working man gets in the way of coming in here for his shirts and overalls and so forth for working purposes he is liable when he is in here to see something that he might like to wear on Saturdays, and Sundays and days off. He may come across some shirts or some hose, a suit or a raincoat or anything at all in the store when he is in or when his wife is in buying working apparel, and immediately decide to get the other thing for the times when he is away from the plant and wants to dress a little better. Or it may be, that sitting at home one night, he suddenly

decides that he has to have a new suit and immediately he thinks well 'I might as well go to Goodwin and Ross, I know them they give me good service in my working stuff and I think I will try them out in other lines of stuff too.' So that you see," said Mr. Ross, "we get them both coming and going."

"Nor do we neglect other aids in securing this trade. We trim our windows with working men's stuff and we have inside, and make it known to the workingman by advertising and other ways, a good and full and complete stock. We believe in keeping the idea before the working man all the time, that we can supply his needs if he will only come in to see us.

"Yes," concluded Mr. Goodwin, "I do believe that stress should be placed on the importance of the working man's trade and is an item in the success of a men's wear furnishing business. As I tell you we do 50 per cent. of our trade in this line and I can thoroughly recommend that men's wear men, all over the country, if they don't handle working men's trade, should take it up. They will find it pays them as well to handle silk mufflers and the like."

OF A PERSONAL NATURE

The Saxe Clothing Co., Montreal, have moved into larger premises in the Somner Bldg.

James Watt, of Davidson, Sask., has suffered a loss of \$50 from a fire in his store, caused by ignition of gasoline.

Mr. Max Kulman, of St. Thomas, who has a men's furnishing business, recently married Miss Marguerite Fox, of Detroit.

Halls Limited, of Brockville, report they have received a large war order on suspenders and are reorganizing their factory to take care of it.

Rumble & Elsworthly will represent the Saxe Clothing Co., Montreal, in Manitoba and Saskatchewan, with permanent sample rooms in Winnipeg.

H. P. Stewart, formerly connected with Fit-Reform, Winnipeg, is now with Max Beauvais, Ltd., St. James street, Montreal, in the clothing department.

Harley E. Henderson, of Brampton, Ont., has been holding a baloon sale to celebrate the anniversary of the day when, a year ago, he started business.

Mr. J. E. Thrusell, tailor, of Kelowna, B.C., has moved this week to new premises further west on Bernard avenue, and has fitted up the store next to Croft's boot store.

O. H. Falls, one of the best known travellers in Western Ontario, who has been covering this territory for a number of years, will now represent the Saxe Clothing Co., Montreal there.

John Banks, 775 Talbot street, St. Thomas, was the winner of the suit sold recently by Robert Stirling, furnisher and clothier, for \$1. Ten others previously tried on the suit but it failed to fit them perfectly.

Word has been received of the death at London, Ont., of Mr. George A. Stone, of 661 Euclid avenue, Toronto. Deceased, who was a traveller for the W. Leishman & Co.,

was on business in London, where he took ill about two weeks ago. He died in the Victoria Hospital. He had resided in Toronto for about fifteen years.

J. S. Herity contemplates the opening of a gent's furnishing and boot and shoe store at the corner of Third avenue and Centre street in Medicine Hat. Mr. Herity expects to have the store and stock ready for business about Sept. 15th.

Clarence C. Trull, Oshawa, and until six years ago manager of the men's clothing and furnishing department of the Anderson Co., Limited, of St. Thomas, has again taken the management of this department, succeeding Geo. Clark, who resigned to accept a responsible position as traveller for a large manufacturing concern in Windsor.

J. O. Trotter, clothier, of Calgary, Alta., who was the victim of a disastrous fire recently, which destroyed his entire stock and gutted his store of its fixtures, announces that he will reopen his store with an entire new stock of clothing and furnishings. The Eighth avenue store has been entirely remodeled, and is now one of the best lighted and most up-to-date in the city. New fixtures have been installed throughout the entire store.

Owens & Johnson, who already operate stores at Edson and Lovall on the G.T.P. west of Edmonton, have leased the old Star Pool Hall store in the Smith-Pike building, in Camrose, Alta., and are busy making alterations and arranging their stock to open for business at an early date. They will carry a full line of gent's furnishings, ladies' and children's wear and dry goods.

J. A. Macdonald, a leading citizen of Mitchell, died on Friday. The deceased carried on a men's tailoring and furnishing business for twelve years. He was about 37 years of age and a native of London, where his mother and sisters reside. He was popular with all classes, especially in sporting circles, being known in nearly every city in Western Ontario. As a bowler he took part in tournaments.

MEN'S WEAR REVIEW

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Restoring Good Trade

SINCE the beginning of the war there has been a marked falling off in business and it is only after a full war year that there is genuine indication of trade improvement. The big encouraging factor is the promise of record-breaking crops in the Canadian West. A significant circumstance is that in all branches of trade there were cancellations of advertising appropriations, with promises to resume advertising again under normal conditions. In looking back over the past year does it not appear obvious that one reason for the extremely lean business was the lack of adequate business promotion by means of advertising?

The newspapers, magazines, trade and class publications have all borne witness to the curtailment of publicity—the oil of business.

Instead of being a measure of economy, discontinuing or seriously curtailing advertising has in reality hurt business in general and individual firms in particular.

It will not require very hard search to find concerns in all branches of trade who have had greater success in the past year of stress by reason of sticking to their advertising guns, than competitors showing less confidence and courage by cutting out their usual advertising. Naturally, even the former have not done so well as in the fat years, because of the general backwardness of trade, a condition, as previously intimated, fostered by the seriously reduced general advertising.

Mercantile concerns—manufacturing, wholesale and retail—should keep in mind the certain return of better times eventually, and that advertising done now will not only mitigate present trade conditions but bring further reward when trade again reaches high tide.

Take the case of a manufacturer: cessation of advertising entails danger of the firm's product falling into oblivion with the buying public.

New firms, which, notwithstanding the crisis, take a chance at advertising, appear and gain business which it will be hard for the old firms to recover in better times, because only by continuous publicity can satisfactory results be obtained.

Cancelled advertising has been the cause of idleness being enforced on many employees in business concerns of all kinds throughout the land. Others have had their wages reduced. Consequently the buying power of the people has become seriously impaired.

Pessimism has been rampant and now that the still small voice of optimism is singing of better times because of the good news from the West, it is to be earnestly hoped that commercial concerns generally will realize that by means of judicious advertising they can do valiant service in promoting public confidence and bringing back prosperity.

Tell Them There's Cotton In It.

THE knit goods manufacturer is faced with the alternative of turning out quality goods at higher prices or using cotton to reduce the average cost of the yarn if the retailer must have lines to sell at the old fixed prices. Some Canadian manufacturers will have a double set of samples, one all-wool, or as much wool as before, and the other degraded by cotton. There are lines of sweaters that will not stand any further losses in the wool weight, and cotton must be introduced. At the old minimum price for all-wool sweater coats no manufacturer under the new and higher yarn contracts can turn out goods at a profit. So with hosiery, so with underwear.

For the retailer who has firm ideas that his customers will still demand 25 and 35 cent hosiery as before; \$1 underwear or \$2 sweater coats the only course is to order goods "to sell at a price," and the maker has no recourse but to cottonize his former all-wool products.

But what's the harm?—so long as the customer knows of it. If a retailer through stress of war conditions has to sell a cotton-wool article where before it was all-wool, it is his duty to inform his customer of the fact and the cause thereof. It is only fair to the customer if he is not likely to discover the change himself; it is a precaution in the direction of self-preservation if the purchaser is in a way to find out the truth independently.

Success Despite Competition

IN a recent issue the *Saturday Evening Post* had an editorial headed "The Country Retailer."

After showing how dealers have multiplied in number of late years—multiplied much more rapidly than have the people who can buy from the dealer, and after recognizing the greater buying power of to-day as unequaling the increased number of merchants, the *Saturday Evening Post* goes on to say:

"It seems tolerably clear that the country retailer who succeeds under these conditions must have something more than just a stock of goods to sell. Broadly speaking, anybody can get a stock of goods to sell. The store that succeeds must have some attraction which distinguishes it from just any store. In every country town, so far as we have been able to discover, there are retailers who do succeed well in spite of competition at home and abroad.

"It can be done, but it will not do itself. The broad problem of the country retailer is one of the most difficult we know of in the field of business. Those who depend on the country retailer for distribution can well afford to study it."

There is food for much thought here. A man who succeeds either in country or city, must indeed have more than "just a stock of goods to sell." He has to make people feel they like to enter his store. Especially is this true of the men's wear dealer. It is for him to establish himself as an adviser on clothing and apparel. It is for him to know his customers—their likes—their dislikes. It is for him to make his store a pleasant place to enter. If he achieves these things he is far on the way to success despite the great competition of the day.

Gossip of the Trade



WHAT was it that made the myriad pleated shirt an impossibility? Why did it die so prematurely? I think the answer will be found in the Chinese and steam laundries. At any rate, the chief complaint was that no laundry could put those pleats back once they had been mussed. Perhaps the fear was father to the thought, but it sufficed to put last year's most novel creation on the blink.

I was led to make this observation by finding some advertising literature for a steam laundry on the counter of a men's wear store recently. It is difficult to conceive a more curious combination—a haberdasher and a laundry. They are co-operating one with another, to their mutual advantage.

Hand in Hand.

This is how the scheme works. When the myriad pleated shirt came into fashion, this merchant was repeatedly fussed by customers telling him it was impossible to get such things laundered. So he went and sought a laundry which guaranteed to turn out these shirts as good as new. An agreement was struck, under which the haberdasher, when told that laundries were incompetent, was to produce a dodger, and say, "This laundry guarantees to do your work perfectly." In return, the laundry supplied the haberdasher with plenty of dodgers, at the foot of which appeared a small ad. for himself.

The myriad-pleated shirt is dead, but laundry and dealer still co-operate.

Hat and Fur Theory.

In a former issue I drew attention to the way in which furs and men's hats had gone hand in hand, both in the wholesale and retail trades. It was suggested that a probable reason for this was that furs provided business for the Fall and Winter months, while the hats filled in nicely for Summer. Mr. William Robertson, the well-known Montreal fur and hat dealer, has provided me with another theory, which sounds more feasible. He points out that in the pre-street car days, there was a very heavy demand for fur caps, and still is in country districts. With the advent of comfortable street cars, the demand fell off to a very small proportion of what it was thirty years ago, when it was not unusual for a fur dealer to carry a stock of several hundred caps, made from seal, Persian lamb, mink, otter, and beaver. With the decline in this business, dealers gradually worked into the felt hat trade.

During the Summer months I was spending a holiday on the Gaspé Coast, and took the opportunity to call on

several men's wear stores. While enjoying a pleasant chat in the office of a certain dealer, a young man entered, and complained about the bill he had received for a suit, which had been bought on the special order system. He had been billed \$24 for the suit, and declared it robbery. The dealer remonstrated with him, stating that the figure was a reasonable one for such splendid material and so excellent a fit. The young man replied that he did not see what the dealer had done that he should make a profit of six dollars on the deal.

My friend was rather taken back to find his customer conversant with the inside details of his business, until the youth explained that the manufacturers had enclosed a bill with suit for eighteen dollars!

His Sister's Shirt.

What are chances like for the sports shirt next year? Manufacturers apparently think it will be strong, for they are putting it on the market in larger quantities. On all hands one heard remarks about its comfortableness. From personal experience I found it the most common sense shirt I ever had on—for outing.

But all the common sense and comfort of the sports shirt did not suffice to take me to the office in one. Occasionally I saw a man walking the streets in this attire, but it seemed absolutely out of place. However, I know lots of men who expressed a longing to wear them all the time in Summer.

The "Montreal Daily Mail" did its "bit" to ridicule the sports shirt on the street by introducing a cartoon of an effeminate person thus attired in their "To-day's Hero" series.

I heard an amusing story of two men walking up a quiet street at twilight one day, when they were met by a youth attired like "To-day's Hero." As he passed, the stillness was broken by one of the men saying, in very audible tones, "I'll bet you a dollar it's his sister's shirt."

The newspapers appear to have gone out of their way to make this Summer line look foolish. The French-Canadian press, I am told, called it the "fifi" shirt, which is their term for "half and half." So successful were they in giving the impression that only Sissies were wearing it, the demand fell off enormously, and many retailers have to thank their local newspapers for having stocks left on their shelves. However, more harm was done to this business by men who insisted on wearing it on the streets with a low neck. Yet, in spite of all this, I expect to see the sports shirt come back next year stronger than ever.



SUITS & OVERCOATS



BY the time this issue of the Men's Wear Review gets to the trade, those of you who are interested in the clothing end of the men's wear business will have most of your samples of suits and overcoats bought and in your windows. The only variation to this general state of affairs may be that dress suits and dress overcoats may not yet be bought or at any rate will not be featured yet. There are still a few more weeks of Summer to run and it is not until the end of October that the season opens definitely for evening engagements, theatres, receptions, dances and the like, when evening dress wear is a necessity. Nevertheless the manufacturers have now definitely decided on their designs in evening dress both in suits and overcoats and we propose to go into general lines although of course, just as for a lounge suit or an ordinary street overcoat, each manufacturer has individualistic touches of his own which distinguish his own product.

The whole idea, it may as well be said right away, in evening dress for this year is to make it snug. This it will be seen, follows out the lines upon which ordinary suits are laid down for this coming season. The British idea has now got firmly entrenched in America and in Canada, and the snugger, the more tightly, the more closely a man's suit fits to his figure the more fashionably and the modishly dressed he is supposed to be.

For several seasons now we have had the waisted effect in dress suit and for dress wear but this has been carried to an extreme this year, so far as the products of the very high-class manufacturers are concerned. For the man who wishes to be dressed in the very height of fashion the dress suit will have a pinched-in waist, a rather high waist, and the shoulders will be more tight, in fact a good deal tighter than ever before. We saw one of these models the other day and it looked mighty effective for a certain kind of man, i.e., the man who is slim and tall. It wouldn't, however, be any use for the average man, the man of average height and build, because it would probably pinch him up too much. Nevertheless even the most conservative dress suits for this winter show radical changes in



An attractive model in a full dress suit shown by Cook Bros. and Allen of Toronto.

the way of snugness and tightly fitting tendency. On this page we reproduce an example which is the work of a Canadian manufacturer. It will be seen that though the waist is not supertight it is yet nevertheless more tight than we have known it before. The pants too are not quite medium; if anything they are on the narrow and tight side.

As to details.

Now as to detail. While the majority of dress coats will not have the outside breast pocket on the left hand side of the coat yet those who would be dressed in the very height of fashion will wear this pocket. It is cut diagonally and is worn remarkably high, right on the chest. The average run of dress suits, so far as we can tell at this writing, will not have braid. This again will be a mark of the modishly dressed man. The younger set who are anxious to have little ear-marks of their go-aheadness and ultra stylishness, will wear this braid and a curious thing about it is that it will go all round the collar and all round the lapel, across the breast pockets and down the leg of the pants on the outside. But as we say this braid is not going to be in general use this year and the conservative man or the man who has to make his dress suit do for a couple of seasons—and there are going to be a great many of that class just now—will do well not to have his dress suit made with braid.

There is little new just now as to the shape of the vest. It will be long and for the most part the shape will be a cross between the U and V. The U shape entirely will not be worn and the tendency which was apparent amongst a class of men last year to have a rather sharply cut V shaped vest will also give way to a moderate in-between style of vest. There will be three buttons down each side of the coat having no shape and laying in such a line that they will approximate each with the other in a wide V with the bottom of the coat as the apex. The lapels will be long and will have a soft roll. There will be three little raised buttons on the cuff as well and braid on the cuff too in the very exclusive coat, but not, as we have said before, on

the average coat. It may be well and it may be a succinct way of stating it to say that the whole idea of evening dress this year is to get the long, slim indolently graceful appearance rather than the sharp and boldly cut. Thus, in addition to the tight waist it has the long, rolling lapel.

No Shawl Collar.

With regard to the Tuxedo there is nothing very new from the models which were seen at the end of last season.

The old shawl collar is not seen at all now for smartly dressed men. The lapel has a soft roll and is fastened by a link button at the bottom. The one fastening will be the most fashionable in the Tuxedo coat for the man who would be *de rigueur*.

Now, as to the overcoat to be worn with the dress suit. We think the most popular of all will be an intensely loose coat. We reproduce an example of this on this page which shows exceptional room in the armpit and in the skirt of the coat. This, of course, not only looks well but is exceedingly useful as the average man does not want to get his evening dress suit crushed by a very tightly fitting overcoat. There are medium overcoats and even one or two tightly fitting but for the man who can afford an overcoat specially for evening dress we recommend the loosely fitting one. Certainly ninety per cent. of the men requiring an evening dress overcoat will wear this one.

The Double-Breasted Model.

With regard to ordinary suits, we some time ago pointed out that a double-breasted suit was gaining considerable vogue in Canada. We showed in two or three of our issues during the Summer that this suit was much worn by the well-dressed man in our big cities and now that for Fall and Winter we have in the fashion plates of various manufacturers, we see that all show one or two models of the double-breasted suit. In consultation with some of the manufacturers we are told that there have been more men wearing this class of suit for the last six months than during any time for 5 years in Canada. We do not think this is stretching a point at all. You have only to look round the streets of the cities to see that a number of very well dressed men are inclining to this cut and style of coat. With regard to it the coat should be a two-buttoned coat and the lapel may be worn buttoned at either the first or second button, in which latter case the lapel is rolled down soft until it reaches the bottom of the coat and buttons at this bottom button. The lapel is essentially wider in a double-breasted suit than in a single-breasted suit and therefore what we had to say last month with regard to the narrower and somewhat shorter lapel does not apply to the double-breasted suit.

Fairly High Vest.

Waistcoats for the double-breasted suits, by the by, should be fairly high. This again is a little different from what we shall see in ordinary sack suits but the reason is that with the double-breasted suits the lapels wrap over so much that not much of the shirt is seen. To get a neat and natty appearance of collar and tie it is just as well to have the vest cut fairly high. Most of the models we have seen this year show this. By and by some of these dress suits are made with three buttons and the lapels are softly rolled until they meet at the second button but we think that the main body of men wearing this class of suit will button it at the bottom button of a two-buttoned coat. The outside breast pocket is an essential of the double-breasted coat.

There is a tendency everywhere apparent to swing back to the old three or even four-buttoned sack coat. It will be remembered that about three months ago we pointed this out in Men's Wear Review and we said that while we did not think this tendency would be very pronounced for Fall and Winter when next Spring came along we should see a great many men wearing suits with three or four buttons and shorter much higher lapel. This is very evident at this present, according to the fashion plates and books of samples which manufacturers are now putting out. In this connection we do not wish to say for a single minute that the majority of young men this season are buying suits with three or four buttons; they are not; but there is a marked tendency thus-wards. The average young man has got a two-buttoned sack suit this fall for the Winter but there are a number of men who incline towards a little more conservative cut and they are ordering three or four button suits. We think that next Spring a great number of men will swing round to this preference and we wish to point out to the readers of Men's Wear Review that we forecast this development in the trade about six months ago from now.

Dark Grey Popular.

It is everywhere apparent that one of the chief colors in suits for Fall wear and indeed, too, for overcoats is a dark grey. This is not surprising, inasmuch as grey is a mourning color, or at any rate a semi-mourning color and probably for that reason a great many people will want to wear this color in suits. The whole range of shade for suit wear for Fall and Winter is on the dark side and several blacks and black mixtures and dark greys and a few blues are shown. The dearth of serges has put these up considerably in price and we do not think there will be as many made and sold this season as heretofore.



A new dress overcoat for Fall. Shown by Wm. Leishman. Note the vertical slash pockets and the velvet collar and cuffs.



COLLARS & SHIRTS



A LARGE Canadian manufacturer states that in their line of soft cuff shirts for Spring, they are not featuring soft collars; in other words, whereas they used to put a collar in with each shirt, they are now making many shirts without the collar. Of course, this was the case last year to a lesser degree, but this year the balance is in favor of the shirt without the collar.

Collars on Shirt.

This manufacturer explains that many people who buy shirts with soft cuffs, do not wear a soft collar; nevertheless, they are compelled to take it, willy-nilly. It means a waste to them of 25 to 50 cents, this being the extra price they have paid for the collar. It also means an extra cost to the retailer of \$2.00 a dozen, or more.

Again, the collar is made of the same material as the shirt. Some men would prefer to wear a white soft collar. Under the new arrangement he can buy any collar he pleases; and it means extra business both for the manufacturer and the merchant.

Ten or fifteen years ago, it used to be the custom to give away three stiff collars with each shirt, and much difficulty was experienced, naturally, by manufacturers, in providing collars which suited everybody. The thing was next to impossible. And it often happened that a customer refused to buy a shirt unless the collars suited him. This created trouble all round and gradually it was decided good policy to sell shirts and collars separately. The change has been good, both for manufacturers and merchant. Somewhat the same thing is happening to-day with regard to soft collars, although the difficulty was not so great as with laundered collars, there being fewer shapes to cause dissatisfaction.

The manufacturers who have taken the above step told a representative of this paper that they had recently been passed up by a merchant on a large order, because the style of collar supplied with their shirts was not what the merchant wanted. Had there been no collars supplied with this particular shirt, they felt sure the order would have come to them.

Other Manufacturers Too.

The reader will note that this is simply the practice being followed by one manufacturer, but as he is one of the largest, the fact is very significant. Other manufacturers may have decided it the best policy to continue supplying soft collars with most of their soft cuff shirts.

The supply of soft cuffs being put on the market for next spring seems to be as large as ever, and the demand for 1916 may be a record one. It is interesting to note, however, that some of the best Montreal haberdashers have noticed an earlier tendency in favor of stiff cuffs for Fall, and a bigger demand for the latter than in previous years at this time. This may not be true, however, of the average store in smaller centres.

Much of the new spring stuff is now on the road. Travellers for one firm have been showing their range for close on a month, whereas at date of writing, another large

maker of shirts had not even its swatches ready for inspection. However, by the time this issue reaches the trade, all Spring stuff will be on the road.

Black and White Ideas.

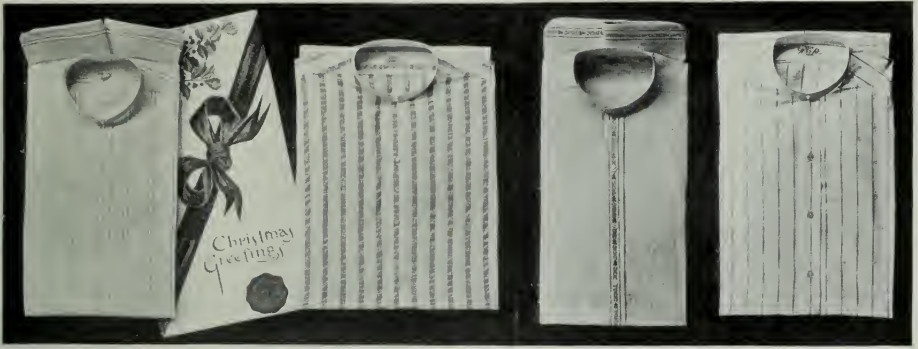
A manufacturer who was out early with his Spring line, reports big success with black and white ideas. His Spring placing for sports shirts was also very good. A good many merchants, he states, were caught napping last year on this line, and could not get the stuff when required. He is now placing orders ahead.

The above maker is putting on the market what they call a "double-service" shirt, which is a shirt and underwear combination. It differs from garments shown before, in that, according to the manufacturer, in the case of all other garments, it was necessary to undress, or to take off the trousers, in order to remove the shirt. This new com-



A new Spring line being put on the market under the name of "Hero." Shown by Alphonse Racine, of Montreal.

ination is meeting with approval by golf enthusiasts and other sportsmen. The makers claim that it is the ideal sporting shirt.



The two shirts to the left, and the box, are Christmas offerings from John Forsyth Company, of Berlin, Ont. They are individual shirts, each having its own Christmas box. Both feature stripes, in fairly bright colors. The two shirts to the right are shown by Williams, Green and Rome, of Berlin; they are Christmas offerings, high-class material featuring stripes, one having stiff and one double cuffs.

Buy Flannels Now.

With regard to flannel shirts; if any retailer is able to buy at last year's prices, he should do so at once, as manufacturers claim that to buy flannel to-day, it would be necessary to advance prices from 35 to 50 per cent. over those of a year ago.

In white shirts, light weight Oxford, and fancy Madras stripes are good sellers. As for dress shirts, it is hard to say yet what will meet favor. Pique fronts will be very fashionable, it is believed, while sales of mushroom pleats are holding up well, both here and in the States.

—*—
COLLAR NOTES

A new collar is now in the hands of retailers, of a very striking design—a distinct departure from anything shown heretofore. There is some doubt whether the public will take to this new collar; however, so successfully has their curiosity been whetted, and so desirous are some men to wear the very latest thing, orders placed ahead with the retailer, as well as with the manufacturer, are larger than ever before.

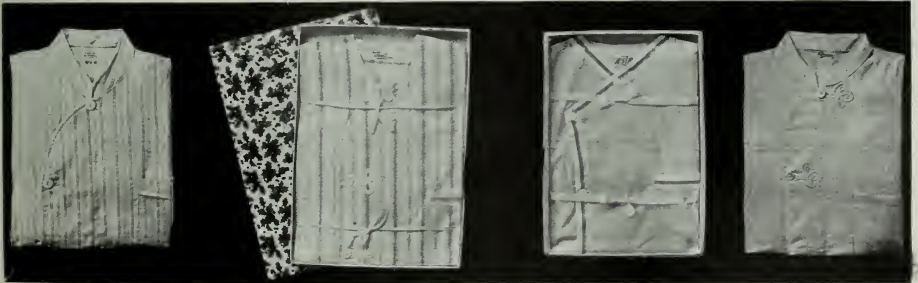
This scheme of letting the public know that a new collar is coming, has been helped out by the use of pictures depicting a well dressed young man, minus a collar. These are shown to customers by merchants to arouse curiosity.

It is not an attractive collar to look at by itself, but improves much with the addition of a tie, which seems to come straight out from the neck.

Attention of manufacturers was turned towards lighter weight collars rather late in the Summer, which are now on the market in the ordinary cutaway style, with round corners, two inches high, and the same height in a square corner design. Another manufacturer has put out a light weight long point collar, a picture of which was given in our last issue.

Makers are quite enthusiastic about this light weight stuff, and expect it to go well. The idea was that it would be bought for the Spring, but it caught on earlier, and dealers are ordering for immediate shipment. There are many men who do not like the heavy four-ply very stiffly starched collars that are on the market, even in cool weather. A light weight collar such as the above, gives with the neck, and does not hold it like a vise. The makers claim it will wear like a 4-ply collar. Laundries cannot pull the tie space out of the collar as they can with a 4-ply collar; and it does not bind the scarf so tightly.

A new long point soft collar was put on the market two weeks ago for dealers who have a demand all the year round. It is made of a very light texture Madras, a very close fit, is of very light weight, and has a neat, almost invisible, stripe.



From left to right: No. 1 is a flannelette pyjama made by Cluett, Peabody & Co. in white and stripes; No. 2 is an attractively boxed pyjama, for Christmas trade, shown by Tooke Bros.; No. 3, a high-grade product of the Williams, Greene & Rome Company, boxed individually; No. 4, a serviceable and high-class line shown by Deacon Shirt Co.

Odd Twists and Fancies in Men's Fashions

A NEW FULL DRESS reefer from over the line is already a popular seller for Fall. It indicates that the neckwear manufacturers are breaking into the muffler business with cut silks. This particular reefer is black on one side and



A new collar button shown by Park Bros. & Rogers, which collapses and keeps the back of the collar smooth and level.

white on the other, so that the wearer may have either the white or black side show as preferred.

* * *

A GIRL'S HEAD SEEMS to be a popular design for Christmas boxes this year. Suspenders companies, and tie concerns, are using it a great deal. One of the nattiest



designs we have seen is shown herewith, wherein the Monarch Suspender Company utilize this idea.

* * *

AN AMERICAN CONCERN has brought out a monogram belt chain. The monogram or initial is made up in 14K gold, gold-plated, sterling silver or in silver plated which fits over any one-inch belt. To the monogram or initial is attached a chain which enters the hip pocket and to which is attached a watch, keys or knife. A short chain is provided when desired for use when a watch is carried under the belt.

ONE SUSPENDER COMPANY has an attractive way of displaying a product. A facsimile leg is shown, partially covered by stocking material, to which is attached a suspender. This line is celluloid and is mighty comfortable to wear.

* * *

ONE OF THE MOST ATTRACTIVE examples of Christmas offerings is that illustrated here by a suspender com-



Shown by Dominion Suspender Company.

pany. It contains a card for the address of addressee and so forth, and is a military idea in colors.



Combining Christmas and the war spirit, King Suspender Company produce an effective box for their product.



BOYS' DEPARTMENT



FOR Fall and Winter the chief thing to be said about the styles in little men's clothes is that the military influence is very apparent. This is reflected in divers models which actually duplicate the regular service uniform and which the boys themselves seem to be very fond of wearing. They have the regular button and straps and all the attachments and appurtenances of grown up soldiers' uniforms, and retailers and manufacturers alike report very good business in these lines.

There are several new models in semi-military and near-military goods for boys for Fall wear, in both suits and overcoats. In overcoats the tendency is to make them as much as possible replicas of an adult overcoat and in this connection boys' stuff for Fall is being made wide and loose following the loose overcoat which is the popular thing for men. Overcoats will hang in shapely lines and have skirts to them even for the smallest boys. Little details such as cuffs on coats and the regulation of the size of the lapel and that sort of thing are all having a good deal of attention just as if the stuff were made for adults.

In the suits the Norfolk style still seems to be the big thing but there is a difference now. Most of the suits now made are not Norfolk as much as semi-Norfolk. That is to say the Norfolk feature of the belt and straps are not followed down the front but the front is plain, like an

ordinary reefer; the back, however, has the pleat at least part of the way down, like the Norfolk. Many of the coats to these little suits are now made form-fitting; they have a pronounced waist and the lapels are rolled softly rather than being creased and sharp.

In the case of those coats which we have just mentioned, which while appearing to resemble Norfolk as far as the back is concerned are yet plain in the front, patch pockets are the main item.

So far as cloths are concerned there will not be so many blue serge suits sold for boys this Fall as before. The dearth of serges makes this impossible to the same extent and far more tweeds will be sold then ever. In this connection we have seen some very smart tweeds chiefly in the Harris variety in which browns or greens or browns or green mixed were the predominating note.

To revert to the military influence in boys' stuff, we would mention that we have seen some very natty clothing put out by one manufacturer which, for attention to detail and quality, is certainly a winner. This has buttons which are real bullion plated, special piping and all the thousand and one little details that go to show excellence and worth in workmanship which are the features usually of men's stuff. It is indeed astonishing, the amount of care and attention which is given now to boy's stuff.



A School Opening window in Goodwins Limited store, Montreal.



NECKWEAR



AS in other departments of this issue of Men's Wear Review, we are devoting this one to neckwear relative to the Christmas trade and we show illustration of samples submitted by various manufacturers all over the Dominion. It has to be borne in mind, of course, that usually Christmas and holiday stuff is along little different lines to that which is sold for ordinary wear and therefore this Christmas material must not be said to be a style indication for Fall and Winter. With that reservation, we point out that the main thing, so far as design is concerned, in this neckwear for Christmas is that stripes are almost eliminated. One or two manufacturers are apparently making attempts to sell these for Christmas gifts and strangely enough we hear from them that they have had very good results. On the other hand, as most of the samples which we photograph will show, the all-over pattern, the scroll, the floral, the tapestry are all designs which are more popular—if it goes by majority.



Sterling Neckwear, of Toronto, have a nice thing in Christmas ties, a holly design in dark green and purple silk.

As to Colors

So far as colors are concerned almost any colors are being scheduled for Christmas gifts. We show some here which are in brilliant red, dark green, purple, brown, mauve and a royal blue. In fact almost any color, so



A beautiful box, with a "human note" inscribed on the lid is a feature of A. T. Reid's Christmas lines. A scroll in black and white and a choice flower design are shown.

long as it is sufficiently bright will have vogue for Xmas gifts. Judging from the word we have received from manufacturers, the coloring will be fairly bright.

So far as material is concerned, silks in almost every shade are used. Some satin borders will be shown and some all-satin effects as well. But the heavy silk either brightly or softly colored will be the big thing. For Christmas itself there seems little chance that stripes or coin spots will have much vogue, although for ordinary Fall and Winter wear they may have some selling.

There is one other thing worth noticing with regard to holiday neckwear; this is that blacks and white are not popular. Colors have exceeded black and white in popular favor so far as Christmas gifts are concerned, that is if the manufacturers have guessed right. We do show one or two stripes and one all-over pattern and a scroll in black and white, but in the case of the latter there would be a distinct tendency to call the color grey and in the case of stripes loneliness marks the path they are treading so far for Xmas.

Note that for Christmas selling the heavy or wide stripe is not a popular design. The only thing in which a stripe or a line is really going to be popular is in a narrow line on a heavy background. That is to say, to put it another way, instead of the design being of the bar kind, perhaps an inch or so wide, it will be of the narrower line or stripe kind when stripes are sold at all.

Attractive Boxes

Something should be said about the excellent way in which the manufacturers of neckwear in the Dominion have gone ahead and even at this early date are ready, as witness in these pages the boxes in which the neckwear will be sold. It will be remembered that last Christ-

mas there were some very attractive boxes of neckwear gotten out, but we seem to have exceeded last Christmas in the enterprise shown by manufacturers. In particular we would point out one concern that uses a perfectly white glazed box. In gold lettering is an apposite and apt verse, which is in the nature of a message from the sender of the neckwear to the recipient. The essential factor about this box is its neatness and we commend it to the trade. There are some very nice things shown in allover boxes, of holly and mistletoe designs, besides some very bright things in pictures of girls' heads and full forms and some designs which depend upon stripes and strip effects (box) for their effectiveness.

There is not at this writing anything very new with regard to Autumn neckwear beyond what we dealt with fully last month. The trade has had our views, backed up by manufacturers on neckwear as on other lines for Fall selling and there is little to add. There is one thing, however, and that is that batwings are not to be popular for Fall and Winter. This is usually the case, they are more or less a Summer tie. Both regimental and black and white stripe show some falling off, even for Autumn, although they will still be worn. Another important thing is that black is giving way for Autumn and Winter to rich and heavy coloring.

warp stripe, and large colored coin spots, mostly on a black ground. In these is included a black and white. Paisley stripes seem to be having quite a demand.



One of the Oriental designs in silk that will be strong for Fall. Shown by Niagara Neckwear Company.



Tooke Bros., of Montreal, show a stripe and a floral design for Christmas selling. Note the samples of Christmas boxes.

Eastern View of It.

Montreal.—What was said about sombre or shadow silks being a likely seller for the coming Fall is true, judging from the way placing orders are being received for this line. A local maker has so much faith in ombre silk, he has ordered 3,000 more yards, which are now on the way.

One hears from retailers that black and white is almost done. This is certainly true as far as heavy stripes, which were so popular this Summer, are concerned. Nevertheless, manufacturers insist that black and white, in some form or other, is going to be stronger this Fall than last. In many cases the idea has reversed; whereas it used to be black stripes on a white ground, public favor has now turned towards white stripes on a heavy black ground. We have seen a very thin white stripe on a black ground, with an allover pattern.

Makers are finding a good demand for fairly neat lines. Anything in quiet neat stripes, or small neat figures, will sell well. Among the new lines not yet made up, but the silk in manufacturer's hands, is a satin with a

The sports tie, which came out rather late this Summer—in July—has been a good seller, despite the fact that the trade should have had it a little earlier in order to catch the hot weather trade. It is not a street or a church tie, just as the sports shirt is not meant for the street, and as long as it is kept to its own field, the de-



Wm. Milne, of Toronto, shows high-class silks, suitably boxed for Christmas presents. A stripe and a scroll design.

mand should remain good for some time to come. It will be repeated next year with a silk ring, and it will rest with the consumer whether the ring is used or not.



HATS *and* CAPS



THE outstanding thing in the situation in hats for Fall and Winter is that the stiff hat is appreciably regaining popularity. We have pointed out from time to time in Men's Wear Review, during the last year, that the pendulum was bound to swing the other way. Soft hats have reigned supreme for four or five years, and stiff hats, although pushed and advertised, and although styles were changed often and the goods were up to the minute, did not have the attention which soft styles have had. Nevertheless, from month to month during the last three or four it has been quite apparent that the businessman and the smartly dressed man is keener on having a stiff hat this year than for several years. Manufacturers report that their travellers are taking more and more orders for stiff hats, although at the same time there is not a very heavy falling off in the orders coming in for soft styles.

We reproduce on this page one leader in stiff hat shapes which is natty and essentially smart. Note that the brim is well curled and that the crown is fairly high and distinctly long. This is essentially a new hat, and the manufacturers tell us that orders are coming in in great style. Some London hats we saw the other day are very different from this. They have almost a square finish to the crown and the brim, while curled and of the pencil variety, is not so modish or as pronounced as the American hat which we have just discussed and which is photographed in these columns. Nevertheless these London styles will have some business in this country, and orders are now coming in in fairly large quantities.

There will be no three-quarters and very few back bows on stiff hats this season. The average band is fairly narrow, and the bow will be well at the side, and is of a quiet, orderly shape. There have been some freak bows, but manufacturers report that there is not any considerable demand for these.

Conservatism in Styles

With regard to the soft hat situation, it may be said



Three soft hats and one Derby shown by Anderson, Macbeth, of Toronto. They are for Fall wear and are a selection of greens and greys in soft, and, of course, black in felt.

right at once that the outstanding note is conservatism in the style. Some soft hats are selling very well in both roll and flat brim shapes, although the roll predominates, and the crown is creased in the Homburg and Alpine style. Bands will be highly contrasted or harmonized according to the wearers' taste. The general opinion seems to be so far, from travellers, that the trimming and band which harmonizes with the shade of the hat will be the more popular. Grey is undoubtedly the big shade this season. I saw an exquisite color the other day which was a sort of grey, but which leaned a little to a very faint purple or puce. This is essentially a new shade and already a great many men around town are wearing this particular hat. Blues are absolutely dead. They had a fairly good run last season, but they were never good enough, that is, they were not modish enough, for smart men really to take up, and their death knell has been rung and they are not to be resurrected.


As to Caps

Now with regard to caps. It is interesting that just as the British trend has become very marked in clothes and in almost every accessory of clothes the same thing has happened with regard to caps. On this page we reproduce a cap in Harris tweed which is a brown mixture. You will note that this cap is especially big, has no button in the middle, and has a rather close and somewhat short peak. It is absolutely British. We understand that orders are coming in in big numbers for this particular style and it just shows which way the wind is blowing.

We also show on this page a distinct novelty in a velvet material cap. We imagine this may be popular with



The Cooper Cap Company, of Toronto, show attractive Fall stuff. The upper is a velvet check, which will attract the man who wants something unusual. The lower is a smart and good tweed cap, a l'Anglais.



ONE OF OUR NEW CRAVATS FOR THE AUTUMN AND HOLIDAYS, SELECTED OUT OF HUNDREDS OF RANGES, WHICH INCLUDED DESIGNS FOR WINDOW DISPLAYERS, TOGETHER WITH OUR STAPLE AND REFINED PATTERNS IN THE BEST QUALITIES PROCURABLE.

MADE AND FINISHED IN A MANNER FOR WHICH WE HAVE BEEN FAMOUS FOR MANY YEARS.

WE SOLICIT AN INSPECTION OF OUR OFFERINGS FROM OLD AND NEW FRIENDS.

Niagara Neckwear Co. Limited

NIAGARA FALLS

· ·

CANADA



MERCHANT TAILORING TO SPECIAL ORDER

(Continued from page 30.)

tailoring as well I had my come back. So the man who came in then and said 'Walker, I want a suit,' I could show ready-to-wear stuff. Possibly he did not like that and would say so. 'No,' he would say, 'I want something made to my measure.' Then I could introduce the special order tailoring. I gradually worked round to his point of view.

Wrong Method and Right.

It would not have done to say to a gentleman of this class, 'Well, here you are, special order tailoring is the thing; it is not quite the same as measured tailoring but it is pretty nearly!' That was not the way to handle him, the way to do was to have him measured and tell him he could come in a week for a see-on or a try-on. When he came in a week's time I would have the suit there, and some stitching would still be in it, so that he would probably be under the impression that we still had some work to do on it, as of course we had. To all intents and purposes that suit was specially made for him. What actually happened was that I took the order and the suit was made by a big manufacturing company which turned out first-class style, and first-class goods at a moderate price. The man got a cheaper suit than he could have done if I had tailored it in the way of the ordinary merchant, and I, on the other hand, got a better profit from special order tailoring than I would have done from merchant tailoring.

Circularizing Extensively

It may be of interest to know how I develop my special order department, and have developed it from the very first. I believe in circularizing and I send out booklets which show the new styles and new models for the line of clothing which I carry in my special order department. I send out about 3,000 of these booklets to clients and would-be clients, and I show them the style of thing they can get and the price they can get and also my booklet is so worded as to point out that this is tailoring and is not ready-to-wear in the ordinary sense of the word.

There are undoubtedly scruples to be got over. Some men think that anything else but absolute merchant tailoring is undesirable. They think that anything else is necessarily semi-ready. It is not. While there is a trend towards ready-made tailoring there is even a more distinct trend to special order tailoring as this combines semi-ready with merchants tailoring and gets the middle man, the man who wants both to see the style and the goods and yet have made to measure right in the right place.

Mr. Hawley Walker proposes to have the new furnishings, which he is introducing, at the front of his store. On both sides he will retain the show cases for the semi-ready stuff and, by the by, these cases are on the sectional book-case system. Right at the back of the store will be his department for special order tailoring and the whole will be finished off by lounge seats and up-to-date shelving, mirrors and the like.

Mr. Hawley will, in the new furnishings department handle a full line of furnishings and thus his store will now be a complete market-place for his customers, who can get anything there from socks to suits. The whole of the fittings are of Circassian walnut and beautifully finished off; there is not a more up-to-date store in Toronto now that the improvements are made.

USING "MOVIES" FOR SCHOOL CLOTHING.

Some retailers are preparing to make use of moving picture theatres in connection with advertising school clothing.

WITH OUR ADVERTISERS

From Information Supplied by Sellers, But for Which the Editors of The Review Do Not Necessarily Hold Themselves Responsible

Included in the list of important developments of interest recently in Montreal glove and leather trade circles may be noted the incorporation of the Galibert Glove Works, Limited, with an authorized and paid up capital of \$90,000. The new corporation succeeds to the old and honored business conducted formerly by F. Galibert, Limited, and which dates back some twenty-five years. As a result of bad times the company was placed in liquidation. Strong interests, headed by Mr. Paul Galibert, the prominent leather merchant of this city, a director of the National Brick Company, Limited, and identified with numerous other important local enterprises, reorganized the business and formed the new company, as above mentioned. Mr. F. Galibert, the active head of the old company, still remains at the helm, and under its new form and strong management it is confidently expected by the trade that the new company will regain all the lost ground and continue to add to its business as time goes on and general conditions improve. It is learned that the outlook is encouraging, and this is true of other lines of trade as well.

Niagara Neckwear Co.

"We have reorganized our neckwear department," writes the Niagara Neckwear Company, "and we expect to get back into the Canadian trade again shortly. Of course we have done a large business in export to South America, New Zealand and Australia; indeed our business in South American cities has been so good that we have ousted out, to a great extent, European and American-made neckwear."

ROMANCE OF WALKING STICKS.

The general use of canes or walking sticks was at one time forbidden in Rome by Imperial edict, except to persons of patrician rank, thus making it a privilege which came to be popular among the nobility, and eventually a distinction. The women of that time carried them also, their richly and artistically decorated canes serving as a rod for the punishment of their slaves.

The cane appeared in England as the badge of aristocracy in about the fifth century, but after serving this purpose for some time came into the hands of the humbler and was dropped by those of higher social standing. It was re-established in its true form by the pilgrims and soldiers returning from the Holy Land during the Crusades, and soon came into popularity again. With a revival of the cane among the gentry came a period of decoration, and canes of exquisite design and of great value resulted.

DOWN THE BACK

Next winter hubby will be called on to button down the back. The Fashion Art League of America, in session for the purpose of passing upon the approved "made in America" styles for feminine wear, issued the edict to-day and every husband shuddered. Thirty-eight buttons will be accepted as the proper thing.

Now the thing to do is for men to wear clothes that also button down the back. Let's make a bargain. The hubby fastens the 38 if the wife returns the compliment.

SOFT HATS in ALL COLORS



No. 2424



No. 654

Two Fast Sellers

The two styles shown above will have the call on popularity this Fall. They are completely made in Canada too, a strong selling point that will put the "long green" on the right side of the counter.

Mail us your order for one or both of these numbers to-day, giving color, bow and sizes required. It will have immediate attention.

Don't forget that our Trinity of Success is

1st—Good Goods;

2nd—Good Service; and

3rd—Satisfaction, or money back.

The Wolthausen Hat Corporation

BROCKVILLE, CANADA

MONTREAL
TORONTO

149 NOTRE DAME STREET WEST
28 WELLINGTON STREET WEST



ACCESSORIES



MERCHANTS in every branch of the retail trade have found business falling off in their staple lines.

Those who have enjoyed a turnover equal to that of the previous year, or have shown an increase, are those who have been sufficiently enterprising to introduce new lines to take the place of those which have shown signs of falling off.

Haberdashers have an opportunity of helping their year out by pushing jewelry for the Fall, and making preparations for catching as much of this business as possible for Christmas. It has been customary for those making gifts of jewelry at Christmas, or at any other time, to have the article enclosed in a case bearing the name of a well-known jeweler. The value of the gift is enhanced considerably when it bears the name of firms like Birks, Mappin & Webb, or Ryrrie Bros.

The public appreciate, however, that to have names like these on their gifts, it is necessary for them to hand over more dollars and cents than the gift is actually worth. That stands to reason, considering the high rents paid by firms such as the above on the busiest thoroughfares in Canada. Consequently, there has been a disposition since the war began, to sacrifice the name of the jeweler, and to make purchases at less pretentious establishments. This fact has made the selling of jewelry in the haberdashery store an easier matter. The wise dealer

neat boxes containing combination sets of links, with tie-pin or tie-clip as desired. These being mounted on plush in nice black boxes, make selling easy, and enable the dealer to display them in the window to advantage, which is one of the secrets of success in this line. They can be shown in the window either in the case, or in a shirt, the cuffs of which are held up to show off the links to advantage. In the necktie, one can either show the stickpin or the tie-clip.

Much of the jewelry being worn to-day is plain, suitable for engraving. In some cases a small stone is being worn. It used to be that the demand was for flashy stuff, but that day seems to have gone. In the line of full dress, manufacturers are turning out plain pearl stuff, such as vest buttons, one-piece pearl links, shirt buttons, and pins. The small single pearl scarf pin will be worn mostly this year, the smaller and neater the design, the better. Men are also wearing for full dress a neat Waldemar chain across the vest, in the lower pockets, but not through the button-hole.

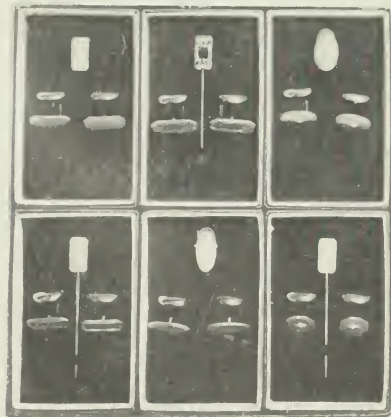
A New Chain.

Talking of Waldemar chains, here is a line which should go strong now that vests are being worn. The demand for fobs has fallen off now that Summer is nearly over, and attention will turn to this new chain, which should make a very suitable line for the haberdasher. Men are wearing a very small pressed link, or a bar with a few links alternating, or the long square imitation platinum bar and square gold-filled link, the latter being to contrast with the platinum.

Something new on the market in this type of chain is a combination suitable for wearing in the ordinary way, as a belt chain in Summer, or a lapel chain. It has a safety clip attached of the Washburne style, which slides along the chain, and allows it to be worn in almost any way desired. These chains can be bought from manufacturers at prices ranging from \$9 up to \$24. They are worn across the vest from the two top or bottom pockets, but the new American way is to wear the chain with the watch in the lower left-hand pocket, and the weight in the upper pocket on the opposite side.

A New Wrist Watch.

Men's wear dealers are doing considerable business with soldiers these days, and so much is being said about the new illuminated dial wrist watch, which is proving so popular as a gift to military men leaving for the front, it would be well for dealers to have a sample around. Even as an advertisement, this should prove very attractive in the window, as everybody to-day is interested in a watch being used in the trenches. Many dealers are afraid to venture with a line like this, but as a matter of fact, it takes very little capital, and can be bought in as small quantities as required. They come in grades of seven to fifteen jewels, in nickel, gold-filled and sterling cases. Prices to the trade run as low as \$5.50 per doz. for the cheaper grades.



Combination sets of jewelry suitable for Christmas trade shown by Pearson Bros., Montreal.

will make use of arguments such as these when approaching his customers.

Specials for Men's Wear Stores.

Manufacturers are putting on the market a number of new designs specially adapted to the men's wear store, in



No Stropping
No Honing

The Gillette on the Firing Line

This Fall and Winter friends will be sending packages of warm clothing, eatables, smokes and knieknacks to their boys at the front.

The Gillette will go, too!

The razor that needs no stropping and no honing will be a most welcome accessory to a soldier's equipment—it's always ready with a clean, smooth shave, the greatest of all preservers of an Army's morale.

Soldiers using the "Gillette" at the front write that it's the razor most popular with the boys.

Display the Gillette with your warm clothing, your underwear, sweaters, mitts, hosiery and other gift suggestions.

Order a small stock to-day. Retail prices are \$5 to \$25. Extra blades 50c and \$1 the packet.

GILLETTE SAFETY RAZOR COMPANY
OF CANADA, LIMITED, MONTREAL



Useful Gifts for Men

to get big business for

Your Xmas Trade

Alphonse Racine, Limited
MONTREAL

have 2 Specialty Departments
for

Men's Fine Furnishings.

Dept. F

Underwear, Fancy Shirts, Working Shirts, Overalls, Smocks, Sweaters, Sweater Coats, Etc., Etc.

**Staple Furnishings
of every description
for
Men and Boys**

Dept. I

Collars, Ties, Sox, Gloves, Mitts, Suspenders, Umbrellas, Waterproofs, Etc., Etc.

**Fancy Furnishings
of every description
for
Men and Boys**

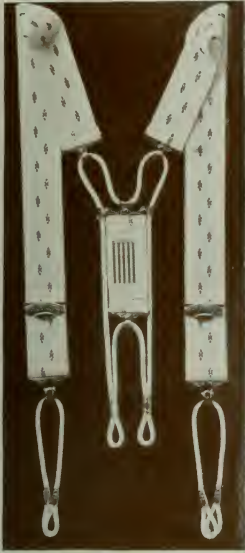
Emphasize upon your customers the wisdom of buying useful gifts this Xmas.

"HERO" Shirts, Overalls, Smox, Etc., are manufactured by us.
Quality, Size, Value Guaranteed.

Alphonse Racine, Limited
Dry Goods Jobbers and Manufacturers
60 ST. PAUL ST. WEST. - MONTREAL

Wait for
Our Traveller
before buying
Christmas
Lines.

MAIL ORDERS GIVEN
SPECIAL ATTENTION.



The nationally advertised President Suspender, "None so Easy." Especial publicity campaign now launched to stimulate Christmas trade.



Only Khaki Suspender made in Canada. Handsome solid brass souvenir buckles bearing the likenesses of Kitchener and French.



Four Christmas lines hard to beat. All made under the grand old flag.



An old friend in a new form —The Paris garter for the Christmas trade, now being put up in handsome holly boxes.



The Ivory Garter. A new specialty which is proving a great seller.

"No Metal to Rust."

Dominion Suspender Company, Limited
NIAGARA FALLS, CANADA

Alexandre Kid Gloves

Each year there is an increasing demand for Kid Gloves for Christmas trade. As Gloves will be very scarce this season, provide for your holiday requirements now. Our stock is complete in all qualities for men, ladies and children.

Men's Suede and Cape to retail at from **\$1.00 to \$2.00**

Men's Grey Suede, silk lined.

PATRICIA HALF-HOSE

Cashmere

Lisle

Silk


ALEXANDRE GLOVE COMPANY

46 St. Alexander Street, MONTREAL

TORONTO, 77 York Street

QUEBEC, 80 Rue du Pont

*Have you seen the Imperial?
Combination Underwear?*



that's made on comfort-
first lines

It's no longer a question if combination underwear has come to stay—but to get the most comfortable suit; that's the rub. Our thirty-five years' experience in the manufacture of men's pure wool underwear and our new patented closed crotch combine to make the best and most comfortable combination suits on the market.

- Imperial Combination Underwear is made in different grades of wool from the light-weight merinos to heavy elastic-ribbed natural wool in all weights; Scotch wool and Scotch knit.

Write for samples to-day.

Kingston Hosiery Company

KINGSTON, ONTARIO



Special War Prices

We are offering a special war price on Winter Caps with fur laps in six-dozen quantities, assorted patterns from swatches, at \$3.50 per dozen net.

Also a line at \$4.50.

Regular goods all prices. Write to-day for samples of our best sellers.

BOSTON CAP CO.

219 St. Lawrence Blvd.
MONTREAL

Are You Handling or Selling Men's Jewelry?



There's a difference, yes, quite a difference. You can handle any line, but to select a line that will sell is a horse of another color.

Men's wear stores everywhere sell Pearson's Jewelry, tie clips, scarf pins, cuff links, collar buttons, combination sets.

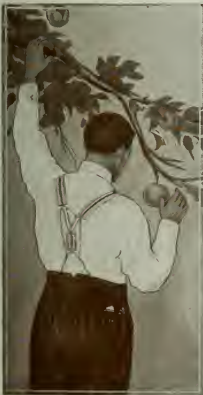
They sell because the styles are good and the values right.

Place your Christmas order now. Write for samples or an early call.

Pearson Bros.

WHOLESALE JEWELERS
31 Notre Dame Street W., 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

"Craftana"

Registered No. 26247



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.



The Spring of 1916 should see a great revival in the Clothing Trade. Cautious buying during the past few Seasons will necessitate an entire replenishing of stocks both for the Merchant and Consumer.

We are glad to be able to state that, anticipating an increased demand, we have purchased a large assortment of Cloths of the newest patterns, and are showing a variety of styles which will meet the requirements of the Public.

OUR STANDARD IS

Satisfaction - Giving — Popular- Priced Clothing



A New Era
Young Men's Model, Spring,
1916.

We operate three Big Departments—**MEN'S, YOUNG MEN'S and BOYS'**—giving special attention to **Smart Clothes** for **YOUNG MEN and the BOYS.**

Being large purchasers, we are able to procure our materials at lowest cost, and we are therefore able to give unequalled values to our Customers.

Our Representatives are now on the road, and we feel that it is in your interest to wait until you have thoroughly examined and compared our Lines before placing your orders.

THE FREEDMAN CO.

SOMMER BLDG.

41 Mayor Street

MONTREAL

"NEW ERA is our Trade-Mark, but it is the
QUALITY behind the name that COUNTS."

ZIMMERKNIT



One Button HATCH Combination

Another claim to supremacy in the making of quick-selling undergarments: Zimmerknit is the only line in which you can obtain the ONE BUTTON COMBINATIONS for Spring and Summer.

This style is winning trade because it is simple and comfortable. Men like it because there is only one button and one buttonhole to keep in order. If they lose the button, a collar button serves the purpose.

You will be carrying this line, of course.

Zimmerman Manufacturing Co., Limited
Hamilton, Ontario

AGENTS—E. H. WALSH & CO., Toronto.

W. R. BEGG, Toronto

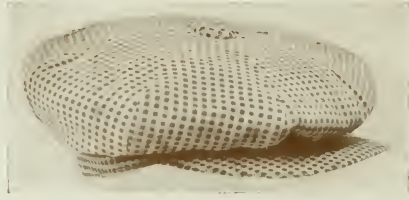
A. R. MacFARLANE, Vancouver



Patented June 16, 1914.

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The New Checked Velvet *and* One-Piece Tweed

—two of the big selling lines
in the Cooper range this Fall.

The velvet cap in the neat grey checks (here illustrated) has made a hit with the men and boys everywhere. The quality is excellent and the shape is not extreme, and suits nearly every face.

The one-piece cap of Harris Tweed is another live line. It comes in a splendid range of patterns and is made with the one-piece top without button—a style that is growing daily in popularity.

*Send your order for a sample
dozen of each in the sizes you
find the best sellers.*

Don't delay your buying. The woollen market is fluctuating continually. BUY NOW and be assured of deliveries.

See our Monarch Suspenders—another splendid seller for Fall—put up in special boxes for the holiday season.



Cooper Cap Company

AND

Monarch Suspender Company

260 Spadina Avenue - - Toronto, Ontario



*Our boys are
now out with
their Spring range.
Wait for them!!*

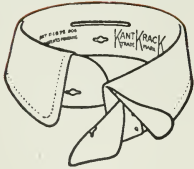
The Guaranteed
Forsyth
SHIRT

DADDY'S "FORSYTH"

WHEN I'M A MAN, I'LL WEAR A FORSYTH
IF I CAN



*One Grade Only
Sixteen Styles
Two Finishes*



THAT'S **KANTKRACK**
TRADE MARK

WITH ITS MANY EXCLUSIVE FEATURES

After all, why carry a stock of waterproof collars larger than is necessary? The difference in cost of various grades to the purchaser is only a few cents either way, and once the best grade is worn, the average man will stick to it regardless of the price, for the satisfaction is there, the service is in it.

The name **KANTKRACK** represents the coated linen collar that's made in "One Grade only and that the best."

It comes in a nice variety of styles—sixteen of them, and in two finishes only, linen and glossy.

This means the smallest possible stock with a full assortment to choose from.

The **KANTKRACK** features are many, chief among which are: the heavy, riveted and cemented lip, the slit-over back buttonhole, the reinforced buttonholes, the superior quality and finish, etc., etc.

Made in Canada—Sold direct to the Trade.

The Parsons and Parsons Canadian Co.
HAMILTON, CANADA

MEN'S WEAR REVIEW



UP AND DOWN BROADWAY

A Review of the New New York Styles

BY THE EDITOR



WHY YOU SHOULD SELL BOYS' CLOTHING

Reasons Outlined - Proved Methods Described



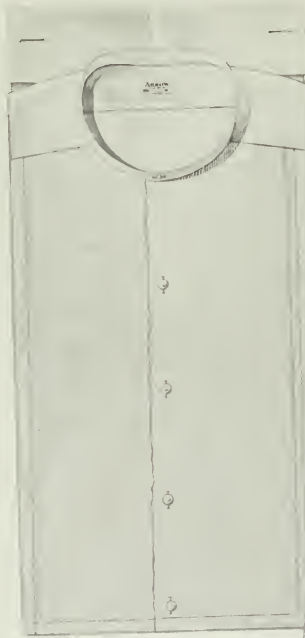
"GET YOUR SHAVING TACKLE HERE"

A New Line for Men's Wear Dealers

NOVEMBER, 1915

VOL. V No. 11

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-153 UNIVERSITY AVE.
TORONTO



"MARQUIS OF SALISBURY"



DONCHESTER 1

ARROW DRESS SHIRTS

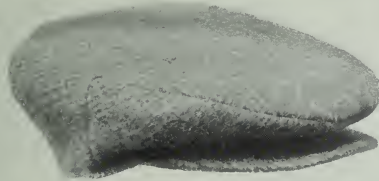
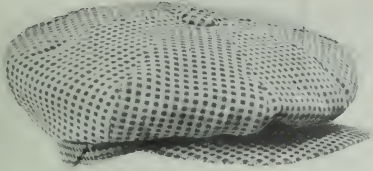
The Marquis of Salisbury is a beautifully tucked bosom dress shirt, and is quite proper for dinner and dances.

The Donchester is a stiff bosom dress shirt. The bosom is attached to the body of the shirt, so that it slides over the trouser band; this keeps it from bulging.

CLUETT, PEABODY & CO., Inc., *Makers*

Office and Salesrooms: Herald Bldg., Craig and St. Alexander Sts., MONTREAL

Make a hit with the cap trade



—the cream of the men's trade of your town by showing a range of Cooper caps and especially the two here illustrated:

The New Check'd Velvet and The One-piece Tweed

These two caps are already proving to be big sellers. The former comes in neat grey checks in men's and boys' sizes, while the latter is shown in a nice range of patterns in Harris tweeds.

Goods advancing from day to day. It will pay you to order at once.

Send in your order for a sample dozen of each in the sizes you find are best sellers.

Cooper Cap Company

260 SPADINA AVE.

TORONTO

All Ready for Christmas Selling

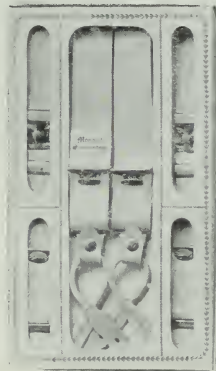
THE NEW MONARCH SUSPENDER

A very fine range of good quality webs, splendid colorings and patterns fitted with fine quality leather ends and nicely mounted. Besides the fine range of suspenders we are showing sets of suspenders and garters to match put up in

Beautiful Christmas Boxes

as here shown. These matched sets make excellent and inexpensive Christmas gifts. They show well in your window and show case displays, suggesting the useful gift to Christmas buyers.

Send for a trial shipment and select a few good lines.



Monarch Suspender Company

260 SPADINA AVE.

TORONTO

Be the First to Show this Exclusive Window Device in Your City

Nothing like it for Window Attraction

If you could let your Customers see exactly how a certain cloth will make up, wouldn't it help you sell?



Fig. 1 shows the "Model Suit Maker" with the cloth in position. You will please note its neatness, compactness and practicability. This illustration is taken direct from the photograph.

pay for itself within a very short while, you can not fail to see its desirability as an investment and silent salesman advertising medium.

The frame is finished in either mahogany or Early English, just as you wish. The paneling and entont is made entirely of veneered wood, highly finished, showing its natural grain.

"THE MODEL SUIT MAKER"

Comes in two sizes: Small size 24 x 43 inches, \$15.00 F.O.B. factory. Large size 31½ x 63 inches, \$18.00 F.O.B. factory.

Well you can — by installing this Model Suit Maker. It will entirely eliminate you having to drape the cloth over your arm, leg or back. It moves old and odd patterns from your shelves, and is a great attraction in the window.

The fixture itself is very simple, and like most simple things it is very staunchly constructed. There is no mechanism to get out of order; there is nothing on it to break, and since it will



Fig. 2 shows the "Model Suit Maker" when opened and ready to receive the cloth for demonstration, window decoration or private display. As you can plainly see, it is simple in operation and construction and just what you have needed.

Wire Your Order To-day at Our Expense

THE TAYLOR MFG. CO.

HAMILTON, CANADA



Officers' Uniform Trade May Be Yours

Whether it's a uniform, a long or a short great coat, you can supply it on a few days' notice when you have the

Style-Craft

TAILORED CLOTHES

service at your disposal. All you need is our complete measuring outfit, charts, etc.; a small table in one corner of your store and a satisfactory Officers' Uniform business is yours.

With the Style-Craft service you have a big advantage over the local tailor who must carry a stock of clothes. Your outlay is nil, your profits are good.

Write for full particulars.

E. G. Hachborn and Company

50-54 York Street
TORONTO





DOMINION GOVERNMENT



CONTRACTOR

WOLFE'S M.I.C.

"Made in Canada"

Non-Frayable

Spiral Puttees

(Patented)

GUARANTEED

Why buy imported puttees when this "Made in Canada" line has all the good points of the best imported brands and costs you less? \$19.00 per doz. pairs for immediate delivery. Order direct or through any Leading Wholesale House.

All Designs of
Militia Regulation Khaki

Headwear and Badges

Always on Hand

OR MANUFACTURED TO ORDER AT SHORTEST NOTICE

Write or Wire for revised price list, as owing to greatly increased output of the last six months we are able to give the dealer the benefit of correspondingly reduced prices.

A. HARRY WOLFE

Unity Building, 46 St. Alexander St., Montreal

**JOBBERS, APPLY FOR SPECIAL
PRICE LIST FOR QUANTITIES**

