

Distinctive—

Leishman Clothes, 1916



Q The individual attention given each *Leishman* garment, the superiority of *Leishman* materials and the exclusiveness of *Leishman* styles combine to place these clothes on a high plane of tailoring.

Leishman Clothes present the finest tailoring, the most perfect fit and the most authentic version of correct styles for men of any line offered the Canadian trade to-day.

Leishman Clothes are approved by Canada's best dressed men. With the *Leishman Tailored-to-Measure* Service at your command, you have the key to much of the better tailoring trade of your town.

We have a proposition to make to a good merchant in a few more towns and cities in Canada. No investment is necessary, the profits are good and the immediate business to be done is unlimited.

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



Why Don't YOU Go After Private War Orders for Gillette Razors and Blades?

They're Plentiful this Christmas!

We are spreading broadcast, through snappy advertisements, the news of how the "Boys" at the Front appreciate the Gillette Safety Razor and its velvet shave. People see the point, and the Gillette is becoming one of the most popular of the gifts sent Overseas.

Go after your share of this business!

Your Store is the most natural place in the world to show shaving equipment, along with clothing comforts and other gift suggestions.

On request we will send you one or more of the striking "Dugout" Counter Cards, 11" x 14", shown on the opposite page. Make this the centre of a strong Gillette display in your window or on your counter, and just watch it create extra business. Don't miss this opportunity! Get a stock of Gillette Razors and Blades, and write us for the Card.

Gillette Safety Razor Co.
of Canada, Limited
The Gillette Bldg., Montreal



Will Your "Boy" Spend Christmas
"Somewhere in France"?

Then help him spend it Merrily!

Lieut.-Col. Canon Almond, Senior Chaplain of the 1st Division Overseas, says: "The boys want books, "smokes", good razors and toilet articles"—the Gillette Safety Razor ranks as a warm favorite, for one of the real luxuries of trench life is a clean, comfortable shave—and it is even more appreciated by the wounded in the hospitals.

It's a luxury the lucky ones share with their pals, so send along plenty of Blades. If he has a Gillette already, a few boxes of blades will go far toward making him the most popular man in his Company.

Choose a Gillette Set to-day. Our Distributors will arrange through us for delivery at the Front.

Gillette Safety Razor Co. of Canada, Limited

GILLETTE BLDG.,

MONTREAL.



The H. G. B. Boys



Cavalry Officer Top Coat Great Coat Infantry

Helleur, Gariepy & Broderick, Limited
16 CRAIG STREET WEST - MONTREAL, CANADA

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.

Did you try our BALMAROONS?



Pearson Jewelry *for Xmas Gifts*

A line that will be in special demand at the Christmas season is men's jewelry—tie clips, scarf pins, cuff links, combination sets. These make very acceptable Christmas gifts.

Pearson Jewelry meets with a ready sale because the styles are good and the values right.

Write to-day for a good assortment for your Christmas trade.

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

PUSH THE EASY SELLERS

Xmas "EZE" and Xmas "CHAMPION" Suspender



The Beautiful Patriotic and Fancy Holiday Boxes make "EZE" and "Champion" Suspenders exceptionally attractive and **appropriate** Xmas Gifts.

Xmas "EZE" \$3.90 per doz. net
In Patriotic and Fancy Boxes

No change has been made in the quality of the goods in order to cover the extra cost of the special boxes.

"EZE" Suspenders in Patriotic and Fancy Boxes are the same as the nationally advertised "Eze" Suspenders which have been giving Canadian men the utmost Suspender Comfort for years past.

"CHAMPION" Suspenders are the same strong, durable and comfortable Suspenders now as heretofore.

A window display of these two lines will attract customers to your store.

Our Xmas advertising campaign will be another big factor in sending new customers to your store.



Xmas "CHAMPION" \$2.10 per doz. net
In Patriotic and Fancy Boxes

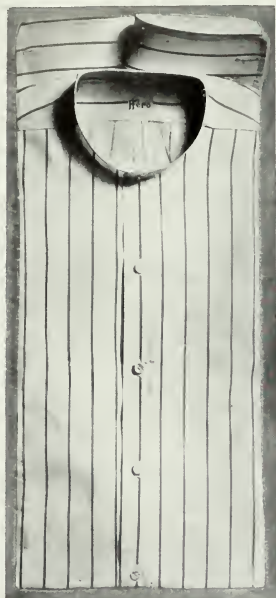
Order BY NAME from your nearest JOBBER or direct from

THE KING SUSPENDER CO. 64-66-68 **TORONTO, CANADA**
Adelaide East

"Hero" Shirts

OVERALLS, SMOX, ETC.

Wonderful Values Which are Bound to
Tone Up Your Business



One of Many New Patterns

Two **BIG DEPARTMENTS FOR MEN**
Stocked With Latest Goods

DEPT. F

Underwear, Fancy
Shirts, Working Shirts,
Overalls, Smocks, Sweat-
ers, Sweater Coats, Etc.,
Etc.

Staple Furnishings
of Every Description for
Men and Boys

DEPT. I

Collars, Ties, Sox,
Gloves, Mitts, Suspend-
ers, Umbrellas, Water-
proofs, Etc., Etc.

Fancy Furnishings
of Every Description for
Men and Boys

Have you ever tried the
RACINE SERVICE?

This is a year when goods will be *wanted*
quickly. Racine service is specially designed
for this prompt and satisfactory service—
try it.

Alphonse Racine, Limited

Dry Goods Jobbers and Manufacturers

60 St. Paul St. West - MONTREAL

Since before the Telegraph was invented

STIFEL'S Indigo Cloth

Has been the standard cloth for

*Overalls, Uniforms and
Jumpers*

STIFEL'S is the cloth that
never has been successfully
imitated.

You give your customers
the benefit of the very best
overall cloth made.

Look
for the
trade mark



on the back of
the cloth on inside
of the garments to be
sure you get the one and
only *Stifel's Indigo*.

Cloth manufactured by

J. L. Stifel & Sons

Indigo Dyers and Printers - Wheeling, W. Va.

SALES OFFICES

New York, 200-262 Church St. Baltimore, 114 W. Fayette St.
Philadelphia, 324 Market St. St. Louis, 425 Victoria Bldg.
Boston, 31 Bedford St. St. Paul, 258 Endicott Bldg.
Chicago, 223 West Jackson Blvd. Toronto, 14 Manchester Bldg.
San Francisco, Whinnipeg, 400 Hammond Bldg.
Postal Telegraph Bldg. Montreal,
St. Joseph, Mo. Room 506, 480 St. Paul St.
St. Louis, Mo. Bank Bldg.



BADGES

Metal and Embroidered



Military Tailors' Sundries

BRAIDS—BUTTONS—BADGES, ETC.



Military Officers'

CAPS and HELMETS
KHAKI TRENCH CAPS

(Single or Double Bands)



GENERAL
UNIFORM

Police and Firemen's
Caps



BELTS - LEGGINGS - PUTTEES! - SPURS

Estimates and Sketches Furnished on Application

Oldest and Largest Manufacturers of Military
Equipment in Canada



William
Scully

MANUFACTURER OF

Military
Equipment

Office and Factory
320 UNIVERSITY ST.
MONTREAL

CONTRACTOR TO THE GOV-
ERNMENT OF THE DOMINION
OF CANADA





Does Your Store Front Fit Your Business?

Your business requires its particular type of Store Front. It must enable you to properly show what you have for sale—it must *fit* your business. To be most successful it must be individual—a representative, not a *mis*-representative. And we believe by our nine years' experience as Store Front specialists working with Merchants in the building of over 40,000 KAWNEER STORE FRONTS, that we are qualified to work with you. We have many suggestions to offer you—ideas that will enable you to make the most out of the money you invest in your Store Front.

When you install a KAWNEER FRONT you simply *loan* yourself its cost. It will pay for itself by the *extra* sales it will produce. If we could take you to each KAWNEER user you'd be convinced. If you will investigate you will put in a KAWNEER FRONT, not by what we believe, but by what you find out. The cost of a KAWNEER FRONT nowhere equals the increased net profits in the sales it produces. Many KAWNEER

FRONTS have paid up in six months—some take eight months and some a year or two; all depending, of course, upon local conditions and the co-operation given by good window displays. It only takes an increased gross business of \$1.29 per day for a thousand-dollar KAWNEER FRONT to pay for itself in ten years. Many retailers apply their advertising appropriation to new KAWNEER FRONTS and find it pays. If you put in a KAWNEER FRONT and continue your general advertising, you will find a marked increase in actual sales from your advertising through the assistance of the Front—it clinches the sales—it exhibits the *real* articles, not mere descriptions or illustrations.

Kawneer
STORE FRONTS

Kawneer
Manufacturing Company
Limited
Francis J. Plyn, President

Dept. Q,
GUELPH, ONT.

Store Front Book

"Boosting Business No. 21" has been compiled for your assistance—it will enable you to select the style of Front you need. Send for it—no obligation. The photographs and sketches will give you some valuable ideas. Just a card will do.

Kawneer Store Fronts awarded gold medal at Panama-Pacific Exposition. See our model Front there.

999

YOU WANT THE BEST—ASK FOR

SWAN-RUSSELL HATS

WORN BY WELL-DRESSED MEN.

STIFF HATS SOFT HATS CAPS GLOVES

Our Straw Hat Line for 1916 is Ready for Your Inspection.

NOVELTY STYLES IN ALL BRAIDS FLEXIBLE SAILORS
PANAMAS SENNITS LEGHORNS BANGKOKS SHINKIS PORTO RICANS
JAVAS MACKINAWES SPLIT SAILORS

SWAN-RUSSELL CO., 59 Bedford St., BOSTON, U.S.A.

Superintendent Wanted for Garter Factory

Established concern wishes to secure the services of a man capable of starting and conducting garter and arm band department. Must be thoroughly acquainted with purchasing of various machinery and materials. An unusual opportunity for the right party. No money required. Box 5, Men's Wear Review.

Two cents a word is all it costs for a condensed ad. in this paper

CONDENSED ADVERTISEMENTS

WANTED AGENTS TO REACH RETAIL trade in leading Canadian points to represent United States house, making high-grade but low-priced wash suits. Applications confidential. Box 3, Men's Wear Review.

COMMISSION SALESMAN CALLING ON gents' furnishing and retail dry goods trade desires to hear from manufacturers producing line suitable for his trade. Write Traveller, 510 Gifford St., Montreal.

UNITED STATES CONCERN MANUFACTURING ties of high quality and reasonable price wants manufacturers' agent to represent this line in the principal Canadian centres. Apply Box 5, Men's Wear Review.



Guaranteed Waterproofs

Big range open for your inspection

We have overcome stock
shortage with our splendid
resources and experience
and can supply your re-
quirements for 1916

We have upheld our reputation for overcoming difficulties—this time it's stock shortage. Despite the fact that conditions have made the securing of stock most difficult, we are prepared to supply the trade with unusual values in

*Tweeds, Paramattas, Cashmeres,
Silks and Cantons*

We are also showing a fine range of Spring Overcoats in Fancy Tweeds and Black and Grey Vicunas, a range worthy of your earliest inspection and consideration.

We would suggest that you place your order early, as owing to present market conditions we have only limited quantities of each pattern and may be unable to secure further shipments.

As usual our version of the spring styles is recognized as authoritative—favored by the better dressed men.

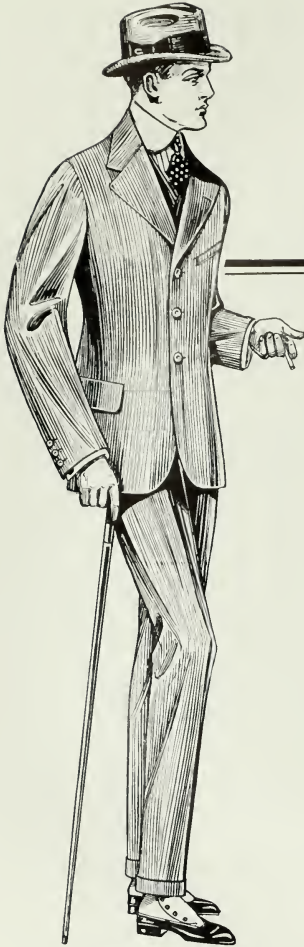
Anticipate your Spring requirements early and give us a chance to demonstrate our line.

No order too small or large to get our best attention.

SAMUEL WENER and CO., Limited

304 Notre Dame St. West

Montreal



MODEL N°M.351



Is there a Fit-rite Store in Your City?

IF not, it will be decidedly to your interest to communicate with us at once.

Fit-rite dealers have big advantages over their competitors. They are able to offer the public a line of popular, advertised clothing, of the very best quality, at prices that others will find it hard to duplicate. They have behind them the largest and one of the oldest wholesale-tailoring firms in the business.

The reputation of the Fit-rite brand itself goes a long way toward selling Fit-rite clothes. Add to it the fact that the styles are always up-to-the-minute, without being freakish, the materials the best English, Scotch and Irish woollens that money can buy, and the prices lower than others charge for equal quality, and you have a combination that no progressive retailer can afford to overlook.

We are now extending the list of Fit-rite agencies. Preference will be given to the first application from the cities where we are not yet represented.

JOHN W. PECK & CO., Limited

WINNIPEG

MONTREAL

VANCOUVER

We're Selling Agents for
Young & Rochester Shirts

Best English Quality—Medium Priced.

"Aquatite" Raincoats

The "Rendelsham" Military Coat

Tress & Co. London & Luton, Eng.

Manufacturers of High-Class Hats and Caps, Military Helmets, Service Caps, New Soft Trench Caps.

We carry a full range of
All Military Requirements

Merchants throughout the country are increasing their sales by equipping officers. Why not be the headquarters for your town for this profitable trade?

We carry a full range of Khaki Flannel Shirts at \$21.00, \$24.00 and \$26.00, also Zephyr and Silk Shirts.

Puttees, Slickers, Spencers, Neckwear, Stud-lace Leggings, Khaki Socks (plain and ribbed), Khaki Handkerchiefs (silk and cotton), "Sam Brown" Belts, Tan Leather and Rubber Boots.

Write Stating Your Requirements

Wreyford & Co.
85 King St. W. Toronto



New Makinaw CAPS

See Our New Styles in Makinaw—
Four Patterns

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 14.50.

Regular goods all prices. Write to-day for samples of our best sellers.

BOSTON CAP CO.

219 St. Lawrence Blvd. - MONTREAL

**Lifelike Display
Adds Life to
Sales**

Make your Boys' Clothing look like Boys' Clothing by showing it on our forms. Then mother, father and son see how suit will look as worn.



Boys' Suit Forms, all sizes,
4 to 16 years



Boys' Coat Forms, 4 to 16
years. Men's Coat Forms,
all sizes, 34 to 46

**DALE WAX FIGURE CO.
LIMITED**
106 Front Street East TORONTO

"Craftana"
Registered No. 262,494

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.



This expression forecasts repeat orders

When a man feels this way over his purchase, it's certain he will be back for more of the same kind, when the time comes.

Penmans Underwear

gives any man a new idea of fit, warmth and comfort.

Made in many styles and fabrics for men, women and children.



Penmans Limited

Paris, Ontario



“Coin Spots”

“Grosnoble Cords”
“Shadow Satins”

all the new fabrics in
splendidly made cravats
of characteristic quality
by

Jooke

The
D.-S.
SHIRT

a different and better way
of producing this necessary
and desired article—com-
bination Shirt and Pants.

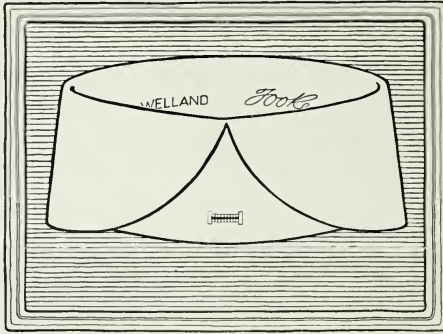
Jooke

BROS., LIMITED

MONTREAL TORONTO WINNIPEG



The Welland



*a popular
collar from*

JOCKE

MADE IN CANADA

Sales Booster

THE TENTH

The manly question—

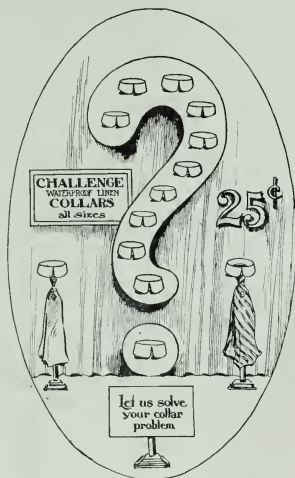
“What kind of a collar can I wear that will give me real service?”

is solved in a jiffy for the man whose labors call him out-side in all kinds of weather or for the mechanic and the factory man, by selling him a water-proof linen collar.

Now, the question is, how am I to get his attention?

The very first thought is, of course—my window, well that's a starter and here is an idea.

First, get a large piece of brown Manila paper. Mark out on it a big question mark as shown in the illustration. Cut it out, then get some heavy beaver board or some thin boards nailed together. Paste the big question mark on the board and cut out with a keyhole saw, stiffening the back with lengthwise strips. Cover the face with dark blue velvet and attach to the background of your window against a screen covered or draped with light grey or light blue sateen or velveteen. If the big question mark can be fastened so that it



stands out from the screen, so much the better. This can be accomplished with blocks of wood.

Now—fasten Challenge Brand Water-proof Linen Collars on the question mark with small clasps. Fasten a Challenge Brand sign to one side and a big cut-out 25c to the other side. Arrange a nice collar trim in the front without detracting from the center unit, and display a showcard in front with the inscription “Let us solve your collar problem.”

Don't forget the selling points of Arlington collars, chief among which is the famous Challenge brand.

Note these—Arlington collars are a third heavier than similar priced lines; have the slide-easy tie space; made with or without metal bound buttonholes; a style for every taste, at a price to fit every pocket-book.

Stock up now, send for advertising electros of any of our styles.

The Arlington Co. of Canada, Limited

54-56 Fraser Avenue, TORONTO

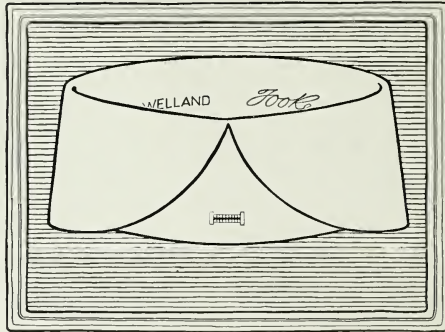
Eastern Agent: Duncan Bell, 301 St. James St., Montreal
 Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
 Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

Use this cut to illustrate your show cards.



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

The Welland



*a popular
collar from*

JOCKE

MADE IN CANADA

Sales Booster

THE TENTH

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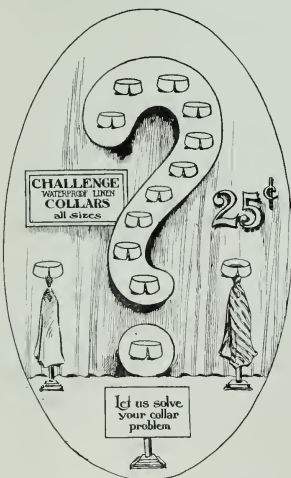
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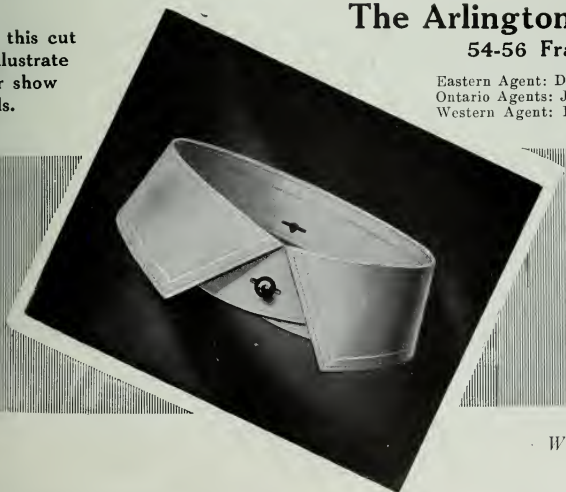
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Eastern Agent: Duncan Bell, 301 St. James St., - - - Montreal
 Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
 Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg



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

TRADE MARK
W.G.R. MARK
PYJAMAS

\$1.50
and
upwards



**For
Christmas
Trade**

ARE SHIPPED in special individual boxes, ready to be wrapped and handed to your customer.

Our special trouser loop holds the garment in place at the ankle.

Materials: Flannel, Madras, Sylkeen and Silk, from \$16.50 to \$60 per dozen.

If you have not seen our range, send for samples of garments and materials.

**The Williams, Greene & Rome Co.
of Berlin, Limited**

BERLIN, ONTARIO

WAREHOUSES: BERLIN, ONTARIO
WINNIPEG, MAN., Cor. Donald and Cumberland Ave.
VANCOUVER, B.C. - - 324 Seymour Street

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5

TORONTO, NOVEMBER, 1915

No. 11

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Anything and Everything to Interest the Go-ahead 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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The Big New Idea



Embroidered Cravats

now the fashion
in all the larger
cities on this
continent

Hand-loomed Embroidered patterns, beautifully executed in striking two-tone figures on rich quality Velvolene silk. Price \$7.50 the dozen.

Different
One Dollar Neckwear
Excellent Taste

3 Handsome Designs
on six different
ground shades.

A T. Reid Co., Limited

TORONTO

Reid's Real Bengalene—

Reid's Allsilk Barathea



Men's Wear Review

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

VOL. V.

TORONTO, NOVEMBER, 1915

NO. 11

UP AND DOWN BROADWAY

Ye Editor Takes a Trip to Gotham—The American-Made Style at Last—A Return to the Conventional in Dress Clothes—Idiosyncrasies and Foibles of This Year's Fashions.

Special to Men's Wear Review by Hugh S. Eayrs

IF the mountain won't come to Mahomet, then Mahomet must go to the mountain. That in brief and allegorical phrase, is the reason why I happened to be roaming up and down Broadway for a week recently. You see a man who is writing on styles has a solemn duty to perform. He has got to be sure that he is right. And with this in mind I spent a week in New York in order that I might come back and know enough about what I was writing to give the men's wear trade of Canada completest and most correct news and views on styles for Fall and Winter.

You see me therefore on Broadway and Fifth Avenue. The first reflection which comes to one's mind is briefly that at last the American man has got his own fashions. I fully admit that for some time I doubted this. England has served as a model of correct dress for so long and, with the possible exception of France, has been definitely assigned the place of fashion leader. The noticeable *not* in our line, so far as sartorial America is concerned, has been 'follow Bond Street,' and, if a second leader was desired, to follow the Bois. It is not necessary to adduce much testimony to this statement. In a single and collective question: Where did we get our tight waist, our cane, our spats, even—though tell it not in Gath—our eyeglass, if not from London?

But it became evident even before the war that there was a certain distinct and definite move towards the shaping in America by Americans of purely and simply American fashions. That movement was gaining considerable impetus and would have gained the desired haven even if the war had not been. The war, coming when it did, simply helped it along.

Here he stands then, at last, the American who is dressed in peculiarly American fashion. It has admittedly been a case of evolution. There have been several influ-

ences and from them, season by season, and year by year, this American type has at last fully evolved.

This was made quite apparent to me in my travels up and down Broadway, not alone by what the windows had to show in the ways of suits and accessories for men, but also by the apparel of the average man on the street. I saw, for instance, the waist which I knew to be typical of English fashions now altered and re-shaped to this American mode. I saw the suits which I knew to be characteristic of British fashions now adapted and developed so that they have distinctive lines of their own which could never be typical of the suit of a Britisher.

For Example—!

Let us illustrate what we mean by an example. I was sitting one day in the McAlpine Hotel and an exceedingly well-dressed gentleman of about 30 passed and walked up the Hall and came back and sat down. Surreptitiously, I had an opportunity to make myself acquainted with the peculiarities of his dress. I don't know who the gentleman was nor who was his tailor but that tailor should get good money for his products. The suit (Fig. 1) which this man was wearing, it was evident was typical of this newly-made American fashion and yet it was obvious, too, that it sprang from a man who had been making clothes *à l'Anglais* for some time and had at last broken off from that and developed into something different. In many particulars this suit was English, but the effect and the total impression which it created on one's mind, was that the suit was new and characteristic of a new type. This particular suit was in a dark green check. The pattern was very effective, but it was not that so much which attracted our attention. There was the long and narrow look, typical of the Britisher; yet nevertheless when I came to look at it more



Fig. 1.

closely I saw that the shoulders were considerably wider than New York tailors turned out last year. I noticed that the lapels on the other hand were narrower than the average Britisher wears, they were tapering too; that is to say,



Fig. 2.

they swept down in very graceful and soft curves to the last button of a two-button front, and gave a pleasing effect of slimness which, strangely enough, did not take away from the look of natural proportion that the extra bit of broadness about the shoulders contrived to give. The pockets were cut on the slant. Now an Englishman would never wear pockets of that sort. The breast pocket too, was cut on a slant, and the Englishman would never wear a pocket of that sort. In fact I query very much whether he bothers, many of them, to wear a breast pocket at all. Again the vest was double-breasted, and the lapel made after the manner of the coat. Here again the Englishman would not agree. The whole effect was that this coat was worn by a man whose tailor had been accustomed to modeling upon English modes, but also that the suit was worn by a man who now had got away from following London and had desired to be distinctively national. I hope I make myself clear. Anyway, this is along the line of argument that there are at last distinct American Fashions.

Shaking Hands With "Grumpy."

Walking up and down Broadway for a week was obviously not just up and down Broadway. For instance on Fifth Avenue there was very much to be seen as well. It was here that I got a chance to shake hands again with Mr. Cyril Maude. It is some years now since I first met Mr. Maude. I was lucky enough to be able to spend a few minutes with him a few months ago when he was here in Toronto and it was pleasing to shake hands again with him in New York. He has been delighting audiences there at the Empire Theatre with his consummate acting in "Grumpy." Now Mr. Maude is a man who is always distinctively English. If he lived in an American City until he was a hundred he would not pick up either American lingo or American clothes or the American outlook. He is first and last and all the time an Englishman. He was wearing a very English suit, and I dare swear it was not made 100 miles from Savile Row. It was a blue soft serge, with an almost invisible white stripe at intervals of about an inch. The lapels were fairly tightly pressed, and were medium and conservative in their sweep. You might tell Mr. Maude a mile off too by the fact that his handkerchief is usually protruding from his left sleeve—and that—although only of middle height, he has a soldierly appearance. He was wearing a soft collar fastened at the bottom by a

gold bar pin and a black knitted tie; his hat was a green Homburg. Mr. Maude is a man who reckes nothing of fashion, so long as he is comfortably dressed. I suppose he has got to the point now where he may disregard fashion's decrees, preferring comfort instead.

Fashions at Church

If anybody should sail up and ask you, tell them that a pretty good place in which to see up-to-date fashions is a Church. I am not generalizing or meaning to intimate for one minute that the only reason people go to church is to display their clothes, but I do know that one may get some mighty good ideas of what the mannequins are wearing by watching the parade after Church on Sunday morning—and pretty nearly the same thing applies to men.

I got a very good impression, for instance, of formal dress at a certain church on Fifth Avenue one Sunday morning, and was able to observe that formal day dress has not altered much, taking it in broad, for a couple of seasons. In little things it has. For instance the well-dressed man now has two buttons to his morning coat, instead of the one. The one button fastening was always a little bit freakish and people got sick and tired of it a week or two after it was introduced. There are none to be seen this year, that is on well-dressed men. The question of braid seems to be in dispute. Whether men should wear braid on a morning coat or not has been a matter of some argument, I know, but I am inclined to believe that most men like braid on a morning coat and for our own part I like to see it. It was pleasing, therefore, to notice that a good many men that were, on this particular October morning, on Fifth Avenue were wearing a fairly narrow braid on their morning coat. Another new thing—and this by the by is certainly new, and may be said to be characteristic of nearly all men's dress this Winter,—was the very high waist line. This gives an effect of fullness of chest and also one of length which is rather pleasing. There is, to my mind, nothing worse than a man who looks squat and short and higgledy-piggledy. The high waist seems to get away from this idea. I noticed one man in particular who wore a waist inches higher than last year's fashion decreed.

It seems that the Ascot tie does not appear very much this year. We have grown rather used to seeing this in connection with formal day wear, but this year it is conspicuous by its absence. I notice a good many men were wearing a plain black, or grey, or black and white, in black silk with a small inconspicuous pattern, but the Ascot, as such, did not seem popular.



Fig. 3.

Fancy Vests Again

By the by, before I leave this question of formal day dress there is one thing I wish to note and that is the vogue of fancy waistcoats for formal day wear. Last year the usage was coat and waistcoat to match. Not so this year. A series of white, cream or in some cases, cream with a black stripe, were among the many that I observed and, with regard to the cut, the double-breasted seemed to be most in favor.



Fig. 4.

I became aware, almost as soon as I struck New York City, that it was on the eve of adopting a new collar. We have had various hints up here in Canada about a switching in collars from the curves and cut-away shapes of the last couple of years to the square and straight shapes again. In the main, that is the trend of New York with this difference that there, in New York, the straight and square cut collars are nothing like so deep. I can best illustrate this, possibly, by the description of a collar I saw on a friend of mine down there who considers himself—and I agree with him—a well-dressed man. The collar he was wearing was about an inch and three-quarters high, and was cut away in front severely, so as to leave a big opening for the tie. Nevertheless the points of the collar were not round, nor even blunt, but were absolutely angular, giving the impression almost of an angle of ninety degrees (Fig. 3). This, I was told by a number of exclusive retailers of Fifth Avenue and the like, was a distinct collar for this year and it certainly is a mighty effective one. We have a shape which approaches a little way towards it in Canada for this Fall, but in the case of the Canadian collar the height is at least two inches and a quarter. The difference between this and the new one I am describing is important.

The American one gives a shallow and yet none of the rakish look which I have often thought has been lent to the cut-away collar by reason of shallowness. The severely straight and rigid edges and the angularity of this collar preserve its conservatism and touch of smartness.

Soft Collars All the Time

By the by, while I am on this question of collars, I should note that there a great many men—I do not think I am wrong if I say an increasing number of men—who are beginning to wear soft collars all the year round. I was told by a number of people in New York, who seem to know what they are talking about, that a number of business men, particularly of the younger set, are inclined to the belief that it is possible to wear a soft collar, only

stiffened at certain points, in Winter, just as well as in Summer. I did not have very much time to test this out because I was not there late enough in the Fall to make any practical observation, but I am told by collar manufacturers that the soft collar is gaining considerable vogue for Fall and Winter wear. This I think is wise. There are, of course, a number of men who regard business wear as something formal and strict. They may be right. There are others, and they are the younger set, who while they regard their business as a distinct part and parcel of their day's life, cannot see why they should dress for the office as if they were dressing for a funeral. This is the class of men that is popularizing for Fall and Winter wear the soft collar. The shallow and cut-away shape in soft collars seem to be worn a good deal, but the more exclusive man is wearing a fairly high soft collar which slopes down in triangular fashion at the front and of which the points are just a little bit curved. At any rate that seems to be the sum of my observation, which, as I said, was limited.



Fig. 7.

Bert Leslie of "Town Topics"

I met and shook hands again with Bert Leslie who is at the Century, in Ned Wayburn's "Town Topics." One day, several years ago now, Bert confided to me that he was "some" dresser, and I was interested to see whether he was keeping up his self-inflicted reputation. He is a great fun artist, and had the house roaring at the Century.

With such lines as "The wages of gin is breath" and his rather inimitable way of devising and applying all sorts of new slang, he put it over and was certainly mighty popular with the stalls. I know, because I was there. Leslie was wearing a very attractive Donegal tweed suit, made with room enough to admit his fairly ample figure. He is a big man, heavy of face and heavy of shoulder, and he wants lots of room in his clothes. I noticed that he was wearing a striped tie in which black and yellow alternated, and a soft collar. By the by, I must not forget this: the most important thing about him was a pair of gloves which he showed me (Fig. 4). These were of yellow chamois and were rather remarkable for the somewhat unusual and entirely novel design on the back. This was a couple of walking sticks, placed so as to make three sides of a triangle with a middle line of black which resembled an Indian club. Some-



Fig. 5.

what a new and unusual design, as I said. Leslie was very proud of these gloves; said he had just bought them and that they were really the newest thing. For once he was right; several dealers corroborated his purchase. Leslie was also wearing a loose box coat. (Fig. 6).

Comfort at a Premium

One thing struck me in New York about men's apparel, and that was that most men had now got down to the point where they were going to be as comfortable as they possibly could consistent with being modish. What I mean is illustrated rather in some of the new hats for Fall. A friend of mine showed me a new hat he had just bought, dark grey, leaning just a little bit to puce. He handed this hat to me, and I felt the weight of it and was astonished at its lightness. It looked a fairly heavy hat, as of course a Fall hat should do, but when I had it in my hand and weighed it I was struck at once by its light and airy character and figured that a man was lucky if he could wear a modish hat which was as light and as little of a nuisance on his head as was that particular hat. There is a tendency to wear puggaree bands on soft hats and to match them with the tie. I noticed this again and again, and most times in the case of men who were really well dressed. Blue foulard seems to be possibly the most popular for Fall. I rather like the idea of a man wearing a soft hat with a blue foulard ribbon and carrying out the harmony idea by wearing a blue foulard tie.

From Threadneedle Street

I suppose that one of the most important men in New York, lately was Sir Henry Babbington Smith. Sir Henry is a member of the Anglo-French Commission which came over here to arrange the loan and I caught a glimpse of him in Wall Street. It is some years now since I saw Sir Henry first but time has not done much to him and he does not look very much older. He is remarkable in England for being able to tell a mighty good story after dinner. A man of well over fifty, I should judge, he is tall and carries himself well. His white moustache and almost white hair always arranged so trimly gives him an air of soldierliness. He was wearing a double-breasted lounge suit of exceptional smartness. It has two buttons but only the bottom one was used; the waist line was placed very high and the sides were hollowed right in. The lapels were overlapping and broad and deep-swinging. The collar was low and fitted fairly well across the shoulders while the skirts of the coat hung softly and gracefully. The double-breasted coat, as a matter of fact, at any rate of this particular model, is usually regarded as a young man's coat rather than that of an older man. Nevertheless Sir Henry looked remarkably well in this get-up—which I'd wager was American—and it would have been impossible to tell at first glance whether he came from London or New York.

By the by, there was great excitement while I was in New York over that and I think a number of people were surprised to find it go through and particularly for so large an amount. Half a billion dollars is quite some sum—if I may be pardoned for punning.

Evening Dress of Five Years Ago.

I suppose that anybody who was not looking for it would find comparatively little that

was different in this year's evening dress styles. Nevertheless, if you know the ropes, you are immediately aware it is a switch-back to pretty nearly the styles of five years ago. Every now and then, of course, dress goes through a beformalizing process. Ever so often we get up and say that we are sick of being starched and stiffened, and that we are going to be comfortable, whatever we look like. Then every now and then, the year afterwards, style experts get up and get mad with us because we are sacrificing grace and modishness to mere comfort and ease, and say at once that we must get back to punctilious etiquette in evening dress. New York appears this year to have pulled up with a jerk and to have rushed back to the extreme of formality. Let me show you what I mean.

I can best do so by describing to you the dress of one, John T. Murray, in the Winter Garden show "The Passing Show of 1915." You would notice, if you saw him, that simplicity was the very keynote of his evening dress. Severe and rigid, the lines of it were diametrically opposed to those of last year's suits. Indeed it might have been worn in 1910 if it had not been that the waist in Mr. Murray's coat was exceedingly high. So far as I can tell this was about the only difference from the conservative and very formal dress which was in vogue five years ago. For instance his vest was black, the same as his suit, and was cut in the shape of a "U" rather than being V-shape. It wasn't exactly a "U" shape, but was approaching very nearly that way. His trousers were of medium width, with no braid. Last year the average man wore trousers so tight that he could hardly sit down, and braid was very prominent. The collar was just plain white linen and of the rigid poke variety. The tie was of plain linen and spread out so that the wings made a shape of two inverted triangles, placed apex to apex. Murray is an exceptionally tall man and wore his suit well but I happened to see him about a year ago in another play, and I remember distinctly the suit he wore then. It was different in every particular. As I say, the only thing that has survived or is new is the exceedingly high waist. The whole idea last year seemed to be to give a man an effect of tightness and pinched-up-ness. Not so now. Mr. Murray's suit was very broad across the shoulders while the lapels came down in a slight curve which gave the impression of fullness, rather than following the lines of last year, which gave the impression of slinness.

The New Silk Hat

Even the proper hat to wear has altered from last year. Then you will remember the clubs and restaurants saw a man with a silk hat, which had a straight crown and a rather flatish brim. Now the hat is entirely different. The crown is again of medium height and of bell shape and the brim is distinctly curled. If this is not going back to the fashions of five years ago, I've missed my guess, that's all.

By the by, I might, while I am on the subject, just mention an exceedingly smart dress overcoat which I happened to see in New York. This was distinctly of a cloak character, military-cut and was lined with black satin. I noticed it closed up tightly at the back. I don't know that a great many men will wear this class of cloak although, no doubt, some very exclusive dressers will. However, for the average man who can only afford one evening

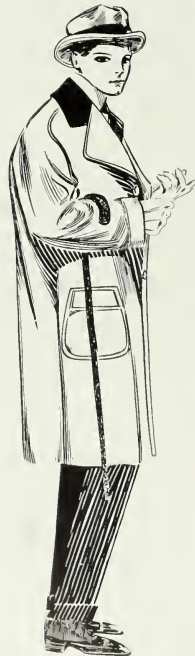


Fig. 6.

Artistry in Scarf Trim



Another of Mr. W. Balmer's trims, especially made for MEN'S WEAR REVIEW. It needs little description, for it is its own praise. It is difficult to conceive a more happy arrangement of ties, collars, gloves, and canes than this. Note the grace, the soft, flowing curves, the absence of anything severe or angular. The collars, each fitted with a cravat, nestle against a background of silk scarfings as a flower nestles against leaves. The gloves, too, look as if they were gloves, and not so many stiff and starch fingers. The artfully careless juxtaposition of a couple of canes gives that little touch of what we call "finish" to a trim which would prove a real drawing-card in any store or window.

UP AND DOWN BROADWAY

(Continued from page 26)

cloak I am inclined to think that the loose-fitting black or Oxford Chesterfield and possibly the double-breasted frock coat will be the choice. The last one of all, on second thoughts, will not, I imagine, be worn by a great many men. This is not to say that it isn't smart, it is exceptionally so, but I judge that not many men incline to this kind of coat. For the man who can wear it, for the man who has the figure to wear it, it is an exceptionally smart accompaniment to evening dress.

Before I forget it, I should mention that for the really smart man no evening dress trousers for this season include bottom turn-ups. This is taboo—an important development.

A Brown Derby

It is some years since I saw very many men together in any city or town wear a brown Derby hat. I was surprised while I was in New York, to notice the number of men, and most of them exceedingly well-dressed men, wearing a brown Derby. This kind of hat (Fig. 5) is a very fitting accompaniment for a fairly light grey suit, and many men wear this kind of suit in the Fall. So far as style is concerned this brown "tile" is along the lines of the black Derby for this year. I saw one man wearing this type of hat along Broadway and that was Cecil Lean, who is playing in "The Blue Paradise" at the Casino theatre. He was wearing it with a loose overcoat of rather light tweed and although it was rather new to me, and somewhat startling, it certainly looked mighty well on Lean.

One cannot but be struck by the exceptional number of men who are now wearing fancy vests for day wear—I mean with lounge suits. Some of the most smartly dressed men in New York are wearing, with sack and lounge suits,

cream or white fancy vests, and in some cases colored ones. As I see it, this is part of a movement towards a good deal more color in dress. New York had its time of quietness in day dress but it seldom happens that inconspicuousness in day dress synchronizes with quietness in evening wear. When evening wear goes to the extreme and is somewhat more flashy or freakish than usual, day wear is quiet and vice versa. Now, this year, evening dress is exceptionally quiet and conservative and day dress would appear somewhat to run riot

in color as well as be just a trifle freakish in mode. For instance, not only are many men wearing fancy vests but practically all well-dressed men are going in for shadow effects in suits. That is, instead of wearing plain greys or blues or dark browns, they are inclined to wear checks in which some other tint is inconspicuously displayed.

To particularize, I noticed that this was very true of dark green and dark brown. In the case of the first there are all sorts of lighter greens and browns streaked in, and in the latter case a touch of red, inconspicuously mixed, appears to create the desired impression.

Few of the stores are showing anything very new in hosiery, unless it be that solid colors appear to be coming into their own. The stripes, mostly of a rather loud char-

acter, which were worn last year, are not shown now and even clockings have sunk down a little bit in popular esteem. For the most part dark colors and practically all solid colors have taken their place. Hence we have dark greys, and dark blues, dark greens, dark reds, and, in one or two cases, shot effects of red and black, and green and black, when the colors are sufficiently dark. But for the most part solid colors in hosiery in New York seem to be the vogue. The only exception is the black with small white pattern. (Fig. 7.) I notice that more and more men are wearing silk and that less and less lisle is shown. I suppose this is largely a matter of expense. The man who can afford to pay real money for his hosiery can afford lisle but really good lisle costs more than popular silk. Of course the very best of silk costs even more than lisle but I do think that the rather high cost of good lisle is responsible for the fashion of silk at a popular figure.

Dark Brown Boots.

At one time there only used to be two colors in footwear for men and those were tan and black. This will have to be modified for there are now all sorts of shades of brown. For instance the man who will be *au fait* in New York this year are wearing a very dark and almost reddish brown shoe, made particularly after the brogue pattern. This shade is an exceptionally attractive one. It is far more red than brown and is diametrically opposed to tan. Many of the stores in Fifth Avenue tell me that there is an increasing tendency in New York towards wearing low shoes for Winter. They are now made so very dressily, and yet at the same time with so much strength, that they are available for practically any weather excepting, of course, the wet and snow, and there is certainly a growing proportion of men, and women too, for the matter of that, which is inclined to wear low shoes for Winter as well as Summer.

The Narrower Tie

I don't know that I can say anything much new with regard to neckwear unless that it is that I am told by one or two very exclusive neckwear people that the narrower tie is again rapidly gaining favor. We have had four-in-hands for so very long and some of them have gone to the extreme—indeed are doing so at this moment—that some men are glad of a chance to switch back to the narrow tie. One of the shops on Broadway was showing some of the varieties of this shape and they certainly looked mighty attractive. They were in all-silk poplins and in perfectly plain colors. While I am on the subject of ties, a rather unusual color seems to be attracting the best dressers in New York and that is purple. I notice a great many of the men at the clubs and in sporting circles of the better kind are wearing this purple neckwear. For the most part, as far as four-in-hands are concerned, the dark silk with white or colored pattern, hardly distinguishable in some cases, seems to be the best bet. Stripes are altogether done with and even batwings are considerably on the wane. They have had a wonderful run and it is not surprising that there is now a reversion to the long tie. Knitted ties, from what I could see in a limited time, do not seem to have the run that they enjoyed two or three years ago.

Now you have most of the things that are being shown in New York and most of the styles up to the present minute. How soon they will change, I know not. These are the days when styles are inclined to change over night and what you may buy to-day will possibly be a week late, fashionably speaking, to-morrow. It is important, however, that the men's wear trade in Canada should know from time to time what they are wearing in New York.

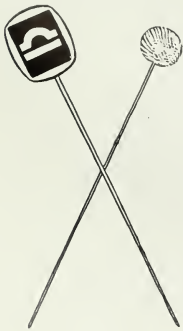


Fig. 8.

ALL HANDKERCHIEFS SCARCE. WHY ?

Reasons Here Given for Delays Some Retailers Have Wondered About—Scarcity of Flax — Disorganization of Mills by Reason of Recruiting — Need of Irish Peasant Women Working in Fields Instead of Embroidering—All These Contributing Causes.

SOME dealers have been wondering why their shipments of handkerchiefs have not been coming through as promptly as they could wish. The answer is not hard to find, though there are many contributing reasons which lie behind.

In a word, there is a scarcity of handkerchiefs at the present time. Fortunately, it can be said scarcity is the word that covers the situation. The market is not bare. There are supplies to be secured, and though the dealer may in some cases have to wait longer than he would wish, it will not be necessary for him to force his patrons to revert to those primitive, though doubtless efficacious methods, of nasal attention.

It seems quite certain, however, that delays in delivery of handkerchiefs to the retailer will be a more or less usual occurrence. In view of this, dealers who count on getting good business at the Christmas season in handkerchiefs, might well see that their stocks are laid in at once.

Why Not Displayed Continually?

By the way, it is a strange thing that handkerchiefs are not played up more prominently the year through by men's wear dealers. Of course many stores do feature this line, but it is possible to go into many a men's wear establishment and not have the fact that handkerchiefs are for sale brought out at all. This simply means that quite a little bit of this business is getting away from the men's wear dealers and going elsewhere.

The neglect of handkerchiefs is particularly hard to understand in this day when handlers are arranging for the display of these in such attractive form. Cases may be secured now without any cost, which enable an exceedingly attractive showing of this line. The establishment of such displays, moreover, works two ways for the benefit of the dealer. In the first place men who have come in to buy some other lines, see these packages, of one, three, or six handkerchiefs, and are reminded that their stock is getting low, or that the handkerchief they have in their pocket at the moment is not as unsoiled as they could wish. Take a man starting out for an evening. If he sees handkerchiefs displayed in this manner, will he not often make a purchase?

The Elusive Handkerchief

Then the number of men who discover after they have left their homes that they are without a handkerchief, or without a clean handkerchief, is still very large. A handkerchief is one of those allusive things like the various articles which form the juggler's stock in trade. Now it is here, and now it is not. If this man, who suddenly feels the need of an individual handkerchief, has been made to realize that he can get this in his men's wear store, he will drop in to supply his need, and when doing so will quite likely buy something else.

However, this is a digression. What is under discussion at the moment is the depleted condition of the handkerchief market.

Why the scarcity?

That is the question which dealers are asking and which some jobbers, who are finding it necessary to delay filling the orders of these dealers, are answering as well as they

may. To give a full answer of this matter in a short letter, however, must be an exceedingly difficult task.

Great Flax Shortage

In the first place the flax from which linen handkerchiefs are made is a scarce commodity at the present time. While the great number of Canadian linen handkerchiefs come, of course, from Ireland and England, it will be generally known that flax from which these are woven is almost entirely secured from abroad. Ireland itself raises something less than 5 per cent. of the total amount of flax. The balance comes—or did come—from Belgium, Germany and Russia. In Belgium, of course, there has not been a flax crop for two years. It is the sincere hope of all that the flax industry in Germany has been materially upset. And while the vast fields of Russia have still been put to the purpose of growing this; and while Russia undoubtedly has enough men to look after its crops, as well as carry on its share of the war, yet exports from Russia to the British mills have been disturbed materially.

The handkerchief manufacturers are facing the old problem of making bricks without straw. At least they would be confronted with this problem were it not that they have supplies of flax on hand from former years. But the



Some attractive handkerchiefs and box. Shown by A. T. Reid & Co. Pure linen, hemstitched, and with hand-embroidered initials.

end of this reserve supply is not indefinitely postponed, and naturally the price of the product has risen.

Losses on Hesperian

This, however, is not the only cause of the present scarcity in Canada. A very recent cause was the loss of the Hesperian upon which many handkerchief shipments had been placed. Coming at this season, just preceding the great Christmas rush, this loss has been exceedingly serious, even though the shipments were all covered by insurance.

Still another reason for delays is the general disturbance in the British mills caused by so many people leaving these for active service. A letter from one manufacturer to a Toronto handler, for instance, makes the point that he is being caused tremendous trouble by reason of the departure for the front of a young man who had been doing his sampling for years. Over here it may be considered bad business to have had one man so indispensable, but evidently such was the case.

Also it must be remembered that the heads of many of these English concerns have themselves given up active participation in business, for the time being, to assist in bringing about the downfall of Germany and the Made-in-Germany slogan. Imagine what would happen to your own concern were one or more of the heads to step out over night. Then the disorganization which has taken place in many English mills will be more readily understood.

Such are the causes which have brought about the scarcity and the advance of from 20 to 25 per cent. in unembroidered handkerchiefs. Unfortunately there are still further causes for trouble with regard to hand-embroidered lines. This work of hand-embroidering, of course, is done largely by the peasant women of Ireland. For years it has been a recognized source of income for the Irish family, and it was indeed a careless mother who did not teach the art of hand-embroidering to her daughters. All the Irish

peasant women's odd moments have been occupied with this work.

Here, also, the war has brought a change. With so many men in the divisions at the front, or in training, it has been necessary for the women of Ireland to go into the fields to attend to harvesting the crop. The result, of course, has been a tremendous interference with the amount of embroidery they have been able to do for the handkerchief mills, so that hand-embroidered handkerchiefs are exceedingly scarce. It is almost surprising that the advance in price with regard to this line has not been much greater. Here, too, from 20 to 25 per cent. is the increase which has been brought into effect.

There are some firms in Canada who placed their orders for this line well in advance. For the stock which they wanted to receive in September or October this year, they placed requisitions in September or October, 1914. Other concerns on the other hand followed their old practice of putting in orders for what they would need this fall, during the early summer months. The result is that they are still waiting for what they want. At least they are not getting complete lines.

Hints at Other Causes

It is hinted by some that there is still another cause for the present delay in connection with handkerchief receipts. Many handkerchiefs now on order were ordered at the better price which obtained before the war began to make its effects felt. The manufacturers, it is said, now feel that in view of the fact that they have to pay more for flax, and perhaps—also for labor, that they should receive a higher price than this. Therefore they are not—at least so it is said by some—putting themselves out materially to fill these old orders. Under ordinary conditions the Canadian handler would ask that the order be cancelled. Should he do this now he would be playing into the hands of the British manufacturer.



Attractive trim of sweaters and sweater coats by the T. Eaton Company, Toronto.

A WINDOW TRIM THAT APPEALS

For some reason or other—and we have never been able to find it out—most men's wear men fight shy of window trims which deal with sweater coats. It may be that the accepted idea is that such a trim demands accessories in the shape of models and so forth. Whatever the reason, the fact of its being unusual remains. Here we show a trim by the T. Eaton Company, of Toronto, which is mighty effective. Several sweater coats are used and

are draped nicely. Four models are used and a number of golf sticks. We submit, though, that it is not these things which make the effectiveness. The trim could be developed by any retailer who has a fairly good window—not necessarily a large one—and who can drape a coat nicely, and above all, give his trim lots of space. Sweater coats now and from now on for some months will be in request by your customers. They lend themselves to a display now and then. Try it! There's profit in it for you.

DIGNITY AND HARMONY IN N. Y. WINDOWS

How the Passing Show Goes in Gotham's Shops — Catering to the Every Moment —
Some Ideal Trims and Why They Are Ideal

Special to Men's Wear Review by MacLean, New York

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

THE drift and shift of fashion in this country is necessitated, to a certain extent by the fact of four separate and distinct seasons. Secondly, this is a country where, unlike Great Britain, men pay a good deal of attention to passing fancies and recurrent event-days. Thirdly America, we may fairly submit, has now taken unto herself the position of standing on her own feet as a fashion-setter. We have, in this year of our Lord, what we never had before, i.e., a peculiarly American-dressed American. This makes very certainly for much production and many products and "something new" being supposed, to be the cry of the man, is perennially there for his adoption.

In this connection it is axiomatic to say that window art is not all skill in posing but ability to keep the public interested, which requires constant change. October brings forth its annual influx of new goods. Are you making this fact known through your windows? Are your trims worthy "Ambassadors" of your principles and the character of your merchandise? These are important questions that have to do with success in selling. The trouble with some display men is that they know what ought to be done better than they know how to do it, and with others

it is just the opposite. In either case it is impossible for a shop to be properly represented before the public.

Dignity and Nicety in Trims

Evening dress accessories are well shown in the window here pictured through the courtesy of Franklin Simon & Company, New York. Dignity and refinement are particularly emphasized in the centre unit. The waistcoat is perfectly adjusted to a detail and the shirt and other accompaniments are also displayed with scrupulous nicety. By gathering the skirt of the shirt tight around the stem of the form stand and from that point continuing the pyramidal design by flouncing white linen in a careless effect over the base, a most attractive unit is produced. In fact the success of the trim is largely due to this imposing centre unit.

The black silk half hose and jewelry posed on the foundation stand out in strong contrast against the white. Both shirts evidence a trend of evening for starched bosom and cuffs of piqué. Attention is also called to the good use made of the mufflers as a decorative as well as practical exhibit. Another pleasing effect is produced by introducing the box of collars seen at the right of the centre unit.

Flannel shirts and cravats are the main items of inter-



Flannel shirts and cravats arranged to specially feature color scheme.—Weber & Heilbronner, New York.



Franklin, Simon & Company's idea of attractive posing of evening dress-wear.

est in the next window from Weber & Heilbroner, New York. Round glass shelves are used for the shirt units and pedestals draped with shirting material, matching the garments, are used to elevate the shelves to the desired height. In each instance the shirt is posed over a square of cardboard with the sleeves arranged somewhat rakish in effect, which is one of the best ways of treating the sleeves when soft cuffs, such as silk and flannel, are shown. The color scheme of the shirts and cravats adds much to the interest of this display. Helio and tan are seen on the left, blue and gold in the centre and sulphur yellow and green on the right. The stripes in the shirts are not conspicuous but the colorings of the four-in-hands are very striking. The pillar of cravatting silks, seen in the rear, is formed over a high cross-bar stand.

When it is desired to feature attractive colors, a window should never be crowded. There should be ample space so that each effect is silhouetted distinctly as here shown; it is the only way to bring each color into prominence.

Soft hats, as displayed by Gimbel Brothers, New York, make an attractive picture. This unusual trim occupies a fairly large window. More space is covered, it is true, than is available in the average shop; nevertheless several of the features are adaptable to any size window. Instead of the stereotyped symmetrical hat trim, or crowded display, a most unique decorative scheme is employed. Furniture, including a table, chair and hat tree of carved wood, is used as fixtures. The background, floor covering and table lamp all reflect the richness of Autumnal colorings. These tend greatly to accentuate the appropriate character of the goods shown.

Hats of many Fall shapes and shades are on view. Many of the poses are somewhat careless in effect, but if you were to analyze the general scheme of treatment it would be seen that both space and balance has been carefully weighed. The table trim itself would make a picturesque interior display or it could be woven into a clothing trim with good effect. It certainly must be admitted that the hats, in the window I refer to, look most inviting and natural, being associated with house furnishings.

Large stores have some advantage over specialty shops inasmuch as they can draw from various departments for their window trims. One of the most recent impressive showings of this type consisted of three complete outfits from hat to shoes, including business dress, afternoon dress and evening dress exhibited in separated compartments. A soft olive felt hat and a pair of tan cape gloves with black embroidered backs formed one of the units; a fancy madras shirt with white ground and dark green stripes, a cravat of green, purple and tan striped silk, a smart cutaway collar, a fancy handkerchief and the necessary jewelry were included in another unit; a brown checked sack suit, high russet shoes and dark green half hose were grouped together. This completed the section of business requisites. That the other two compartments were equally interesting goes without saying.

*Maclean
New York.*



Get Your Shaving Tackle Here

New York, Oct. 7th, 1915.—There are many ways in which the New York men's wear stores 'have it over' Canada. In some ways we Canadians venture to think that we 'have it over' little old New York. But as for the former, here is an instance.

I spent some considerable time in the Rogers Peet store in New York. These people have four stores and all of them are remarkably alike for their effective service, their attractiveness both inside and out, their catering to the smart man, and the size of their business. I was lucky enough to come across one of the men in the company who does a good deal towards carrying on the success of the Rogers Peet and Company, and the name of this gentleman was Mr. Elphe.

"The reason why we think we have been successful in New York as men's wear stores," said Mr. Elphe to me, "is simply that our motto from first to last has been 'All things to all men.'"

From "Soup to Nuts"

"When you come into this store as a customer you can buy anything here from a dress overcoat down to shaving soap and take in such things as a leather cigar case or a briar pipe or a scarf pin which you would usually go into other kinds of stores for. The fact of the matter is that the management of the Rogers Peet Store in New York have determined to make their shops such places that a man may get everything he wants there from 'soup to nuts.' For instance, if a man comes in here who is just about to go camping in the Adirondacks; isn't it a good deal better for us to be able to sell him everything he wants than for him to have to wander through half a dozen stores in search of different articles of apparel and outfit stores? Here he can come in and get his camp, his warm clothing, and all the rugs he wants. As to personal attire he can get everything in the way of a camping suit, woollens, cap, boots, and every mortal thing; probably he wants a pipe to take away with him and he can get that in our store too. In fact by the time he has walked through one of the Rogers Peet Stores if he has not got everything that he needs pretty well in the way of an outfit for his camp it is not because we have not done our best to look after him."

While I was in the store I came across possibly one of the most interesting things and that was that the Rogers Peet people handle shaving accessories. This is somewhat astonishing. I believe you can search pretty well through Canada and you cannot find many stores, although there are some, which handle shaving accessories. Yet after all, as Mr. Elphe agrees, where is the most natural place in the world to buy shaving accessories if it isn't a men's wear store? I put this up to Mr. Elphe.

"That's so," he agreed laconically, "if a man cannot buy a stick of shaving soap or a safety razor in a men's wear store where he goes to buy his collars and his ties,

his pyjamas, his shirts, it's an amazing thing. It seems to me the apposite and apt happy-hunting-ground for a man to pick up little accessories like shaving tackle."

Success With Shaving Tackle

"Now we have had tremendous success in our store here selling shaving tackle. It is just one of the little things but it all means revenue."

Mr. Elphe took me round the store and demonstrated. In one or two corners, just out of the way and yet just in the way, so that a man would not fail to see them, were little counters containing shaving soap, tooth brushes and tooth powder, safety razors, strops, and the like.

"Now our policy," said Mr. Elphe to *The Review*, "is to mention a little thing like shaving accessories to a man if he is in the store and has bought a suit or possibly a shirt or pyjamas or anything like that; we train our salesmen to lean over the counter and say before he goes out, 'Now what about a stick of shaving soap or a safety razor?'"

"Is it possible to estimate what you do in the course of a year in that?" we asked Mr. Elphe.

"Well it isn't possible to arrive at the exact amount," he returned. "But in the aggregate, at each of our stores it must be considerable. You see here in the centre of the city we have not only a big trade from customers that we know will come to us but also a big transitory trade. It is the most natural thing for a man to walk in one door of our store spend a little time and walk out at the other. There are lots of salesmen here to see that he does not walk out without taking something that we have to sell. We find it more easy, of course, to sell a stick of shaving soap than it is to sell a suit. Look at the difference in the price. For that reason I think that we do a big business in shaving accessories."

"The average men's wear man in Canada does not seem to appreciate that shaving accessories are certainly a mighty good department of his business if he would only develop the trade. Of course if there are not many stores in Canada who handle it you have got to blaze a new trail, but it ought to be the easiest trail in the world to lay. As I said before there is no store which I can think of which can more naturally and more aptly handle shaving tackle than a men's wear store. The average man would expect to find that he can buy a tube of tooth powder or a safety razor at the store where he buys his linen and if he hasn't been trained to look for them there it ought to be a cinch to teach him. Here in New York I know that we are not the only people to do this. It is a regular thing here for a man to be able to figure out when he is down town buying a hat or a scarf or a cane or anything like that he can stay right in the same store and pick up a shaving strop or tooth powder."

"You see," went on Mr. Elphe, "it is all part of the big idea, 'all things to all men.'"

A Window That Got the Business



A window which may be called a double-service window is here reproduced. It is by W. A. McCullough, of Toronto, who says, as to his manner of trimming, and the results it got: "The display was made by W. B. McCullough. The background is made of Beaver Board with a panel put on the surface. The sub-ceiling consists of crepe paper and is curled to give a neat effect. The display was a huge success to us. We sold completely out of both the shirts and the ties in four days and it also gave us a chance to introduce some of our other lines, which was the object desired."

We are not surprised at the success of the window. Its outstanding quality was its neatness. Though it had lots in it, it was not crowded, because the arrangement was attractive. We are always glad to show windows of this character.

BOYS' BUSINESS GROWS WITH THE BOY

Not Only Profits Which Come From Selling Boys' Clothing Are of Value to Men's Wear Dealer—But More Still, the Future Profits Which Will Come From Selling the Boy Grown Up—A Satisfied Boy Customer Means a Regular Young Man Customer a Few Years Hence.

Special to Men's Wear Review

"The child is father of the man."

Some poet, the name doesn't matter fortunately, made this sage observation some years ago. Bringing his remark down to the men's wear business, in which all of us are so keenly interested, he simply meant that what the boy thinks the father to a great extent will think—as a boy is led to wear a certain class of clothes, so the man will wear such clothes—in short, that the business which men's wear dealers are able to do with the young men and the middle-aged men and the young old men of to-day, depends to a large extent on the way the boy is led to regard clothing.

We all know how there will come back to mind occasionally bits of poetry or songs which we learned in the early forms of school. We also remember, perhaps, how we still have a prejudice against a certain line of apparel, a prejudice which has been with us ever since we were boys. Now there is no denying these facts, but there is some use in considering them, and looking to see what application may be made of them to result in bigger business for us.

Business to Hold

The very obvious application seems to be that if a merchant gets the boys' business, it is very likely that he will hold this boy's business during the years the boy is growing into a man. If he sells the boy his knickerbocker suits, he is almost certain to sell him also his first long-looked-for suit of long-pant clothes. Every man, the writer believes, realizes what a tremendous impression that first long pants suit makes upon the boy. It is eagerly discussed in advance, and eagerly bought. Then it is worn, very shame-facely, but with great inward pride. It makes an almost indelible impression on the mind of the youth. The manufacturer's name, the style, everything about that suit is very important to him, and there is no wonder some of the big manufacturers frequently spend large sums of money to advertise the lines they have suitable for the youth just about to get his first suit with long trousers. These manufacturers know that if it is their suit, which is a boy's first long-pant suit, and if the boy finds it gives satisfaction, he is almost certain to buy that line again and to keep on buying it for years.

If you all agree so far, there is established the common belief that the boy's trade is very well worth while. Nevertheless, it must be stated objections are raised to this line by those who do not stock it. After consulting with a number of dealers, the most common objection seems to be that the mothers buy the boys' clothes and not the boys themselves. Hearing this objection, in the same words almost, two or three times, the writer made a point of going into this, not only watching events as they are to-day, but harking back to the days when he was somewhat younger and recalling what was the case with him—not only this, but getting from others the stories of the purchases of their suits when they were boys. From the information gathered, it seems certain that the contention made, namely, that the mother does the buying of the boy's clothes, is to a great extent correct. This, however,

does not imply, when the facts are carefully considered, that the boy's clothes are bought in the store which the mother usually frequents. As a matter of fact, the buying of a suit of clothes for the boy is in the majority of households quite an event. The boy is not taken along with the mother on one of her shopping trips and a suit of clothes bought as an aside. When that suit is to be bought, it is the big thing, and often little Willie is summoned home from school somewhat early to facilitate the necessary purchase; or else a part of the long-looked-forward-to Saturday is used. And the store selected for the purchase is the store which the mother has been led to believe is the one in which boys' clothing may best be bought.

Another argument which has been advanced to explain failure to devote more attention to boys' lines on the part of those who are passing up this business, is that they only have a certain amount of room and that they cannot afford to devote this valuable space to the boys' lines. In the present day, when so many space-saving devices are to be had at such reasonable figures, there does not seem to be a great deal in this argument. A sufficient stock to carry

"THE BIG 22" FOR CLOTHING VALUES

Greater Bargains were never Offered in Boy's Clothing



MOTHERS! who have been in Chicago, then by all means, Don't Overlook this Golden Opportunity. A Call and a Free of Expense that is unparalleled in the History of Modern Merchandise. It may be hard to believe that a Big Chance like this would sacrifice such an immense stock, but it is the Great Truth, and we ask in a Hall which will convince you of the Low Prices which prevail during the Great Sale.

Boy's Suits	Red Tag Sale	\$1.95	Boy's Suits	Worth \$2.00 and \$3.00	\$3.95
Boy's Suits	Red Tag Sale	2.49	Boy's Suits	Worth \$2.00 and \$3.00	4.95
Boy's Suits	Worth \$2.00	2.99	Boy's Suits	Worth \$2.00 and \$3.00	5.95

Boy's Odd Pants	Wash Overcoats	Worth \$1.00	Boy's Overcoats	Worth \$1.00	\$1.95
Wash Overcoats	Worth \$1.00	\$1.95	Boy's Overcoats	Worth \$1.00	\$1.95
Wash Overcoats	Worth \$1.00	\$1.95	Boy's Overcoats	Worth \$1.00	\$1.95

Boy's Odd Pants	Wash Overcoats	Worth \$1.00	Boy's Overcoats	Worth \$1.00	\$1.95
Wash Overcoats	Worth \$1.00	\$1.95	Boy's Overcoats	Worth \$1.00	\$1.95
Wash Overcoats	Worth \$1.00	\$1.95	Boy's Overcoats	Worth \$1.00	\$1.95

Good News for the Workingman
Men's Tweed and Trousers, newly made in this Season's finest styles. The better quality than at the Latest Trousers Men's Club, Chicago, Pa. Size \$12.00 value

WORKINGMAN'S SPECIAL A Good Sweater Working Pair. In \$1.00 Value. Red Tag Sale

ANOTHER PAIR BARGAIN Dark Shaded Worsteds—Sole Makers' and Tailors'—All Sizes. Red Tag Sale

NEW 10 HIGH GRADE TROUSERS Best Sewing Machine Makers'—Well Tailored with an eye for an eye. Size \$3.00 and 2.49

Men's Overalls Reduced
Wash Overalls, Special Good quality made. Sold for \$1.00

Men's Tweed Vests
Lined Best Quality. Wash Overalls. \$1.00

Ordered Clothing Department
MEN!
Look! Read! Look! Read!
20 Cents
We have a new line of clothing that is guaranteed to give you the best value for your money. It is made of the finest materials and is guaranteed to last for years. It is the best value for your money that you can get.

100 Most lengths to select from. Come in and select your Spring Suit Now. Also 100 different styles of shirts, collars, neckties, and our own pattern, by expert "Dress" Tailors, and our own "Dress" Tailors and the Regular Price for it. This is the best value you can get. Red Tag Sale. Select Yours Now.

WILES & QUINLAN

Successors to J. STANLEY
Giving the Boy's Department the place of prominence in the newspaper ad.

on a big business in boys' clothing, could undoubtedly be carried with every little demand on the floor area.

In any event the arguments against the boys' clothing being sold in men's wear stores, are all weakened—in many cases they are entirely broken down—when is considered the insurance value of the boys' business. There is little doubt that when a dealer secures the boys' trade he has practically secured the purchases of a man, three, five or ten years deferred. Of course, it is true that the boy may move away from the town in which he has been buying his clothing, and then a great part of this advantage is lost. But this only happens in a few cases after all. In this connection it is interesting to consider if moving from one section of a city to another—especially where large cities are concerned—means that the familiarity which the boy has got with a certain men's wear store, and the belief which he has come to have in the proprietor of that store, is lost. Personal recollections come to the front here too, for in one of Canada's very largest cities, the writer recalls one store which made a specialty of catering to the student trade. Because the young men, when students, got

in the habit of dealing at this store; because they remembered seeing this dealer's advertisement month after month in their college paper; because they found the dealer not only genial, but capable of suggesting what would best suit their needs; many of them are still coming from all parts of that big city to buy from this man. His store is now rather well up town, and not in the section which they regularly pass, but many, to the writer's knowledge, make all their purchases there.

This seems to be the big point—the point which is being remembered by those who are featuring children's and boys' lines. It is impossible for a dealer to start too soon to make business friends.

It is of course also remembered that while making friends for the future through selling boys' lines, the dealer is also making money. That is the final satisfying point. This line of boys' clothing seems one which offers especially advantages, building both for future and for present benefit. No wonder that dealers who have gone into this thoroughly are enthusiastic about the trade.

WHAT THEY ARE WEARING
By
MACLEAN,
LONDON

I AM going to switch round from what I have been saying for two or three months. You people who have been reading my remarks as correspondent for the Men's Wear Review will note that I have commented again and again upon the fact that so many men are in khaki that there have been very few left to buy ordinary suits and overcoats and the like. Nevertheless the time has come now when I should say that though there are still some hundreds and hundreds of thousands who are not in khaki and these men cannot practice economy and hold off buying new clothes for ever.

My tailor told me the other day that business at the beginning of Autumn has picked up quite remarkably. He claims that men have just held off buying clothes as long as they could but they have now been forced again in coming to their tailors and inspecting cloth and placing orders. This seems to be a fairly general state of affairs as far as I can gather from a cursory examination into it and certainly one sees a number of new suits at the clubs and at the theatre-matinees these days.

More Dignity and Conservatism

For the most part we do not seem to have anything very new for Autumn. I think probably the outstanding thing about the new suits is, first of all their color and, secondly an even more pronounced dignity and conservatism and what I may call lack of 'Miss-Nancyism' in cut. First of all as to cloth: it seems to me that an extraordinary number of men are wearing blue serge. Probably this is part of the movement which I have remarked on before this towards darker clothes on account of the war and its sobering influence, but at any rate numbers of well dressed men here are wearing blue serge. Many of

these suits are cut double-breasted, but in the case of those which are single-breasted the movement seems to be towards a longer vest and a narrower and long and slender lapel. My own tailor tells me that this movement has been started, he thinks, by the dress of some Americans who are here playing at the theatres, or who are to be seen in the streets and partly also because we were entirely sick of the very wide lapel. From what I can see of Men's Wear Review this seems to have happened in Canada and the United States too. By the by, I think it is only fair to say—and my tailor agrees with me—that we are now in many cases taking our fashions from America although not very long ago America used to take them from us. I think this is the beginning of a movement which will last. Certainly the narrower lapel and the reversion again to a roomier suit (after it has swung to the other extreme) comes from your side of the herring pond.

The Newest Collar

I dropped in the other night to the Vaudeville Theatre and beheld Mr. Noel Arnold as 'Charley' in the American farce "Kick-In." I was particularly struck by a collar which was wearing and for this reason; I saw the identical collar on Lord Creve who was walking in the Mall a day or two ago. This collar, by the by, is of a style that Lord Creve has worn for many years and seems to swear by. It is cut perfectly straight and square at the bottom, is fairly high and looks just severe enough to distinguish a man who is somewhat rigid and formal in day dress. Noel Arnold is a particularly well-dressed man and was wearing with this collar a dark grey cheviot suit and black knitted tie with a pearl pin.

The Chancellor of the Exchequer Mr. McKenna found

time the other day to drop into the Club. He too has changed his collar; he has swung over to the style Winston made popular some years ago which is a poke, butterfly shape, severely and rigidly straight, and of which the leaves are very wide. This collar seems to me always to be a little uncomfortable on a man but I am told, although I never wear this sort of thing myself but it is exceptionally comfortable. Mr. McKenna was wearing his customary black bow tie and as usual the head of the astute chancellor looked like an egg!

With regard to dress suits this Winter there is just a brief note I would like to put in and that is that most of the well-dressed men are wearing a black and plain vest for evening dress. White vests seem to be taboo. I gather this is part of the movement towards conservatism which the war has engendered and many of our men look more like waiters now than ever they did.

By the by, I should also mention that many men who are at home here are wearing plush hats again. The color which seems to be particularly favored is a very attractive olive green and the bow is strictly at the side. No more of your Viennese fashions for us! This hat, by the by, may be had either in a fedora shape or a round near-telescope which the States has produced. But I must say that most of the hats are the fedora shape. The Englishman does not take kindly to the round hat which looks like a cross between a Welsh peasant's Sunday lid and a plant-pot!

*Maclean
London*

MAKING GOOD ON MILITARY LINES

Turning the Boom in Uniforms to Good Account — Importance of Personal Contact — Circulars That Help—Fifteen Orders a Week.

THERE have doubtless been more than a few retailers in Canada in the Men's Wear Trade who have made good on business to be had in connection with things military during the last year. The number of officers that Canada has contributed to the fighting forces of the British must be considerable and these officers have all had at least one uniform and some of them more than one. It is certain that men's wear dealers all over the country have secured part of this business and this article is designed to show how one man in particular has done it and to point out that this is an opening for trade in which all of us should get in on just as soon as possible if we have not already done so.

Mr. Rollie Hewart of the firm of Art & Rowley, of Guelph, Ont., admitted when we asked him the other day, that he had been very successful in this particular line of business.

"When war broke out," said he to The Review, "I saw that there was an opportunity here for getting back some money that I knew I should lose by this war coming along. I saw that the number of officers who were going from my locality, that is Guelph and around there, was considerable and I knew that these officers had to have their uniforms made somewhere.

Using Personal Influence

"I determined to get after part of this business myself. I figured to begin with that some of these chaps were personal friends of mine. What was more likely, therefore, than that by personal influence, I could secure some of their business. My success, I think I may modestly say, has been considerable and we have frequently taken anywhere from 10 to 20 orders a week with an average—say—of about fifteen.

"I believe in the power of the printed word. I got out a number of circulars and I sent them to the houses of the men who were becoming officers and who had been formerly on my books as customers.

"They brought a fairly large number of replies. I took the measurements of these men and shipped their orders to a house which I was representing and the uniforms came through.

"Then I set about myself, to get as much information as I possibly could as to just who was becoming an officer.

When I heard of anybody who had secured a commission I got right after him, just as soon as ever I could and suggested that I should get his uniform made for him and that it would be first-class.

"Of course the thing that most helped me build up the business was the fact that such uniforms as I had already supplied had been acceptable. When a man shortly to become an officer, wanted a uniform, and he saw how well the uniform of Lieut. So-and-So, his friend, had been made, he naturally wanted to get his uniform made at the same place.

"This emphasizes the effectiveness, to my mind, of first-class work as an advertisement. I got far more business, in the aggregate, by the satisfaction which was felt by those who had had the first lot of uniforms that I supplied than I did actually by getting out and seeking fresh prospects. Nevertheless the circularizing and personal contact all helped.

"I believe there is a lot of business to be gotten in this way if the men's wear trade of Canada will get out and get it. It is not to be secured by staying in one's store and merely asking questions now and then, when an officer happens to come into the place. The time to talk about making a uniform for a man is not when he already has one on, but as soon as you hear he is going to be gazetted.

"There has really been nothing to my methods of getting out after this military business excepting what might be summed up in the words 'Get out and hustle.' This has been my watchword."



The Gillette Safety Razor Co. are making active preparations for securing a large share of Christmas business. A safety razor is always a useful and acceptable Christmas gift, and merchants will no doubt display them largely in their Christmas windows, etc. It is a line which men's wear stores can handle readily and with good profit. This year it offers a most appropriate gift to send to a friend at the front. The Gillette Co. are advertising liberally to the consumer suggesting this and in addition furnishing the trade with a handsome display card and other useful dealer helps, which they will be pleased to furnish any customer or probable customer on request.

COMPELLED TO OPEN A BOYS' DEPARTMENT

The John Murphy Co., Montreal, Made Radical Departure a Year Ago, Following Insistent Demands From Customers—Methods They Use for Attracting Business.

THE store of The John Murphy Co., Montreal, is known as a woman's store. It has never catered to men, and there was nothing masculine about it until the demand for boys' clothes became so insistent it was decided, a year ago, to open a juvenile department. This was done, and it was placed in juxtaposition to, and under the same management as the baby's department.

The attitude of mothers towards their boys varies. Some try to keep them babyish until they are four, others want them in male clothing as soon as they are two. For the former there is ample scope in the baby's department; the other can get anything required in the boys' department. An attempt is made here to provide manly clothes for the little fellows.

Using Display Tables

As in most department stores, full use is made of display tables. Being near the elevator, and on a floor frequented by young mothers, this department is in a strategic position for catching the right public. No woman with a boy could resist the temptation to stop and inspect the models and displays of juvenile furnishings which face the elevator.

Several tables are devoted to children's hats. Mothers have in recent years been paying more attention to what their children wear on their heads, and anything nice in hats does not fail to attract attention from the better class. Efforts are made wherever possible to have the hat made from the same material as the coats in stock; for instance, if there is a line of grey chinchilla coats, there is also a corresponding supply of chinchilla hats. It has been found that a woman who comes into the department for a coat, invariably purchases a hat as well, when the opportunity

occurs to secure a match. It often happens, too, that a woman is attracted by the hat display, and before she leaves, purchases both hat and coat.

The Murphy way of displaying boys' suits is clearly seen in the accompanying picture, and has many good points to commend it. A really smart model, embodying all the latest features, is placed on a figure. Next the figure is a pile of suits similar in quality, of various sizes. It has been found good policy to include in the pile a range of qualities, and for purposes of getting the size, to try on the best suit first. As a rule, whereas the customer may be staggered at the price of the good suit, she will, if her purse will allow, take the suit in which her son looks the best. The idea of trying on an expensive suit "just to get his size" is a good one, as a good suit tried on is half sold.

Attention to Making.

In these days of difficulty in securing good cloth, more attention is being paid by The John Murphy Co. to fit. Over the woolen situation they have no control, but they can see that their clothing is made right. In this connection, other things being equal, they give preference to Canadian-made goods, as the price of imported stuff runs high. The hope is expressed by this and many other houses, that Canadian makers of boys' clothes will pay more attention to fit and detail, believing that even though the material is a bit off, a sale can easily be effected when the suit is a good fit. A bad fit will ruin a sale even though the cloth be good. The manager of the department agrees that within recent years there has been a vast improvement in the boys' clothing turned out by manufacturers in this country.



General view of boys' department, The John Murphy Co., Montreal. Tempting displays of accessories in front, with clothing in rear.

Display Everything

One of the features of this store is that practically everything is displayed. It is generally acknowledged these days that goods in shelves do not sell; and that applies to boys' clothing and furnishings as much as to hardware or grocery specialties. As a matter of fact, boys' clothes and accessories are specialties and must be shown if the public are to be tempted.

juvenile neckwear. These are mostly of the knitted variety, in club stripes, of colors representing the local schools. These are not always pretty, but when a fellow has his school colors on, he doesn't care much whether it is pretty or not.

Another table is given over to a display of shirts, which are carried in wire racks exactly like those used in men's store. Sizes are kept for boys from six to fifteen years, and they are mostly of the school-boy blouse type. Nevertheless, as far as the upper portion of the garment is concerned, they are designed on the same lines as men's shirts.

Besides the lines already mentioned, stocks are carried and displayed of collars, belts, suspenders, caps, military suits, great coats and caps and wash lines.

Business-Getting Methods


Like every other line, boys' clothing has its seasons, and when these come along, The John Murphy Co. adopts special methods for getting the business. Use is made of leaflets, such as the one illustrated, which are distributed and placed in every parcel that leaves the store.

When the boys' season approaches, in order to get both the boy and his mother into the store, 4.30 o'clock specials are run. This has been found successful, as it is usually difficult to command the attention of a woman who comes to the store unaccompanied by the one for whom she is buying. There are some women, however, who know exactly what size and color their children require, and give no trouble at all in this respect.

Much depends upon the manager of the department, whether he is acquainted with the boy or not. To succeed in this business, the man in charge must make a point of knowing personally the boys of his customers. He is then able to fill orders even by telephone, with satisfaction.

"MAKES A HIT EVERY TIME"

Our School Boy Blouse at . . 59c



BOYS SLIDE into one of these for the warm weather. You'll **STRIKE ONE** to your fancy. Hundreds of color combinations to **PICK FROM**, also in white. Invisible draw string at waist. Perfect fitting collar. **BOYS' UP** to the 4th Floor and **look them over** at

The John Murphy Company Limited

—Boys' Dept.

Type of advertising inserted in parcels by The John Murphy Co., Montreal, to draw attention to their boys' department. It plays on the baseball idea.

In view of this, extensive use is made of tables having large display surface, of models, and of silent salesmen illuminated from within, in which neat displays of better class goods are made. Figures are used wherever possible, as, for instance, in displaying pyjamas and sweaters. This is the time of the year to show these, and the better they are displayed, the quicker they sell.

A large table, very near the elevator, is given over to

TELEPHONE SOLD CLOTHES ON RAINY DAYS

Plans Outlined Which Brought Big Business in Boys' Lines — Fine Results Secured From Sending Suits Home on Approbation—A "Preferred" List Regularly Used, Merchant Freely Admitting He Gave Special Opportunities to Those Who Regularly Dealt With Him.

Special to Men's Wear Review

IN this enlightened age dealers for the most part are very ready to pass on information, and to make known a good many of the schemes which they adopt to the end of bringing increased business. It is good that such is the case, for only by getting these business-bringing ideas from the merchants can such a paper as Men's Wear Review throw monthly on the screen a moving picture of business, which will offer suggestions for all. However, some have plans which they do not like to have outlined too clearly for fear of strengthening the hand of their home competition. Perhaps some such secrecy would have been desired by the man who related the following facts, if he had been asked for these facts a few years ago. But a few years make a great deal of difference, and this man, then a retailer, has since been a wholesale salesman, and is now connected with the manufacturing end of the children's clothing business. He therefore has no hesitation whatever in outlining schemes which enabled him, as a retailer, to get large business and to keep getting

this large business, even when weather conditions and business conditions generally proved unfavorable. The plans formulated and carried out by this former merchant will undoubtedly offer suggestions for many who are now endeavoring to boost the sales of their children's clothing. In some districts, perhaps, the plans as they stand might be adopted to good advantage. In more, they may merely give suggestions, which will lead to the formulating of schemes which will prove similarly effective in securing and holding trade.

Had a "Preferred" List.

Perhaps the most startling scheme used by this former dealer was a preferred list. Now the name "preferred" has a rather sinister sound, and seems to introduce the subject of party patronage. It must be stated at once, moreover, that the use of this preferred list, as it went on from month to month, brought some criticism; yet the merchant who used the scheme states unhesitatingly that

the plan was sound and that it did him very, very much good and little or no harm.

The preferred list was simply a list of the regular customers of the boys' department. Now when the merchant had a particularly good line or a long line of a certain class of goods, he would proceed with his selling campaign in the usual way; but when a line got depleted, and it became somewhat difficult to make sales because the sizes many wanted were not in stock, then the question of a special offering would come up.

Before this sale was announced through the daily papers, however, the manager of this boys' wear department would get out his preferred list and would write the mothers whose boys the store was regularly supplying with their clothing. The letter would go something like this:

The Style of Letter Used

"We now have some particular values to offer—suits which usually sell at from \$10 to \$12, which we are about to put on the market at figures ranging from \$6.50 to \$8.50.

"Before publicly announcing the sale of these goods which are in sizes ranging from — to —, we have decided to call the attention of our regular customers to the line.

"We would be very pleased to show you these suits and to have your boy try them on if you are interested. Trust you will drop in before Wednesday, when the goods will be put on general sale."



A suit trim of boys' "stuff" helps once in a while.

It is said that scheme brought very many mothers to the store with their boy in hand. It also brought many sales, for the goods of course were exactly as stated in the letters announcing this preferred sale, and to anyone who was feeling the need of a suit, or who expected that the need of a suit would be felt before long, a very strong appeal to buy was made.

A preferred list, also, as has been indicated earlier, brought some complaints—some insinuations, in fact, statements which went much beyond the form of an insinuation—that the store was playing favorites.

One lady, for instance, dropped in to see the manager, telling him frankly that she had been in Mrs. Blank's home, when the letter announcing that Mrs. Blank would have a chance to look over some boys' clothing before they were put on regular sale, came through the mail.

What One Woman Said

"Now," said this visitor to the manager, "do you think that is fair? It seems to me that my money is as good as Mrs. Blank's and you seem to think not when you send her a special letter, announcing a special opportunity to look over your suits, while I have to wait till I see your announcement in the paper, and then, as I now know, the stock on sale will have been already picked over."

What would you say under these circumstances, Mr. Dealer?

What the merchant who was carrying on this preferred list said is about as follows:

"Your money, madam, is just as good as Mrs. Blank's, but we do not get as much of it. We frankly want to encourage Mrs. Blank to continue getting all her goods for her boys here, and to keep her buying thus largely, we want to make her feel that we have her interests at heart. Now, you are coming in here whenever we have a special sale, but are not buying all the clothing for your children with us. We feel, and we believe we are right in feeling, that we should give Mrs. Blank the first choice on any particular values which arise."

What was the result of this frank talking? Did the merchant lose the custom of the complainant? He says not. He says that such may have been the case in one or two instances, but that in many more instances, his preferred list led women to make all their purchases at this store, so that they would be put on this preferred list and get the first choice of these special sales as they occurred.

Harm Often Done by Canvass

Every man who has been in business realizes the harm done to trade when a rainy day arrives. This improves the sale of raincoats and umbrellas, but this is not reparation enough for the fact that it keeps many people away from the store.

There have been times when every dealer has pondered deeply on this—how to make rainy days good business days. Now when this problem presented itself to our former retailer he found a solution. It may be a solution which others can adopt with equally good results.

The solution was simply the formation of a rainy day list—an adoption, as it were, of the scheme whereby the preferred list was established giving the regular customers a first chance on all special offers. It was a list of particularly good customers.

Let a rainy day come along and this merchant would take down his rainy day list. He would go over this carefully and would also go over the records he kept which showed exactly when each woman on this list had last bought a suit for her son. The result of this scrutiny would be the selection of perhaps 12 or 15 names which would seem to the Manager those of women who might be ready to consider a purchase.

With this selection made from the big rainy day list, the Manager would himself sit down at the telephone and would start calling these patrons of the store. Here he would use great care. There is nothing many will agree which does a store so much harm as to have those connected with it constantly nagging at the people who do business in it. On good authority it is said that 'a soft answer turneth away wrath' but a soft inquiry over the telephone as to a purchase will sometimes stimulate wrath. If a woman is called away from her work, or from some entertaining, to be reminded that certain goods are on sale, she is frequently annoyed and great harm is done.

Now this merchant realized this fact very well, and was always exceedingly careful how he took up the question with his rainy day patrons. Many of these women were in very comfortable circumstances and had maids in their homes. Frequently it would be the maid who would come to the telephone when the Manager called up, and of them he would ask if Mrs. So-and-So was busy. He would say that the matter he would like to discuss was not important, and if she were otherwise employed there was no need for her to come to the 'phone. This introduction worked two ways. In some cases it did result in the maid returning the word that Mrs. So-and-So was busy at the time and would the gentleman call up a little later. In other cases the form of address aroused the curiosity of the lady, and brought her to the telephone in an expectant frame of mind.

The mother of the boy to whom the Merchant was anxious to sell clothes once at the telephone, the merchant would then proceed somewhat as follows:

How the Offering Was Made

"Mrs. So-and-So," he would say, "we have just got in some new goods from one of our best manufacturing houses. I have been looking over the line, and it seemed to me that the class of goods is of a kind you would like to buy for Jack—the merchant always knew the name of the son for whom the clothes might be bought—I therefore thought I would call you up and if you were not busy, mention this line to you.

Here the mother of Jack would frequently remark that she did not think any clothing was required at the time. Whether she did or not, however, the merchant would remark that he had taken the liberty of selecting two or three of the suits, in a style and size which he thought would be suitable for Jack, and was sending them up on approbation. He said that she would look these over and perhaps Jack could try the suits on, then, if upon seeing them they did strike her as suitable, she could keep what was required and return the balance. If none were needed at the moment the store would send a boy in the course of two or three days to take them back.

The fine results secured by this means, it is said, could hardly be imagined. "You know," said the former merchant, "a great deal of the clothing is really bought in the evening." "The mother comes into the store and selects what she thinks right, but very frequently two or three suits are taken home, and after the evening meal is over, when the family goes into Committee of the Whole, as it were, Tommie or Johnnie dons these various suits and then the opinion as to their fit, style, and general suitability is given. Now by our scheme of sending these suits up to our good customers, we took advantage of our knowledge as to the part father plays in a purchase. The mother might not at first be particularly interested in the clothing submitted for approval, but the son would be certain to put some of the suits on for the inspection of his father. The result, anyway, was an amazing number of sales growing out of this rainy day campaign of ours."

Still one other scheme which this man adopted seems to offer splendid possibilities of general and result-bringing introduction.

"I always tried to sell what I called an insurance suit," he said, "What I mean is, that when a woman would come in for a suit I would endeavor to get her to see the advisability of buying one good suit, and would bring out the point that clothing had undoubtedly a big effect on the feeling and probably on the conduct of her boy, and that it was worth while to put good clothing on him. Then I would bring out another point, namely that she could save a lot in a clothing bill by getting him to change his clothes when he came home from school every afternoon. I would recommend that she buy a cheaper suit for this purpose—something with good cloth in it which would wear well, but which would not be so expensive as the suit in which her son would wear to school."

Now, while it is certain that these schemes will not all fit any one dealer, since conditions so alter cases every dealer having to figure out his own problems, yet it does seem that there are suggestions here which very many might take up. The facts here recorded were simply results achieved by a man who believed he had something worth selling, and who deliberately set himself to thinking out the best means of getting the business. The points raised will repay very careful consideration.

"ANNOYING"



Algy: "Do you mind taking that tie out of the window?"

Salesman: "Certainly! Always glad to oblige a customer by taking anything from the window."

Algy: "Thanks awfully! The bally yellow and purple mixture annoys me every time I pass."

J. Fisher Grant has built himself a fine new store in New Glasgow, and moved into it this week. It is described as one of the most modern and attractive mercantile buildings in the Maritime Provinces.

MEN'S WEAR REVIEW

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SERVICE

THE first few pages of this issue are devoted to an article, "Up and Down Broadway," which deals, as exhaustively as may be, with styles seen in New York at this present. We spent a week in New York, and worked hard to get this and other material—this latter more on the selling end of things from an American point of view—for our readers. The style news may, perhaps, be more acceptable because of the fact that it was gathered by a Canadian who went down to New York from Canada, rather than written by a resident in Gotham, with the American viewpoint only. Every month, of course, MEN'S WEAR REVIEW has the fullest and best style news of the moment. "Up and Down Broadway" is a complete resume which is intended to supplement our regular matter. In brief, it is that "something more" in the way of service which this paper believes in rendering. It is not enough for us that we should give our readers a good service; nothing less than "the best" satisfies us. The article "Up and Down Broadway" is just another proof of that.

THE BOYS' TRADE

WE HAVE always hammered home our conviction that the boys' trade is at once not well enough looked after and undoubtedly worth while. This issue sees us hammering just as hard. In a way this issue is a special Boys' trade number. We advise our readers to read carefully the articles dealing with this important part of their business. The subject has been handled in an all-round way. There is an article showing why this trade should be sought and built up, how it has been sought and built up, and suggestions and style news which may prove practical aids to those who, at present without this worth-while adjunct to their business, may wish to instal a boy's department at once.

It seems to us that the value of the boys' department is best summed up in the sentence at the commencement of one of the articles in the number, i.e., that the child is father of the man. We have repeatedly shown in MEN'S WEAR REVIEW that the retailer who really interests the boy when a boy will, given reasonable conditions, keep that interest when the boy has grown up into a man. The installation of a boy's department needs no ampler reason.

There is one other reason, however, for the importance of the boys' trade at this present and that is that Christmas is in the near offing. We devoted considerable space in our last issue to pointing out that this would be the Christmas of the Useful Present. In this connection it seems entirely reasonable to suppose that this will certainly apply to boys' presents. Many parents will find their inability to spend money on their children in the way of other than useful gifts, and will decide that a suit, an overcoat, some shirts and the like will be the best present, this Christmas, for the boys.

This is a distinct opportunity. The men's wear retailer should make good on it. By advertising and window-card suggestion, by display and personal direction, he should point out to his customers reasons for the purchasing of boys' clothing and the like—that is, if he sells them. If he doesn't—he should commence right away to instal some sort of stock and build up a boys' department. He will find it pays as a business resource.

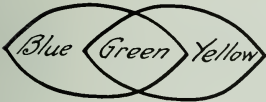
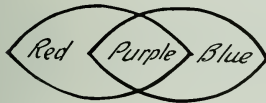
SEIZING THE TOPICAL

IN THIS issue of MEN'S WEAR REVIEW we are giving the experiences of an Ontario retailer who has made good by seizing on the topic of the moment, and catering to it. We refer to the boom in things military. At any time like this when war is an omnipresent, as well as a tremendous fact it is impossible that we can neglect it. Our newspapers are full of it; our people never for a moment unconscious of it. It is, in fact, *the* topic. All of us have been made aware of the darker side of war; the avenues of trade closed, the bother and trouble of getting certain goods; the more than a bit extra to keep oiled the axle of business, which is confidence. It is well, therefore, that we should seize every chance for seeing the brighter side. We should make much of those opportunities which the war has created.

Here is one, the trade in officers' uniforms and dress ecteteras. Every officer who has gone to the front or who is in camp has had his uniform made somewhere. Did you secure any of this trade? Were you the instrument in the making of a single uniform? Did you, in short seize the topical and make anything out of it? The business in outfitting military men has been considerable, and for the present such business is to be had. It will be until the welcome news of peace. You have probably felt, like the rest of us, the impact of war and suffered at one time or another, thereby. Here is a chance to recoup. It is part of a general policy of "getting after business." Orders for the making of uniforms are not to be secured by sitting still. The writer of the article dealing with the subject shows that. But by getting out and getting after this class of business you ought to be able to corral some for yourself.

Cardwriting Made Easy

By R.T.D. Edwards



The above chart shows what primary colors to mix to produce secondary colors.

Fig 1.

you go you should always have it at your fingers' ends.

There is one thing which should be impressed upon the student's mind and that is the necessity of knowing brush stroke work. A few years ago a great many cardwriters contented themselves with outlining and filling in their work, but things have changed. The strenuous competition in the business world has caused a demand upon the cardwriter for more show cards in a shorter space of

IN chart No. 8 we have a continuation of last month's lesson, namely, brush stroke Roman. The lesson a month ago consisted of the upper case and numerals while this month we have the lower case. With these two lessons thoroughly mastered and with plenty of practice you need not be afraid to call yourself a cardwriter and fit to hold down the cardwriting end of any job in the Dominion where window trimming or advertising goes in combination.

This style of lettering is used very extensively throughout Canada and the United States, so no matter where

time, but the show card for all that must not suffer in appearance; it must be kept up to a good standard.

There lies the reason why the brush stroke lettering has become so popular. With one stroke of the brush the same result is accomplished as by three or four of the old method. This method has solved the problem both for Roman and block lettering. The result is that you can turn out a show card in about one-third of the time previously taken.

The Chart.

"A" is a letter that should be practised diligently as it is used very frequently. It is composed of four main strokes. Stroke four is the most difficult and should be practised many times.

Strokes 2 and 3 of letter "B" are usually made with one stroke of the brush, but it is best that the beginner make two strokes out of it. Pay special attention to stroke 1. It is used in many other letter formations.

The "C" is a letter that can be made very quickly after it is perfected. No spurs or finishing strokes are required.

Letter "D" is similar to "B" only reversed. Practice stroke 2 often.

Stroke 3 of the letter "E" is nearer the top than the bottom of the letter. It is made with the side of the brush. Note that stroke 1 of letter "F" starts with a curve, then comes straight down to the lower guide line. Much time should be spent practising this.

"G" is known as the letter of many curves. This letter is made in so many different styles that hardly two cardwriters make it exactly alike. The one here is quite simple. It requires five strokes to complete it. No spurs or finishing strokes are required. Hours of practice on this letter alone are not too much.

The "H" is a letter composed of three main strokes. Strokes similar to stroke one appear in many other letters. The main thing in these long strokes is to get them at right angles with the guide lines. Stroke 2 is one



Exercise Work



that needs a lot of hard practice. Start it with barely any pressure on the brush, using increasing pressure until the end of the stroke is reached.

The dots over the "I" and "J" are made with two short curved strokes, both starting at the top and ending at the bottom. These are made best when the point is low in the brush. Stroke 1 of the "J" should receive special attention. Note the curve to the left at the bottom. Stroke 2 should join this so as to give the appearance of one continuous stroke.

The spur on stroke 3 of the letter "K" should project more to the right than that of stroke 2. Should this be reversed the letter would have an overbalanced appearance. This letter like the "G" requires much hard practice before it can be formed well enough to be used on a show card.

The stroke of the "L" is used in many other letters and needs little explanation.

The "M" and "N" are similar in formation except that the "M" has two more strokes than the "N." Note the practice strokes before the "M." These are strokes 3 and 5 of "M" and 3 of "N." These strokes do not start at the upper guide line but about one-third of an inch below it. The reason for this is to allow room for the curved strokes 2 and 4 to be put in and still not project above the upper guide line.

The letter "O" is made entirely of two strokes with no finishing strokes or spurs. You should practise making this letter quickly. Start and end the strokes with very little pressure, using heavier pressure when the strokes are to be made wider. The widest part must be midway between the guide lines.

The "P" and "Q" in this lower case lettering are just the reverse of each other, with the exception that the lower spur of the "Q" is only on one side of the stroke. Utilize much time and cardboard in the practice of these letters.

The "R" is the same formation as the letter "N" with stroke 3 left off. You should pay special attention to the finish of stroke 2. With practice this can be done

by lifting the brush and needs no touching up afterwards.

The same applies to the ends of the strokes of the letter "S." This should be made without the necessity of finishing strokes. Stroke 1 of the "S" is the main body of the letter and is given as a practice stroke. There is no other similar stroke in the alphabet, so you should give this a good bit of your practice time.

Strokes 1 and 2 of the letter "T" are often made together, in fact I always make it that way but beginners should make two strokes out of it. Do not bring stroke 1 to the lower guide line. Stroke 2 must meet stroke 1 about a third of an inch above it.

The "U" is just the letter "N" reversed. The same principle applies to stroke 1 of this letter as to that of stroke 1 of the letter "T." It must not touch the lower guide line.

Room must be left for stroke 2 to curve downwards and still rest on the lower guide line. It is composed of five main strokes. Note the bottom part of the letter extends out further on both sides than does the top.

Spurs.

There is one thing which I cannot emphasize too strongly and that is pay special attention to the making of spurs. The spur must be small and neat. A large clumsy spur absolutely spoils this style of lettering.

The spurs are best made when the color is low in the brush. This enables you to get a very fine line. Try to get them all a uniform size.

The small cross strokes shown on some of the letters on the chart indicate where to start and stop the strokes.

The arrows indicate the direction in which to draw the brush in order to make the strokes the easiest. The usual rule for this is to draw the brush from left to right and from top to bottom.

Fig. 2 gives you an idea of how to go about the practice work. Rule the card with two main guide lines one and one-half inches apart and if the letter you desire to practise is one which projects below or above these lines

SUITS & OVERCOATS

AT the commencement of this number we are going very fully into the question of present styles from the point of view of who is wearing them down in New York City. We commend this article to those of our readers who are anxious to know anything about styles in suits and overcoats because some of the clothes there described being seen in New York to-day will be seen in Canada some time hence. If it be true that we wear in Canada about six months or a year afterwards the same as they now wear in New York, then we may just as well take the present New York styles for our Spring styles. That, however, would be pushing the thing too far and we may argue that this maxim is not altogether true. Nevertheless, there is something in it, and we suggest that what we are going to say now about Spring styles should be read alongside of the leading article in this number, "Up and down Broadway," and the two compared and made complementary in the reader's mind.

Difference in Spring Styles

We show in this department in this issue two new models for Spring, both of them exceptionally snappy. Yet they are widely different and the difference between them may be said to be the width of range which will be found in the new suits for Spring wear.

As to material first. We understand there will be a great demand for checks in the lighter greys and in some greens but the greys will have the big run. The check which is reproduced is very small and neat and looks very snappy as a lounge suit. It is made in soft, pliable cloth which holds the shape exceedingly well. This suit is the one which is built upon lines which are what may be referred to as more broad. You will notice on consideration of the photograph that the shoulders are showing now a tendency to get back a little bit to where we were a couple of years ago rather than being narrow and stilted as some models have been during the past year or year and a half. Nevertheless we are not going to the other extreme. These shoulders are medium and not in any sense wide and unwieldy. Now as to the other photograph of the suit which we show. This is still built up on narrow lines,

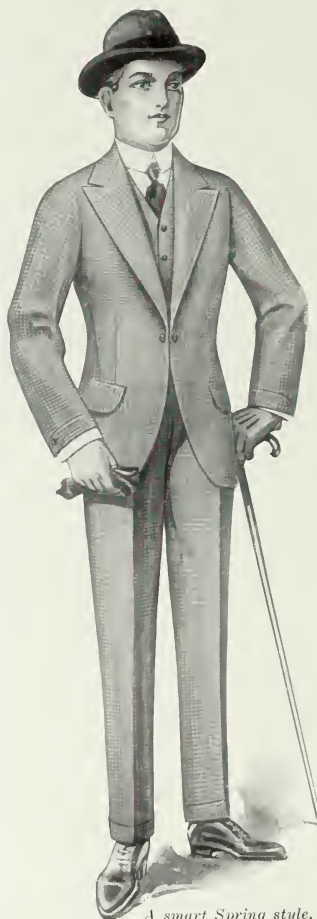
although not at all stilted. The lapels here are long and narrow and indicate a style which will have considerable vogue next spring; that is, the tapering lapel.

Cuffs Optional

The points of the new Spring suits seem to be fairly well defined. To begin with cuffs on the sleeves are optional; we show two models in this number, one of them has these cuffs and the other one has not. They will not, we think, be worn as much as they have been. Neither will cuffs on the pants. There is a lack of definite movement to obviate these but, although as the manufacturers say, it takes a long time to get away from a detail of this kind, nevertheless there is now an unmistakable sign that cuffs on the pants are disappearing and will not be worn as much. Several of the spring suits are being made without them. Neither are there any lapels on the vest for the new spring suits. That is, in the main. In any style indications or predictions it is always necessary to remember that some men desire things made in their own particular and peculiar way and that no number of style prophesies are going to alter these. Nevertheless in the main there will not be any lapel on the vest.

The vest will be long and more sharply cut than before. We do not mean by this that it will be outrageous, but there will be a tendency to get away from anything approaching the high-cut vest and it may swing a little bit towards the other extreme. The waist will be very high. This is an important point to notice; it is following, and that very quickly, the New York trend, which, as we have explained in our other article in this issue, is in favor of the high waist. The outside breast pocket is again a feature, and once more we record our opinion that it will be a long time, despite the advice of one or two manufacturers, before Canadians do without this ecetera.

Some lower pockets in the new spring suits are cut on the slant and some of them are even curved but for the most part the straight flap is favored. We saw a suit the other day which impressed us very much. This was for a little later than Spring



A smart Spring style.
Shown by Wm. H. Leishmann & Co.

wear; rather, for Summer; it was a blue with a pin-wire stripe, and had patch pockets. There was a sort of a narrow seam running round the edge of the front of the lapels and coat and the shoulders were leaning towards the broad side.

Brown to Be Favored

Now as to colors. It is difficult to say thus far from Spring what is going to have the big run but we understand that many travelers are selling a quantity of browns in warm shades. Some of these have a faint and almost indistinguishable stripe, some are almost plain and some have a very faint check. Greys are again prominent; they never lose their attractiveness for a number of people. Blues are not selling so very well.

In this connection it is worth while remarking the statement made the other day by a manufacturer to Men's Wear Review. He pointed out that this holler about the dearth of serges had been done to death. Serges, of course, are higher, but it is a fallacy to suppose that there are none at all in this country. There are, a great number; to begin with the retailer has a lot; he has heard so much about serges not being plentiful that he has advised his customers now for a year, even when they wanted serge, to buy grey checks or green or brown or any mortal thing except blue serge.

The result is that he has had a bunch of serges left over on his hands and he still has these at the present time. Moreover, this has acted another way too. It has been a bar to the orders from the retailer on the manufacturer for blue serges. The consequence is that at present the manufacturer has got a whole bunch of serges for which he finds no orders at all, that is comparatively speaking.

From what we can gather, from conversations with several manufacturers, it is not the whole fact that there are no serges available. It is true that they are higher and no manufacturer seems to deny this. Nevertheless some of them have very plentiful stocks at present, and they are not finding that there is any requisition on these stocks comparable to supplies. There must be too, as we point out a whole bunch of retailers throughout the country who have stacks and stacks of blue serges which they are unable to dispose of simply because they were scared at first into believing that there was going to be a real famine in serges and so they did their best to dissuade their customers from buying anything in the way of a serge. This should be remedied, serges ought

to be pushed again. Supplies are there and the public wants them when it can get them and when they are made available and not hidden away, as if they were something rare and not to be sold.

Loose Overcoats for Spring

As to overcoats for Spring; there is no doubt as to whether they are loose or tight for Spring at any rate. They are distinctly on the loose side. They seem to be rather shorter than the loose overcoats we have had during recent seasons and they seem to be built for comfort rather than for snappiness and style. Nevertheless they are very attractive and manufacturers report a big demand for the loose overcoat for Spring already. The chief point about it seems to be that first of all the popular material is a tweed in either light green, light brown or light grey. These are fairly thin coats and fairly light weight but the back of them being made of tweed provides the warmth which can only be secured by a heavier coat. A great many velvet collars will be worn. It seems impossible to shelve this. There have been numerous attempts from time to time but the velvet collar sticks, and we think it will be some little time yet before it goes. As to pockets, these are for the most part upon the slant principle. The horizontal pocket does not find as much favor when it is part and parcel of a light coat as when it is built for a heavier one. Some have the shape of the pocket outlined by a pleat. Shoulders for the most kind are of the Raglan kind and the coat itself, that is the ensemble, resembles the Kimona coat, somewhat, which had considerable vogue last Spring and the Winter before this. Lapels are not as low as they have been. They are more short and more squat, leaving a less opening at the neck and giving a fuller shoulder.

There seems to be a tendency among one or two manufacturers to introduce a leather button to some of these light spring coats, and this is a little addition which finishes off a tweed coat. It has been a rule in England for many years and we are glad to see that one or two people are adopting it here.

The tight-fitting coat does not find much representation for Spring as it has not found much for Fall, compared to loose. It has had much more for Fall, though, than it will have for next Spring and next Spring seems to be the signal for swinging definitely and without any doubt at all from tight to loose.



An attractive Spring suit shown by Randall & Johnson. Note the higher waist and the conservative vest; the shade is brown with a fine wire stripe.

WHAT IS BEING SHOWN IN TORONTO SHOPS

By MACLEAN, TORONTO

IT is a curious thing to see how fashions come and go and then come back again in suitings. I see by Bilton's window that the pin wire stripe in blue material is very attractively displayed. There was considerable vogue for this material some two or three years ago but it seemed to drop off a little last year and this year. I understand from some manufacturers that it is being revived and this window would seem to indicate that that is the case. The stripes are at intervals of half an inch or in another case an inch and in another case they are very narrow and are perhaps quarter of an inch apart. This cloth certainly looks very nice and blue is always a very good thing to wear. It should make up into a very effective suit.

Persian Crepe Neckwear.

At Ely's in the King Edward Hotel there is a very nice showing of Persian crepe neckwear. This is a neckwear de luxe; the patterning is that of tapestry, rather a peculiar sort, supposed to be representative of Persia. All colors can be gotten and very attractive things are made up and in most case half a dozen shades enter into the color scheme. In practically all the samples we saw, however, no loud shades are used. The colorings are soft and very well blended even though there are so many of them. The tie is a four-in-hand shape and makes up into a very neat knot, owing to the softness and adaptability of the material.

We have never been very great people in this country for wearing heavy caps—other than those fur-lined—during the Winter, this is more of an English fashion than Canadian, although last winter there were some Anglicised caps worn in the States, particularly in New York. I see that the Jaeger window is displaying some of these tweed caps suitable for sport wear, golfing, walking and for stormy weather. The cap is fairly big; has a button in the centre; but the material is really the big thing about it. This is of a nice, heavy tweed of a silver grey shade; here and there dotted, after the fashion of tweeds, with blue and red and so on. This cap is certainly very nice and there is one thing about a tweed cap; that is if it really is tweed; it always looks well, for any sort of wear at all.

Bright Colors in Bat-Wings.

Some very attractive stuff in the way of bat-wings is shown in Storey's window. These are fairly bright colors in Mogadore silk. The stripe is cut on the bias. This bias stripe is a new thing this season although it is not particularly new just at the moment.

It has not, however, been very much exploited in Canada although New York ran wild over it three or four months ago. It looks very well done up in attractive colorings with blends such as blue and red with a thin line of gold, and what is more, the material makes a very facile knot. For this reason and because of the chic appearance of the tie it should be a mighty good etcetera for a man who wants to look well in the morning. These bats wings of fairly bright shades are, of course, purely and simply business and morning ties. They could not be worn for formal wear.

Some time ago in this letter, I was discussing the possibility of the popularity of the brogue golf shoe. This so far has only been featured, that is to any extent, by one store and that is Dack's. There are a number of Englishmen, however, who are fond of this shoe and regularly go

to this store for it. It is a good accompaniment to riding or golfing attire and I see in their window now a brogue boot. This, after the fashion of the brogue shoe, has the facing around the upper part of the shoe and this is continued on the upper as well. The facing is of extensive pattern and the boot has about four times the usual amount of welting in this manner. The shoes, are of course, laced. It would be impossible to get the brogue pattern on a button shoe.

Something new to me, although I understand there have been some sold in this country before, is a heather green mixture semi-Norfolk coat of wool. Wreyford's are showing this in their store. It is primarily intended for sporting wear but if it is of such texture and such style that it may if necessary be worn for general wear. It is like the Norfolk in cut, except that it has no belt at the back and indeed is made without any seam whatsoever. Down the front the lapel is cut fairly deep, though not too deep. There are four pockets, after the manner of most Norfolk coats but these have no flaps. The material is of a very nice color; it is of a heather green mixture and looks mighty well. There is another advantage with this coat; it must be exceptionally warm and for people who like this sort of thing, it certainly is a very nice model.

The Loose Fall Coat.

I see that the Cambridge Clothes shop has its windows full of Fall models. In this connection I saw one of an overcoat which interested me particularly because of your prediction some time ago in your paper of the loose model for Fall. This is a loose coat, cut fairly short so far as length goes, without any belt and without any waist line so that the thing hangs loosely and gently on the form. It is in no sense an ulster but rather a box-coat. It has Raglan shoulders and the sleeves have a very great amount of room so that it favors in some sort the Kimono coat of which so much has been made by way of prophesy this year. The shade of cloth particularly interested me. This was a nice chocolate brown, a warm color, with a velvet lapel of slightly lighter hue. The pockets were horizontal and had flaps. There was no breast pocket at all and no cuffs on the sleeves. The coat had a wide seam all the way along the front and down the lapels and round the pockets. It certainly looked a mighty nice Fall or Winter coat; it was heavy enough for Winter and compact enough for Fall use.

Next to the vogue which black and white is having this Fall I am inclined to think purple in neckwear will have a good run. In this regard I should say that I saw some samples the other day in Stanley & Bosworth's store. These were four-in-hand, of a very nice deep purple, interlaced with black pattern. The silk was very rich to match the coloring and certainly this color of tie for a year which is essentially a mourning year would make a mighty attractive finish for a man. I notice it ties in rather a big knot and is essentially a big tie.

Maclean,
Toronto.

WHAT IS BEING SHOWN IN MONTREAL SHOPS

By MACLEAN, MONTREAL

BEGINNING the review of Montreal stores with neckwear, I find a tendency towards quieter things in a tie made of a sort of matte, some of which have black grounds, with little red-three-leaf clovers. These are also made on red grounds. But most of the new neckwear is striped. There are blue grounds, with thin white stripes; some have three stripes about a sixteenth of an inch thick, alternating with three hairline stripes. This neckwear is made in other shades besides blue.

There seems to be a marked tendency back to the four in hand, not too wide, made of very fine bengaline, in plain shades only. They are a little longer and narrower than in former years. Dealers are also showing an English line of four-in-hands, in royal Irish poplins. So fast did one store find these poplins selling, it was found necessary to hide them to avoid being sold out before they were able to repeat. A line on which certain dealers have been compelled to repeat is a shepherd's plaid, of a very small check, in grey, black and brown.

Black silks with small white spots, and white figures, have been enjoying a fair sale for early Fall. A line of black and white knitted ties, made from pulp, and resembling a dollar and half knitted silk, have been shown successfully, even in the high class stores. It has been necessary to repeat on this line, but it is significant that the repeats are on colored lines instead of black and white.

New bow ties have arrived in both a bat wing and the French bow style. The latter used to be 2 1/4 inches wide at the end, but this year have decreased to 2 inches or less. This indicates that the tendency is for bow ties to become narrower. Thus it will be easier for people who are not expert to make decent looking bows.

As to Collars

Of the new collar, which was "dropped" by a certain manufacturer on a certain date, the only criticism heard is that the points of a collar like this are likely to become irregular in the laundry, a difficulty not encountered since the ultra-round corners became fashionable. All that can be said about the new collar is that it may be a great success, and it may be a distinct failure; one can only wait and see. It is certainly a marked departure from what we have been having. Some of the better stores, who did not expect a demand for this new collar, tell me they are agreeably surprised at the way orders are coming in. In the meantime, a new collar like the narrow cutaway, which came out for the Summer, has arrived, and is much higher than its predecessor.

I noticed that E. Renaud, the famous pianist, on a recent appearance in Montreal, was wearing a wing collar, with round corners, made of very fine piqué, in assorted stripes. A certain well-known haberdasher is of the opinion that this is the collar for evenings, as the best people are buying piqué. It is a very expensive collar, retailing at \$4.00 per dozen.

For stores enjoying a demand for soft collars the whole year round, a new line has been put on the market. It is made of Madras, of a very light texture, long points, very close fit, and has an almost invisible stripe. It differs considerably from the long pointed soft collars shown during the Summer, being much lighter. It has no button holes in the front.

Prices Up on Hose.

Socks are a hard proposition for the retailer these days, and I notice that where the quality has been kept up to standard, the price has advanced. Silk and wool socks being offered at 50c are of the same quality as were sold at 35c a year ago. The demand is chiefly for black socks, with clocks in various shades. A new line of cashmere hose is black, with nice little squares in it, of different shades; another is of grey cashmere, with a sort of mottled effect.

Dealers have noticed that, although they are selling a large number of shirts with soft cuffs, the demand has dropped off a little lately in favor of stiff cuffs. The soft cuff always gives place to the stiff cuff about this date, but the tendency has been stronger this year, and has begun a little earlier. The demand is mostly for stripes running downward, in all colors.

Soisette khaki shirts have been good sellers this year, but are practically done now; the demand has begun for flannel shirts. Instructors, rising early in the morning, are finding it a little colder. They are buying two collars and tie with each shirt. Since these were added, the sales of khaki shirts have increased. In dress shirts, Montreal dealers are selling soft fronts. A few people are going in for pique; mushroom fronts still remain good.

Washable Cape Glove.

A start has not been made with chamois gloves as yet, but the washable cape seems to be a leader this year. This, and a grey suede glove with an almost invisible fancy back, are among the chief sellers. Of course, the ordinary tan cape at a dollar remains staple, and as far as a walking or business glove is concerned, is hard to beat. It is getting late for the silk glove, and the demand has dropped almost completely.

The chamoisette glove would be a good seller this year if the genuine article could be secured. An imitation is being offered, but it is very expensive, and much thinner than the one which came from Germany. Whereas dealers paid \$7.50 for this glove before the war, they are being charged \$9.50 for the imitation. Max Beauvais informs me that he is expecting a consignment of chamoisettes from France in assorted new Italian shades, with almost invisible backs, which he will retail from \$1.25 to \$1.50.

*Maclean,
Montreal.*

ECHOES FROM THE CONVENTION

"Of all the different ways of dressing windows the one object of importance is that merchandise must be sold, and to sell merchandise you must remember that all comment about your windows should be about the goods it contains."

The Niagara Neckwear Company reports good business in their two regular ranges of plain silk, Velvo Chameleon and Royal Irish Poplin.



Send Postie

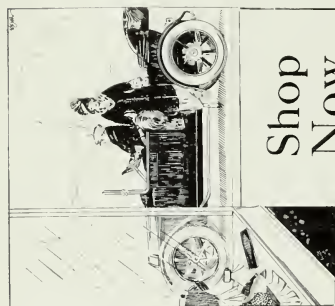
with something useful to the boy in the trenches.

And of course what's more useful or acceptable to anyone, soldier or civilian, than some article of wear that will tend to give comfort and protection against the rigors of winter?

There is yet time to send "postie" to "Somewhere in Europe" with your little token of love and esteem. Catch the next mail with your selection from the following articles:

(Fill in names of articles suitable for soldiers on service).

(Firm name and address.)



Shop Now

It's the same old story—the same "Oh! Chestnut," you may say, that you have heard for years, and yet when you stop to think there is a whole lot of good "horse-sense" behind it.

Christmas shopping at its best is bad, but when left until a week or two before Christmas is almost unbearable—the rush to get what some half-dozen others are after, the bustle and bustle, the disappointment of having to select something you didn't want—all because you left shopping too late.

Step in and see our fine showing of suitable, sensible gifts for men.

Shop now and shop at

(Firm name and address.)



The Ring of Steel

against the keen ice, the exhilaration of the nipping breath of King Frost will soon get Young Canada—will soon unearth last Winter's warm togs and start a rush for new ones.

Size up your needs now and be ready for the call of the open-air sports.

Why not look in and glance over our showing of sweater coats, toques, warm hose, underwear, wool vests, etc.?

Note our window display tonight.

(Firm name and address.)

Good Copy for Men's Wear Stores

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



HATS *and* CAPS



FALL HAT DAY NOT A SUCCESS

Montreal Newspapers Chose Two Different Days, Both of Which Were Unsuitable for the Purpose—Weather in Canada so Uncertain Makes Choosing Special Hat Days Hazardous.

IN New York, it has been customary to set aside special days in the year on which to begin wearing a straw hat, or a Fall hat. It is a custom which has proved successful, as it puts the idea into the heads of the buying public, who, like on tag days, dislike to be seen on the street without something everybody else is wearing. It also gave the hatter an opportunity of clearing out a large part of his stock early in the season, at the same

time giving him an accurate idea of what the public want, thus assisting him in buying further stocks.

The wish has often been expressed by hatters in this country that a similar custom might be inaugurated here, but objections were raised and rightly too, that our weather was so changeable, to set apart a special day on which to purchase hats, was hazardous to say the least.

The suggestion was made by a Montreal hatter this

FALL HAT DAY



Is Here At Hand

Montreal's Leading Hatters
have agreed on an Official
Fall Hat Day

Friday, Sept. 10th

If You've Done
What Our
Friend Has
All Right—If Not
Well Say—



Stick a little closer to your wad young sir—
for say old boy you'll have to slip a few
bones away pretty soon—

How—Insurance?

Nix. Be. not this trip

You've gotta get a new lid; a few more days'
grace and you'll have to shell out—

Jingle it while you've got it Steve—for

Fall Hat Day

Comes Soon!

Oh Yes! We're
Gonna Tell You
What—

JUST A FEW DAYS MORE FOR THAT
STRAW - THEN YOU'RE TO DON A
NEW FALL HAT

THIS IS THE WEEK MR. MAN YOU
ARE EXPECTED TO BUY A NEW
FALL HAT

The ads. that failed—to get Montrealers to come through with their greenbacks for a new Fall hat, on the day when the sun was sizzling!

year, who had seen the straw hat day successfully carried out in New York, that a day be chosen at a later date in Montreal. He did not have the courage to do it himself, and one shudders to think what might have happened had he done so. The straw hat season opened up very late indeed. The weather in May and June permitted very few hats to be bought and worn.

In July the trade was faced with the spectacle of several leading hatters clearing out their stock of two and three dollar straws at a dollar, almost before the season had really got under way. In that month, and right through August, the straw hat season continued, and it found many dealers almost cleaned out of stocks, and afraid to buy again for fear of being caught.

It rested with two Montreal morning papers to choose a day on which the men of the metropolis should buy their Fall hats. Unfortunately, they did not consult one another, and the laughable situation arose of one paper announcing that this was Fall hat day, while the opposition paper was calling upon its readers to "watch the paper to-morrow, as we are going to tell you when you should buy your Fall hat."

Newspaper Methods.

It is often said that Montreal newspapers send their office boys out to look at the sky before prophesying the weather for the day. Had they done the same thing when choosing their Fall hat day, the hatters who used their

columns for advertising might have met with more success.

Truth to tell, both the Montreal "Gazette" and the Montreal "Daily Mail" chose days on which the sun shone so brightly, straw hat was a blessing and a necessity. The first Fall hat day campaign in Montreal fell flat. Had they only waited until three days later, they would have had a day on which men felt like throwing their straw hats into the river, and donning something warmer.

By a stroke of bad luck, one of the papers also chose a day in the same warm week as a day on which everybody bought furs. That, too, fell flat. Even people who were having their furs remodelled, called up their furriers on the "official fur day," and asked that delivery be postponed. As many of the furriers of Montreal are also hatters, they were stung badly twice in the same week.

How it came about, that both Montreal newspapers decided to have Fall hat days this year, is hard to say. Necessity is the mother of invention, and newspapers are as hard up as anybody these days, thus they are inventing all sorts of schemes for drawing business.

The method adopted by the "Daily Mail" was the more interesting of the two. By a series of amusing conversations between the straw hat and the Derby, illustrated by clever drawings, they were able to arouse interest in their campaign.

Here's hoping that the next day set apart for buying hats in Montreal will be one day instead of two, and that it will be nearer the mark.

Some Popular Hats Selling This Fall



A Crofut & Knapp Hat with brim along conservative lines.

Wolthausen Hat

Crofut & Knapp hard hat, self conforming, taper crown, close roll brim.

Crofut & Knapp khaki mix, with black band.

Bates Hat, new taper crown.

Mallory make, two shades of grey.

ARMY TAILOR'S RICHES

Who in the French army is making the biggest money out of the war? Answer, the regimental master tailor. He draws \$1,000 a month extra, merely from the sale of the clippings of regimental cloth.

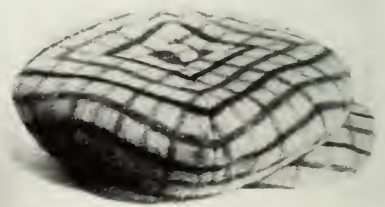
This fact was brought out at a court martial on an orderly in the service of a regimental tailor.

"Good business" exclaimed the president of the court.

"Incredible!" ejaculated the crown prosecutor.

"Why, Gen. Joffre doesn't make that much!" observed another lawyer in the case.

"At that rate," said another lawyer, a lightning calculator, "the 400 master tailors of the army have pocketed \$5,200,000 from the State treasury in the last twelve months."



A cap made of Mackinaw to match the popular coat. Shown by the Boston Cap Company of Montreal.

THROUGH OTHER SPECTACLES

The Blues

From "The Outfitter," London.

TO have "the blues" is a familiar expression for despondency, but there is no need for the outfitter to meet trouble half way. Let him meet "the Blues" (as the Germans were termed in the Franco-Prussian War period) by turning that color against them. True blue is a quality always descriptive of British character, and from its association with the sky overhead and the sea around us, it is appropriate to our air service and our navy. Blue also is the color ecclesiastically associated with Our Lady, and heraldically with the blue shield upon which the golden lilies of France are borne. Further, for the decorative effect of a blue window there is the dark blue of Oxford and Harrow, and the light blue of Cambridge and Eton. The blue shield of Ireland with the golden crowned harp upon it should certainly find place in the display. The outfitter has readily at hand a supply of blue goods, and though the dye difficulty may cause some concern later on in the year, there is for the present moment sufficient stock of blue suits in the trade to enable him to give effective showing of boys' sailor suits, blue jacket suits, man-o'-war suits, and pilot coats. The blue flag of Scotland, upon which St. Andrew's white saltire cross appears, and the flag of Ireland, upon which St. Patrick's blue saltire cross appears, together with the blue and white merchant flag of Russia, should certainly be used with effect in the display. The homely serviceability of the blue bag in the laundry can be suggested to the prudent housewife who has purchased white goods on the occasion of the white window display. Blue, of course, is a color which requires some harmony to support it; and the sides, top, background, and bottom of the window may be dressed with some suitable shade that will show up the blue effectively. A blue window will help the outfitter to fight against blue funk, blue ruin and "blue devils," and make a strong appeal to the most blue-blooded clientele.

* * *

Sporting Shirt a Menace?

From "Clothier and Furnisher," New York.

A SHREWD southern clothier, while on a recent visit to the New York market, made the following observations on the popularity of the low-neck outing, or sporting, shirt for men: "I feel that sporting shirts are going to be a serious menace to the clothiers' business next Summer throughout the South. I discern now the tendency of men to buy a sporting shirt, smart tie, pair of trousers and a belt, and wear these only while the hot weather lasts. I believe that this mode is bound to grow and become a serious menace to not alone the regular clothing business, but even to the new tropical Summer clothing business which has sprung up during the last few years to such large proportions. It will prove in the future, I am afraid, as serious competition, the sporting shirt against the tropical clothing trade, as the tropical clothing business has become in competition with the regular clothing business. I am not an alarmist, but I am only stating what I believe to be the tendency. I am fearful that my prognostication will become a fact next Summer."

Prices on Serge

From "The Haberdasher," New York.

A FEATURE of importance to the clothing trade was the opening of the various lines of serges for Spring and Summer of 1916, which occurred the latter part of last month. Some buyers of woollens were a trifle surprised at the advance in prices asked, which ranged from ten to thirty cents a yard more than a year ago, in notable instances. The trade had been warned, however, that the high price of wool and the scarcity of dye-stuffs were bound to have a tremendous effect and would make such action imperative. The cost of piece goods will naturally have its effect on finished clothing, and it is therefore to be expected that when the new lines are ready in September that a considerable increase in their cost will be noted. The high prices asked for wool are bringing into use a large volume of cotton-warp fabrics which look well and whose wearing qualities are most satisfactory. The great popularity of thin-texture cloths for hot weather clothing has developed many new fabrics in silks, silk-and-wool and cotton-and-wool combinations which will be shown extensively in the new sample lines.



A BAN ON THE RAKISH

PICCADILLY fashions among army recruits are frowned down by the War Office. Turned-up trousers with low shoes, rakish cut uniforms and other affectations must go. A new set of dress regulations has been issued which puts these reforms into effect.

Low shoes are forbidden, except to the Highland regiments. Dismounted officers must wear high-top shoes of brown leather and plain toe-caps.

The jockey style of army caps, with a shapeless crown and an exaggerated brim are forbidden. No deviations are allowed from the standard cap, which is shaped like one used in the American army. It must be worn straight on the head, and not tilted. In the trenches only it is permissible to remove the wire frame.

Turned-up trousers always have been distinctly against regulations, but the practice is so widespread that the War Office can only put the order in force against trousers to be made hereafter. Breeches and puttees or leggings are prescribed for the streets and public places, and trousers only for undress purposes.

Socks must be of khaki color, and the gloves of brown leather and either carried in the hand or worn with a stick or cane, which must be perfectly plain. Collars are required to match the khaki uniform in color.

The jauntness of dress now prevalent is due to the thousands of college boys being given commissions and the informalities of trench life.



UNDERWEAR FOR THE FRONT

Stanfields, Limited, Truro, N.S., have recently secured a contract for supplying a large quantity of underwear to the British and Canadian soldiers at the front. For the Canadian soldiers alone it is said they are to furnish 190,000 shirts and drawers. Shipments of these have already been made.

What Must We Do to insure prosperity?

An Address Delivered by Lt.-Col. J. B. MacLean, President MacLean Publishing Co., at the Annual Banquet of The Canadian Wholesale Hardware Association.

THE immediate outlook for business in Canada is more promising than it has been for several years, but the more distant prospect is causing much anxiety to those who have invested all their life savings in Canadian industry. And, this means practically every business man, and, particularly, every manufacturer. Very few have been able to withdraw their profits and put them into endowment insurance, bonds and mortgages and similar investments to take them through times of depression. On the other hand, nearly all have had to put not only their profits but pledge their credit for money, for business developments and extensions to keep up with the abnormal demands due to the recent growth of the country.

I am constantly asked by business men, investors and others interested in Canada:—What of the future? Will times be good or bad after the war?

It is difficult for anyone to say. I was in Berlin when the war began, and discussed with the director of one of the greatest German banks—one of the ablest bankers in Europe—the whole situation as it would affect the world's business and financial conditions. He was undoubtedly prepared for a long war, but, of these conditions after the war he said no man can tell. The only possible basis on which to work, he said, was the period of the Franco-Prussian war, but everything was now as, and, after the war, would be so different that deductions were interesting but useless.

Some months ago I asked Colonel Denison what the war history of the world showed. No man here as you know stands higher in his knowledge in this respect but particularly in his capacity to grasp the real results and lessons of history. Running rapidly over the great wars from the earliest times he showed me that, no matter how weakened in men and materials by years of war, the winning nations at once entered upon long periods of tremendous prosperity, sometimes extending over a century.

A study of the general situation, and of local conditions in countries that compete with us, leads to the conclusion that Canada is the country that is most ready, and therefore, has a greater opportunity than any other country in the world to benefit by the war. I want to lay emphasis on the word "opportunity." Large areas of rich farming, lumbering, mining and fishing have just been opened by railways, and the population to work and the money to develop these resources are in sight. The war will release millions of soldiers. The United States factory workers to whom Canada is favorably known and who would like to settle here; and, we are next door to the people who will have more money for investment than any country in the world, and who would rather put it into Canadian development than anywhere outside their own boundaries.

But whether we will be prosperous or not; whether times will be good or bad in the next twenty-five years will depend very much upon whether we will organize ourselves to grasp these two opportunities.

The matter will be settled in the next few months or at the most in a year or so, and the responsibility centres on one man, Sir Robert Borden, who in his capacity as Prime Minister is General Manager of Canadian business. If Sir Robert Borden gets about him the right men to organize, direct and do the work of

building up Canada, we can be made the most progressive and prosperous corner of a world, that will, for a great many years, be far from prosperous. If he does not, the population and wealth will go to our greatest competitors, the South American nations, which for some years have had a public service better equipped and more efficiently directed than ours; and which since the outbreak of the war, have tremendously increased their efforts to secure money and emigrants. Conventions in this connection have been recently held in Washington and New York, and branch banks from the United States have been established in these Southern Republics. Even before the war began 200,000 Russians of the best class were arranging to take up Canadian farms—the beginning of a great movement, it is said. They preferred Canada, but they were finally turned to South America, by the more intelligent work of Spanish-American officials. The latter were appointed because of their capacity to do the work, while the Canadian Department of Immigration is overmanned with officials whose only recommendation was the assistance given in some election contest.

Settlers and production mean prosperity to all Canada, but they are of direct and very vital importance to the hardware and metal industry. If we do not get settlers many departments in this industry will have smokeless chimneys and idle workers. I need only mention the stove industry. These manufacturers have passed into, through and out of a period of great prosperity in the last 20 years. That period coincided exactly with the successful administration of our Immigration Department. Statistics show, under incompetent management, a steady falling off in settlers until in 1886 we got only 16,853. In that year one of the ablest men in public life became our Minister of Immigration. He was a good organizer and executive. The story of his work is an object lesson to business men and particularly sales managers. Under his direction the very best type of settler began to pour in. In his first year, 1897, they increased to 21,716, and from that the arrivals climbed steadily to 402,432 in 1912. Under him our Immigration Department was a highly efficient business organization. With his retirement it has relapsed into a political refuge. The greatest question before Canadian business men and their workers now is the putting of our immigration work in the hands of some great executive who will build up an organization that will secure for us our full measure of settlers from the United States now and from among our Allies after the war is over. He should have the power, regardless of party politics, to secure, without regard to salary, the men, whose ability, energy and knowledge of the country best fits them for filling the various positions. We can never get the best results while one party or the other, when in power, appoints men as immigration agents in recognition of party service, who are no more suited to the job than they would be to the pulpit or the bench.

Our Immigration Department to-day is rotten and the same conditions exist in our other Departments which vitally affect the prosperity of the country—in our Department of Trade, our Department of Labor and our Department of Agriculture to a lesser extent. In our Department of Trade we have in Sir George Foster one of the best speakers in public life. He is a credit to his constituency. I vote for him, help him financially in his campaign, and hope to see him re-elected. On

the lecture platform I believe he would crowd the houses and could easily earn \$10,000 to \$15,000 a year, but, as Minister of Trade, he is filling in Sir Robert's place, and as a salesman no one here would pay him \$10 a week. There is no man in the Government more anxious to serve his country. And the same may be said of Sir George's colleagues, but the fact is they do not know how.

When I returned a year ago from Europe, where I had been going annually for the purpose of studying business and financial conditions, I was shocked to find that Canadian manufacturers were getting few British war orders, and our factories were idle, while millions of dollars had been placed in the States. One time I realized that the Minister of Trade, the preference, but it is a fact that they were not aware that certain products in which we excel were made in Canada.

It once began a campaign in The Financial Post, in which I was supported by the various business and technical papers, for the purpose of awakening our Government and the manufacturers themselves to what we were losing.

One of the colleagues of the Minister of Trade and Commerce was so angry to argue that it was no part of the duty of the Minister of Trade to secure orders for Canadian manufacturers. After discussing it for some time he realized that the Minister of Trade had an entirely wrong conception of his duties, and shortly after the Government made the following official announcement:

"The Department of Trade and Commerce is now for the first time taking cognizance of, and assisting in every possible manner the Made-in-Canada movement. In the past it was felt that the Department, while always ready and anxious to assist in every possible way Canadian manufacturers and producers to increase their business at home and abroad, it was impossible officially to recognize the Made-in-Canada movement. However, conditions have changed to-day, etc."

If a Department of Trade and Commerce was not established for the purpose of developing and promoting the sale of Canadian products, what was it for? From a remark made by a former Minister, Sir Richard Cartwright, there is reason to believe they are more interested in imports than exports.

I think you will all agree with me in saying that our system of selecting Cabinet Ministers is all wrong. Germany has made her great successes in business and war because the Kaiser had the power and capacity to gather about him the great business leaders of the Empire.

We ought in this emergency to adopt the same policy and make it permanent when the emergency has passed. No personal considerations or party affiliations should be allowed at this time to influence us or prevent us from organizing to get the best out of the immediate future that will be mighty gloomy if we do not.

It depends very much upon the Ministers of Trade, Agriculture, Labor and Immigration whether you will be able to keep your stores and factories running in the future to their former capacity. Will your factories be able to find work for present employees; whether you will be able to pay dividends to those who lent you money to establish your business. It all comes back to what Sir Robert Borden will break away from system and tradition, and, instead of depending upon the men elected to the house, secure, particularly for our Immigration and other Departments, the best men in the country.

Can we get them? I believe our big business specialists—the men at the head of our great industries, banks and other concerns—"do their job" just as our brave soldiers at the front are doing theirs. To attain these positions these big men must have had the qualifications to hold them in the first place. To plan and organize the great resources at their disposal; energy to get things done, and done quickly; and a capacity to get about men and train men. These are the men who are workers. They do things and get things done.

Knowing how well Sir Robert has conducted the affairs of the nation since it is dangerous to believe that he will be able to do anything of any importance, or of course to strengthen his cabinet, feeling, as he must, how great is his responsibility for the future of Canada.

COLLARS & SHIRTS

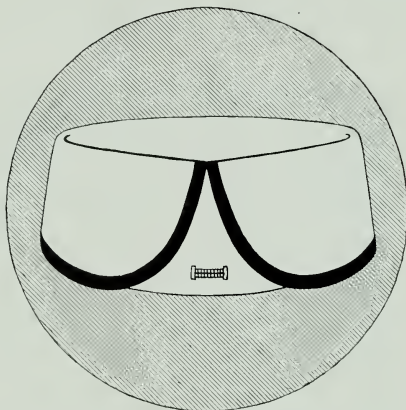
TWO weeks ago, the three largest textile mills of Eastern Canada announced advances on all their lines averaging ten per cent., and one—Montreal Cottons, Ltd.—stated they would be compelled to make a second advance almost immediately, on account of the double difficulty of securing dyestuffs and raw material.

This is bound, sooner or later, to affect the price of shirts. Mills are already asking higher prices for materials. To bring it down to figures; they are asking the same price for material used in the \$9.50 shirt as is at present being used in those offered to the trade at \$10.50.

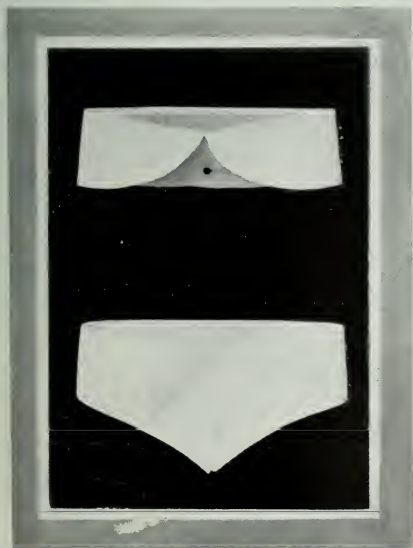
The impression gained ground shortly after war broke out that, with export trade considerably curtailed, the price of cotton would go away down. So it did, but the high cost of dyes, which could not be procured from Germany, kept the price of materials about normal.

Later, manufacturers began to use cotton in more ways than ever before. It came into use as a substitute for, or to mix with wool. Canadian wash goods manufacturers are to-day making cotton-wool mixtures in order to secure some of the trade which formerly went to the woolen dress goods manufacturers. Then again, the cotton crop was short. These factors together recently brought about an advance in the price of cotton goods, and prices are expected to remain high until the war is over.

It seems paradoxical then, to find shirt manufacturers putting their Spring lines on the market at prices lower than have prevailed for years. For example, dealers can



A new Tooke Bros.' product, a black-edged collar, light in weight, and well open at the front.



Two soft collars selling for all-the-year-round wear. Shown by John Forsyth Company, of Berlin.

this year secure a good dollar and a half shirt for \$12.00, which last last year would have cost them \$13.00.

This is explained by the fact that, following the outbreak of war, before cotton had been put to its full use, textile mills were hungry for orders. Many shirt manufacturers then placed orders at very reasonable figures, and are thus able to give their customers the benefit. It can be easily seen though, that when they go into the market again, makers will be compelled to pay higher prices. It may, however, be some time before the retailer feels the difference.

What the Trade Bought

Spring samples are now all on the road, and retailers are buying well, manufacturers have been compelled to repeat orders for material on lines, supplies of which they expected to last through the season. Popular prices seem to be \$1.50, \$2.00 and \$2.50 for soft cuff shirts where the retailer wishes to get something different to the ordinary. In previous years the average has been \$1.25, \$1.50 and \$2.00, but this year there has been an exceptional demand for shirts to sell at \$2.00.

There appears a tendency to buy a little more highly colored stripes, in various combinations. Black and whites, which are nearly always good, are still holding their own. Even broad stripes are selling well, and there is also considerable demand for small, neat, black and white checks.

A collar manufacturer is so confident that black and white stripes will continue in favor next Spring, he is introducing a black edge linen collar, which is intended to match the black stripe on cuffs and pleats.

As far as cloths are concerned, it looks as though a fancy mercerized woven ground, giving a silk effect, will sell as well as anything next season. Most of the cloths selling are along this order. There is an absence of fancy freak-made shirts in Spring samples. If a man is able to get a nice silk effect for \$1.50, he will be satisfied. Judging from prices being quoted, he will be able to do this.

There are so few dress shirts being worn this year, it is difficult to form much idea of what is in favor. Soft shirts with piqué fronts are selling, as well as mushroom pleats, although some manufacturers hold that the latter is on the wane. A Montreal maker expects to put a dress shirt on the market this Fall which will overcome the chicken-breasted effect of the stiff front when the wearer sits down. The basic idea is not new, but he claims to have a feature which is new to this market.



Example of Spring line, retailing at \$1.50, of a mercerized silk ground, with colored stripe. Shown by Cluett, Peabody & Co.

The new collar, heralded with a fanfare of trumpets, made its debut on schedule time. It came on the stage a little nervous, as it embodied features which are departures from custom. The elliptical opening from which the tie emerges, is new, and the points, so susceptible to the wash-tub, have also to be taken into consideration. Some dealers predict its early disappearance, while some of the best haberdashers express surprise at the good reception it is receiving.

It is interesting to note that certain retailers are advising their patrons to pinch the points upward, so as to enlarge the elliptical opening. It is pointed out that as this opening is the chief feature of the collar, the more it is emphasized, the smarter it looks.

Apart from this collar there is nothing actually new on the market, but a Canadian manufacturer is preparing to

launch two new lines which have very distinct features. One of these is a white, stiff collar, with a black edge to match the shirts which were recently placed on the market with black edge cuffs and pleats. The other new line is a lightweight collar, with button links, very similar to those worn with a soft collar.

The appearance of the black and white collar is sombre, especially when viewed by itself; but when examined with a four-in-hand black and white cross-bar, one realizes there are possibilities in the idea, especially if the black and white effects in shirts are as popular next year as they were last. Manufacturers of these shirts state that the demand is exceptionally heavy even now, and they can hardly be turned out fast enough. The black and white idea can be seen ahead well into 1916, both as regards shirts and neckwear, so that these black-edged collars will not go into the world unchaperoned.

We drew attention last month to the fact that a Canadian manufacturer was in the field with a lightweight collar, on the ground that many men, even in coat weather, prefer the comfort of the lightweight compared with the 4-ply. It was intended to have these ready for Spring, but the demand opened up strong for Fall, and found the manufacturers hardly able to cope with it.

The lightweight linen collar has been very popular in New York, and with the button links, it looks as though this should be a good seller for next Spring. It resembles the soft collar in that the tie holds it snug in front, yet retains the dressy appearance of the stiff collar. Manufacturers believe it will appeal strongly to the young men's trade, as the effect is extremely neat.

This collar will be sampled in the popular Madras stripe, and in one or two other fancy cloths. It will, of course, be made in a plain cloth as well.

What of the Wing Collar?

Some makers would like to see a revival of the wing collar. In New York, the demand is getting bigger every day, but it is small here. Efforts have been made recently to revive the demand for wing collars on the ground that the public are getting sick of double collars. It does not go, however.

Certain makers are giving support to a movement for the more sensible selling of collars. The custom of selling them at two-for-a-quarter should be done away with, it is argued, considering the cost of manufacture. The retailer, makers say, should get 15c each for their collars, which would make more money for him, more for the wholesaler, and more for the maker. The last-mentioned makes little or nothing on collars which are difficult to manufacture.

The outlook for colored soft collars next year is not good. From the present outlook, it is believed that if the soft collar is worn to any extent at all next year, it will be a white collar. It is rather early to be talking about soft collars, and in the meantime these may be some new cloths placed on the market; in fact, almost anything might develop between now and next Spring.



TO MAKE TROUSERS

Under the name of F. R. McKechnie & Co., a new firm is opening up in Trenton, Ontario, with the purpose of manufacturing trousers. Mr. F. R. McKechnie, the head of this new company, was formerly connected with the firm of McKechnie & Tanner, Toronto, and announces his intention of continuing to produce "McKechnie" brand trousers. The availability of cheap and efficient labor resulted in Trenton being chosen as the place for manufacture.



BOYS' DEPARTMENT



WE went very fully last month into the question of whether or not the boys' department has become so important a part of the store that manufacturers are devoting all their time, care and energy to devising the best thing in the way of styles for boys just as they are for men. This is carried out by some of the models which are to hand. Some of them are for holiday selling and some for Spring selling. We reproduce a boy's Norfolk, which has one or two unusual features. The pockets are patch and the front has vertical broad pleats creeping down to the pockets.

There is a belt in the centre of the back which permits the back to be gathered in or left loose depending on the way it is buttoned. This is something really new in boys' suits, and we congratulate the manufacturer on putting out this sort of thing. The snap to this suit is just as much as to a man's suit and it certainly is an attractive product. The idea of making the button at the back with the buttoning negotiable is new in this sort of suit. There are two buttons on either side so that the half belt which is on either side may be crossed over when the suit is required to be more tightly buttoned or may be slack by using the first button. This suit, with regard to cloth, is a very nice shade of brown in a little check. We find from conversation with most manufacturers that so far as civilian suits are concerned for boys — as distinct from uniforms — checks in warm browns, greens and particularly greys are the big thing. There seems to be an overwhelming preponderance of checks as a contra-distinction from blue and dark serges.

Norfolk Style Still Leads

There is a noticeable tendency in the samples we have seen the Norfolk style still present so far as the back of the suit is concerned, but to keep the front of it quite plain. That is the front of the suit will present the front of an ordinary reefer or sack, except that it has patch pockets and may be form-fitting, while the back has the belt and the strap either all the way or partially. The coat, by the by, seems to be made a little shorter than usual and more form-fitting. This is all part

and parcel of the general idea of making little men's clothes approximate big men's.

As we have pointed out before though at some length the big thing in a novelty is of course the military style. For the most part these models are now made up in cloth, khaki, just as bigger men's uniforms and are almost exact duplicates of the real soldiers' uniform.

With regard to overcoats, these too, approximate the styles seen in men's. The "slip-on" is having a big vogue this year. It is a loose-like coat, though not of the Balmacaan kind, inasmuch as it has lapels instead of being buttoned at the neck tightly. The pockets on several models which have found favor are cut on a slant and the shape of the pockets is outlined by a seam.

As to materials some warm friezes are selling well in different mixtures and plain colors. Grey is the big thing; blue has given way to it.

Some coats are made with cuffs; one or two—though not many—with a strap on the sleeve. The length is there in most coats: few short ones are selling, that is, for winter coats.

The military models we have gone into very thoroughly in a preceding issue. They apply in both suits and overcoats. An attractive little overcoat we saw the other day was of blue pilot cloth. The feature was the gold buttons down the front and the high collar which gave the effect of an officer's cloak.



GAVE BOYS A PARTY

A Western merchant decided to entertain the boys, who were children of his customers. So he invited them on a certain Saturday afternoon to attend a party to be given on an upper floor of his building, explaining in the invitations what was to take place. A young woman was engaged to tell the "kiddies" stories and to plan games for them. The children enjoyed the party, and the parents appreciated the attention shown their youngsters. Such little "events" are not costly, and at the same time they create a favorable impression on the child as well as the mother.



Boy's Norfolk, pleat and patch pocket in one; back straps and a belt in centre, which permits back to be plain or gathered in, depending on way it is buttoned. Made by The Freedman Company.



NECKWEAR



WE dealt very fully in the last issue of Men's Wear Review with some samples of neckwear that were then showing for Christmas selling. Three or four months preparatory to this we had, of course, as usual, come out first with suggestions as to what would be popular in neckwear for Fall selling. In ordinary years the present would be a time when nearly all Spring neckwear was on as well, but we do not find a great deal of this being prepared, as yet, this year. This is all part and parcel we think, of the new system which the war has engendered; that of buying more from hand to mouth than before. The wholesale trade has been somewhat disorganized along the lines of preparation for future seasons and we find at present that comparatively few manufacturers have their Spring lines ready just at the moment.

Coin Spots Selling

We understand from manufacturers that the coin spots are still having a distinct vogue. These were not taken up particularly well at first, but quietly and steadily they secured a good deal of favor and upon dark grounds such as black or purple or a dark brown, neat pattern effects are worked in usually either a little lighter tone or the same color. The spots, which are for the most part fairly small,



*A natte check, a popular line for Spring.
Shown by Tooke Bros., Ltd.*



Ombre satin strip on natte ground, made in twelve combinations. Shown by Crescent Manufacturing Co.

may be in a different tone of the same color as the ground, or a highly contrasting color, such as bright green or bright blue or bright yellow. These coin spots are shown in better class silks and occasionally in cheaper grades, though the big buyings, so far as the retail trade is concerned, is in the better class of goods.

The vogue for black and white seems to show a tendency towards slackening just at present and in its stead is coming a distinct clamor for grey checks. We reproduce a check on this page which already has had a good run and similar designs are making good at the present moment with the trade.

This does not mean to say by any means that the black and white idea has altogether disappeared, nor indeed that it has diminished very much in the aggregate sales over the counter. Some very good stores in Yonge St. and in St. Catherine St. in our two leading cities are still displaying a good deal of black and white neckwear in their windows and from what we can hear from retailers there is a big demand for this effect.

Nevertheless, the grey check, in a fairly small and almost inconspicuous pattern at times, is certainly asked for

a good deal more than it was a few months ago. The readers of Men's Wear Review will remember that we were discussing this when outlining some months ago Fall neckwear, and we said at the time that we thought black and

This pattern is attractive and is a subdivision showing the demand for particularity in scrolls. That is to say, it is not just a scroll design: it is the product of the manufacturer who finds a demand for distinctive scrolls.

Stripes do not seem to be anything like as strong as they were. This is not surprising, as they have had a mighty good run and indeed, to quote a neckwear manufacturer, were "done to death." The only thing that seems to be selling in stripes is in Mogadore effects and these are not selling much now in the cheaper lines. The better-class stuff in Mogadore stripes seems to fill the demand, and in this case what we had to say about quieter colors does not apply. So far as stripes are concerned the colors are just as bright as ever in these high-class goods. The outlook for the stripe depends upon how long the trade is going to go in, as it does at present, and we understand it is doing over the holiday business, for a general all-round and inclusive showing.

There is a marked trend which we should notice. No longer do two or three particular styles or stripes seem to satisfy because there were never so many different styles running in neckwear at once as there are at the present time. Mogadore stripes, all-over effects, scrolls, satin-faced ombres, some few blacks and whites, a number of grey checks, to say nothing of whatever there may be doing in the way of batwings and knitted ties, and in the way of narrower ties. There was never a time, we repeat, when there was so much that is new and so much 'going at once' in the neckwear trade.



One of the new French designs—in purple silk. Shown by Stanley & Bosworth, Toronto.

white would get the preponderance at first, but that the reaction from black and white would be the call for this grey check. Manufacturers report that the prediction has been verified to a material extent and, as we say, this grey check is selling a good deal at present.

Apropos black and white, the writer was recently down in New York and he found that while the stores are still showing a great deal of black and white, manufacturers have counted it out for the present and do not know when they will go in for it again as largely as they did for this early Fall selling. Nevertheless, as we point out, the stores in New York are selling these very actively, and particularly in the better class of goods.

Quieter Shapes Again

There seems to have been a sudden reversion in the new designs—some are for Spring and some for late Fall and Winter selling—of neckwear just showing. This reversion is to the quieter shades again, although the patterns are still of the all-over kind. As to patterns, scrolls and floral and leaf designs are the big things. Most of them are in satin-faced sombre effects. We find there is a much greater demand for the all-over pattern than the coin spots. Coin spots are certainly having some vogue, as we said at the beginning of this article, but compared with the floral or scroll design, they are not in it.

A Nice Scroll

There is another pattern which is having a considerable vogue and we reproduce a sample on this page. That is the all-over background with a unit super-pattern in the shape of a scroll or now and then a flower. This comes in some very nice colors, such as green, with a contrasting red, or red with a contrasting green and in a number of shades of warm brown with red, green or occasionally blue.



An Autumn tie, in rich silky brown and green. Shown by Van Allen & Co.

The Narrow Tie

When the writer was in New York he was told by several manufacturers down there that there was a distinct feeling in the way of going back to the narrower tie again.

One or two very exclusive shops on Broadway and Fifth Avenue were showing some very exclusive products along this line. These were for the most part in plain poplin in fairly bright colors and were just as narrow as the ties we used to wear several years ago. The writer was told that by Spring and next Summer there will be a real revival in this kind of tie and this is an interesting thing for Canadian neckwear men to note. The width of these ties was about $1\frac{1}{2}$ " to $1\frac{3}{4}$ ", and the same width all the way down. They were in fact along the lines of the old tube tie.

There is just an additional note, too, in connection with what New York is showing in neckwear and that is that one or two exclusive shops are handling some futurist or post-impressionist designs in a series of bright but light colors, such as pinks, rose color, puce and plain blue and that sort of thing. Living up to their name, they are a jumble of colors, but these particular samples which we saw were very beautifully blended and were certainly mighty nice. We understand that they are getting a considerable sale among the really well-dressed men of the younger set.



Eastern View of It

Montreal, Oct. 20, 1915.—Despite the wonderful success enjoyed by ombres this Fall, it is becoming more and more evident that the coming season will be good for checks. Some manufacturers declare that checks will be the big feature for some months to come—checks of every description, large and small. There will be natty checks and satin checks of every size, and the tendency is growing in the direction of larger checks.

One of the largest makers of neckwear in Canada is now on the market with a large satin check, one inch square, which is described as "real sporty stuff." It is taking the place of the coin spot which has held the stage for some time, and is being put out in the following combinations:—black and gold, black and red, black and purple, and several others. Larger checks will be on the market before long. The inch check is being used more as a feeler, and if it is a success, as makers believe it will be, neckwear of larger checks will be made. Half-inch checks have been running all Summer, and many houses sold out of their entire stock. Still smaller checks were popular last winter, and these will be re-ordered.

While there is a satisfactory demand for novelties such as the above, it is significant of the condition of things that all the old-fashioned stuff is selling better than anything else on the market. Staples such as mogadores, black and white stripes, spot failles, and so on are all going strong. Paisleys, which were expected to be good sellers this year, have not done so well.

Neat Figures Wanted

Black and whites are as strong as ever, but the goods have to be neat figures or stripes. Heavy stripes will probably be good again for Spring, but for the present the demand is mainly for neat lines and figures. Black and white combinations are seen in a new batwing on the market. The body of the tie is made from black *peau de soie*, with black and white combination end. When tied, it has a black end, and the barrel or cross piece is plain black. The paddle ends can be had in six sizes or stripes, in black and white, or black and red. They are made of mogadore. This batwing sells to the trade at \$4.50.

Ye old jaspers, in black and white, black and red, blue and white, and six different ways, are now going out for the Fall trade, and are practically a staple line in this

country. The biggest sellers are black and red, and black and white. There is some really nice goods being put on the market this year in jaspers.

The newest thing in ombres is a stripe, with pattern design between the stripes, and small figures. These have been exceptionally successful in New York, and are new on this market. The following are some of the combinations:—purple ground, shading to helio, navy ground to Alice blue, dark red to light red, green to light green, dark navy to marine blue, and brown shading to tan. This comes in four families. One of these has a triangular swivel, another has a figure of an antique design, and so on. There is a good demand for plain ombres for Fall and Winter, that is, for ombres without the pattern.

Mention was made above of a line of one-inch satin checks shortly to be put on the market. It is important to note that satin stripes in the same combinations, both diagonal and straight, are being prepared. Most retailers, when they purchase a check will take the stripes as well. Manufacturers, who have found a check that is a good seller, have found it profitable to put a stripe of the same size and color on the market at the same time.



New line of cashmere hose for Fall. Shown by McIntyre, Son & Co.

Messrs. Grafton & Co., of Peterboro, inaugurated a novel feature at their clothing exhibit at Lakefield Fair. During the afternoon, a number of balloons in the shape of animals, etc., were sent up, and attached to them were orders for goods which were given to the finders on presentation at their store in Peterborough. The same thing will be done at other fairs.

* * *

Jack Garden, of Calgary, will in future, be found on First street west, just south of Eighth avenue in his new place of business. His many friends and business acquaintances when they see the sign of J. R. Garden at 803-A First street, will know that they have found the right location.

KANTKRACK

Trade-Mark

Registered

Waterproof Coated Linen COLLARS

Feature 1

Quickly cleaned with only soap, water and sponge.

Feature 2

The heavy flexible lip.

Feature 3

The cemented and riveted lip

Feature 4

The long slit over back buttonhole

Are the favorite waterproof collars with the masses of collar-wearing men—men at least who are exposed to the elements, exposed to the grime of outdoor and indoor labor, such as connected with factories, shops, farms, autoing, teaming, hunting, camping, outdoor sports for boys, for school and the hundred and one occupations and diversions engaged in by the male population.

KANTKRACK waterproof collars contain features that are exclusive to themselves, a few of which are here noted.

Every **KANTKRACK** collar is made of the best material procurable and is guaranteed to give satisfaction to both retailer and wearer.

KANTKRACK collars have not been raised in price, despite the fact that the cost of production has increased. The quality, too, has been maintained.

KANTKRACK waterproof collars are made in "one grade only, and that the best." Sold direct to the trade.

Made in Canada by expert Canadian Labor

Feature 5

Absolutely waterproof but odorless

Feature 6

Made of fine waterproof coated linen.

Feature 7

Have the appearance of regular linen collar

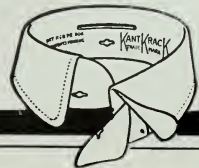
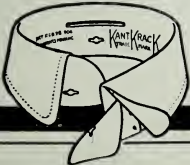
Feature 8

"One grade only and that the best"

The Parsons *and* Parsons Canadian Co.

Makers of the famous
KANTKRACK Waterproof Collar

HAMILTON, CAN.



OF A PERSONAL NATURE

Mr. W. C. Hunter, of the W. C. Hunter Clothing Co., Barrie, Ont., is now on a trip to California and the Canadian West. Mr. Hunter expects to be back early in November.

* * *

Mr. Chas. G. Booker, merchant tailor, has removed from his old store, 27 King William Street, Hamilton, to larger and more commodious premises, 30 John Street north, corner King William.

* * *

Mark Workmen, the Montreal clothing manufacturer, appears in the list of shareholders of Bethlehem Steel for 500 shares, and as the stock touched a new high record recently of 459, Mr. Workmen's investment should stand him a handsome profit.

* * *

K. P. Shea, of St. Mary's, aged 45, a well-known tailor, was found dead in bed, with a bottle of carbolic acid and a glass beside him. According to the police he had swallowed a quantity of the poison. He had been in ill-health for some time. An inquest has been ordered.

* * *

D. Dunkleman, manager of the Tip Top tailors, Toronto, who have leased the store occupied by Moody & Clark, is in St. Thomas arranging for the opening of the branch. The Tip Top tailors have branches in all the leading cities of Ontario, and in the West, and recently received an order from the British Government for 40,000 uniforms.

* * *

Mr. W. G. Yeomans, who for some years past has been associated with Mr. W. F. Fortune in the management of the clothing house, has gone into business for himself in Fort William at the "coal docks corner" on Simpson St., where he will handle a large stock of men's furnishings, etc. Mr. Yeomans' wide acquaintance in both cities should ensure a large share of public patronage for his store.

The Lyons Tailoring Co., of Hamilton, and employees gladly took advantage of the privilege afforded them to present to Mr. W. Fauman, one of their number who has enlisted for overseas service, a military wrist watch and tobacco pouch, both suitably engraved.

* * *

The Monarch Knitting Company of St. Thomas, has received an order from the Canadian War Office for 30,000 army sweater coats. The management stated that the company would commence taking on extra hands at once, and the plant would run night and day on the order.

* * *

A new store has just been opened in the Murphy Building, corner Granville and Duke streets, Halifax. It is known as the Bee Hive Store, and is modern and up-to-date in every respect. Ladies' and Gents' wearing apparel, boots and shoes are carried at this new store, which gives promise of commanding a good percentage of the trade.



ANOTHER FORWARD STEP

The House of Hoberlin, Limited, are meeting a continuous call from customers by installing in their big store at 151 Yonge Street and 9 East Richmond Street, a Ready-for-Service department. This will be under the direction of Harold Story, of Story & Story, Winnipeg, representatives of the House of Hoberlin, Limited.

Mr. Story has a very thorough knowledge of the tailoring business, and Ready-for-Service tailoring has always been an outstanding feature of the fine Story & Story store on Portage Avenue, Winnipeg.

All garments will be made in the big Hoberlin workshops, from their own exclusive models. They will be hand-tailored throughout and finished in every way according to best Hoberlin standards. The stock, we are assured by Mr. Story, will be replete—and most complete—with the very finest in men's clothes.



A Good Collar Window

G. Hawley Walker, Limited, of Yonge Street, Toronto, who have just put in a stock of furnishings, have started the ball rolling by a series of very attractive window displays. We reproduce one of them, an all-collar window. Notice the vertical arrangement which immediately attracts attention. Interspersed with display cards, the collars are a striking display. We are surprised that more retailers do not devote a window now and then to linen alone. Many men buy collars in half-dozens and dozens and display is the best way to persuade them to get this habit.

IF YOU ARE INTERESTED
IN DESIRABLE NECKWEAR
WHERE QUALITY, MAKE AND
FINISH ARE THE FIRST
CONSIDERATION, PERMIT US
TO SUGGEST THAT YOU
EXAMINE THE COLLECTION
OF THE NIAGARA NECK-
WEAR COMPANY.



The Men's Wear Review Chart of Correct Dress for all Occasions.
 DAY WEAR.

1915

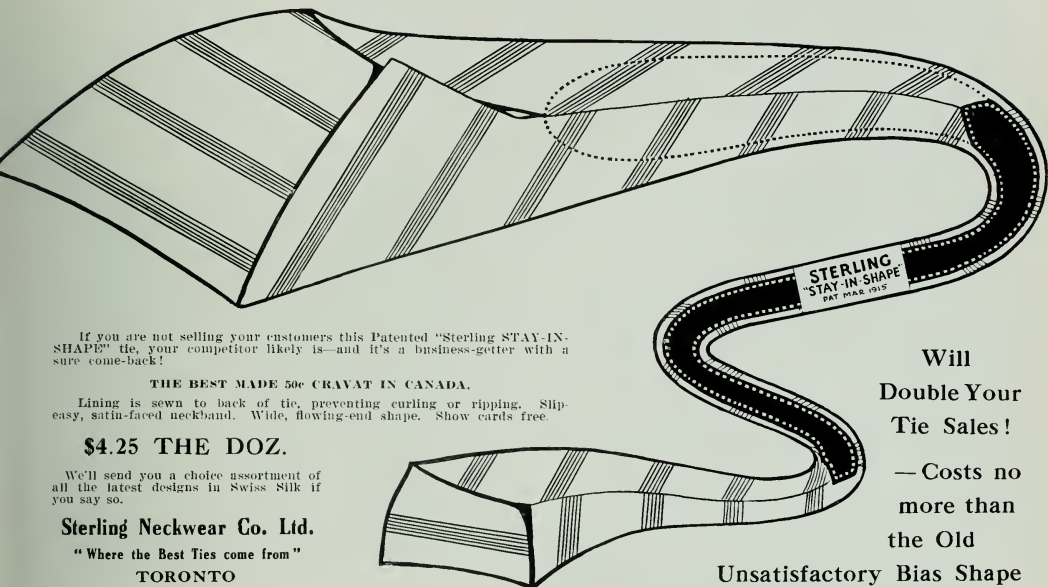
November

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETRAS
BUSINESS, DAILY, AND WEAR.	Single or double breasted jacket or cut-away plain or striped.	To match coat, or of fine, medium or else double-breasted with long roll.	Like jacket or in case of cut-away coat, grey.	Black or brown derby or grey soft.	White or colored, plain or pleated.	White wing double square cut.	Four-in-hand or bat-wing	Yellow chamois or tau cape	Cotton, silk, black or striped colors	Black or brown plain black with white spots	Chesterfield loose or form-fitting grey or black or cravenette	Single pearl, gold or jeweled gold chain, light cane.
MORNING, GENERAL, SPORTING, COUNTRY	Norfolk or jacket or green or brown tweed belted overcoat	To match coat or fancy fabric.	Same as suit or knicker-bockers with strap or knicker-bocker breeches	Cloth, felt, cap	Negative: Cambric or fine flannel	Soft, cutaway or fastened or kerchief	Four-in-hand, or sailors knot, or stock	Yellow chamois or special striped cape	Wool stockings plain tops or puttees	Brown low brogue or puttees high	Raglan loose or cape or hurberry	Plain dark hat plb
WEDDING, MATINEE, DINNER, FORMAL, AND GENERAL, AFTERNOON WEAR	Cut-away black or grey braided or plain.	To match coat or white	To match coat, or striped worsted	High with broad felt band	Stiff or pleated white.	Wing or poke	Ascot or four-in-hand to match gloves	Pearl grey suede	Black or dark colored plain	Patent buttoned kid tops	Black Chesterfield	Pearl or onal or gold chain; plain gold links

EVENING WEAR.

EVENING, WEDDING, BALL, FORMAL, OCCASIONS.	Swallow tail coat.	White s. or d. b. of blue or black or grey fancy silk	Same material as coat with or without braid	High silk with broad corded silk band	Stiff, with white, plain or small pleated showing	poke or wing	With straight ends, plain white or shadow pattern	Plain white face kid or silk	Black, grey silk or other subdued color	Patent leather ties, patent leather pumps	Black Chesterfield or liverness in black	Pearl or onal links and studs, plain gold bar chain
INFORMAL DINNER OR DINNER AT HOME, ETC.	Evening black.	Same as above, black or grey S. or D.	Same as above	Silk Alpine plush or derby	As above or soft pleated bosom	Wing or fold	Same as above in black	Chamois or tau cape	Same as above	Same as above	Same as above	Same as above

-LET THIS SINK IN!



If you are not selling your customers this Patented "Sterling STAY-IN-SHAPE" tie, your competitor likely is—and it's a business-getter with a sure come-back!

THE BEST MADE 50c CRAVAT IN CANADA.

Lining is sewn to back of tie, preventing curling or ripping. Slip easy, satin-faced neckband. Wide, flowing-end shape. Show cards free.

\$4.25 THE DOZ.

We'll send you a choice assortment of all the latest designs in Swiss Silk if you say so.

Sterling Neckwear Co. Ltd.

"Where the Best Ties come from"

TORONTO

Will
Double Your
Tie Sales!

— Costs no
more than
the Old

Unsatisfactory Bias Shape

Haugh

BRAND

TROUSERS

TWEED SERGE WORSTED

Everything that goes to make a popular, well-wearing line of trousers is found in the Haugh Brand range.

FIT AND FINISH

are two important features of Haugh Brand Trousers that receive special attention. **Five years' selling** has proven these high grade in every detail.

POPULAR PRICES

\$1.25 to \$3.00. PROMPT DELIVERY

Delivery at once for Fall and Winter lines. Travellers now out with full range.

TRY OUR MAIL ORDER DEPARTMENT

J. A. HAUGH MFG. CO.

658 KING ST. W.

TORONTO

Odd Twists and Fancies in Men's Fashions

IN ONE OF THE leading men's wear stores in Chicago a knifed waistcoat of unusual pattern is shown. The ground is light grey while the facings and pockets are of black.

* * *

FANCY HOSIERY IS REPORTED to be in demand over the border for the Spring season of 1916. In fact many dealers are putting in small stocks of embroidered fancy goods for immediate delivery.

* * *

SOME WELL-KNOWN RETAILERS in New York, have recently been featuring union suits made with Raglan shoulders. In an advertisement they say: "It's our own idea—a Raglan union suit, the sleeve following the natural shape of the body."

* * *

A NOVEL COAT WITH CAPE ATTACHMENT, made by a leading Rochester manufacturer, is shown right now. The



This is known as "double-service" shirt (shirt and drawers combined). Shirt can be removed without undressing. Shown by Tooke Bros., Ltd.

short coat underneath buttons to the neck and the attached cape is of the same material. The garment is made with unusually large pockets and has been called the Alpine hunting coat by the maker. It is said to be a very practical garment for wear in an automobile.



A knitted silk glove, with fine cashmere lining. It is not new, but is selling freely for winter trade. Made by Dent, Allcroft & Company.



Attract and keep the Clothing Trade of the man of to-morrow

If your boys' clothing department isn't meeting with the success it should, just see how a stock of Lion Brand Boys' Clothes with their snappy styles, double elbows, knees and seat will attract trade to your store. Please the youth of to-day and you will get his profitable young-man trade later.

Write for samples of our newest lines.

The Jackson Mfg. Co. Ltd.
CLINTON ONTARIO

Factories At
CLINTON, GODERICH, EXETER, ZURICH




BANNOCKBURN SUITS

We are specialists in the good, old-fashioned Bannockburn Scotch Tweed Suits and Pants. Giving this first attention we have **styles, materials and prices** which no general manufacturer can touch.

SPECIAL ORDERS receive prompt attention. Suits cut, made and trimmed from own material if desired. Write for samples and prices.

The Bannockburn Clothing Co.
WHOLESALE TAILORS
319 St. James Street, Montreal



**Write,
Wire,
Phone,
or Call**

FOR PARTICULARS

NEW FEATURE

Splendid line for Men's Furnishings store. Ideal Christmas Gift.

One a lady can buy without any doubt of its being suitable or acceptable. Not necessary for her to know size, shape or color. Only one quality. Will convert her Christmas shopping into a pleasure instead of a worry.

Retails at popular price—\$1.50. Wholesale price only \$10 per dozen, allowing 80% profit.

We have a positive "No Loss" proposition to make you.

CANADIAN SELLING CO.

74 St. Antoine St., MONTREAL, CAN.

Phone, Main 1515



THE HOUSE OF CORISTINE

Furs Always a complete stock of men's Fur-Lined and Fur Coats, in all the popular furs and styles. Special orders receive prompt attention.

Hats Our Spring 1916 range is now complete, and comprises all the latest styles and features of the European and New York markets. Be sure and see our travellers.

JAMES CORISTINE & COMPANY, LIMITED
Montreal



The New *W.G.R.* Collar

CECIL

\$1.40 per dozen

VALOR

\$1.10 per dozen

Ready for Delivery Now

The Williams, Greene & Rome Co.
OF BERLIN, ONTARIO, LIMITED

BERLIN, ONT.

WAREHOUSES:
WINNIPEG, MAN.
Corner Donald and Cumberland Ave.

VANCOUVER, B.C.
324 Seymour Street

ZIMMERKNIT



The Combination With a Future

The convenience and ease with which the HATCH ONE-BUTTON COMBINATION can be put on and fastened appeals immediately to the customer. No worry from missing buttons and torn buttonholes. Only one button and one buttonhole to keep in order. If this button is lost, a collar button answers the purpose.

This additional point of superiority will make Zimmerknit even more popular during the coming season than in the past.

Your customers will hear the story of the HATCH ONE-BUTTON COMBINATION SUIT through these leading magazines:

Saturday Evening Post, Cosmopolitan, Collier's, American, Literary Digest, Metropolitan, Red Book.

Made for Canada by

Zimmerman Manufacturing Co., Limited
Hamilton, Canada

AGENTS—E. H. WALSH & CO., Toronto. W. R. BEGG, Toronto
A. R. MacFARLANE, Vancouver



Patented June 16, 1911.

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The Effect of the Great World Struggle

upon business and upon investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions—and of the best possible business and financial counsel.

The Financial Post of Canada

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its

By-Mail Information Bureau

which deals with financial or business problems, furnishes a service of unsurpassed value.

ANNUAL SUBSCRIPTION \$3.00 A YEAR
WRITE FOR SAMPLE COPY

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President

R. G. DINGMAN, M. A.,
Managing Editor

JOHN APPLETON,
Editor

THE FINANCIAL POST OF CANADA

Published by The MacLean Publishing Co., 143-153 University Ave., Toronto, Can.



*Our boys are
now out with
their spring range.
Want for them!*

The Guaranteed
Forsyth
SHIRT

DADDY'S "FORSYTH"

WHEN I'M A MAN, I'LL WEAR A FORSYTH
IF I CAN

OFFICERS' CLOTHING-NEEDS

TAILORED-TO-MEASURE



BRITISH WARM COAT

The men of your town are answering the call—who is supplying the Officers' Uniforms?

The recent smashing victories of the British troops in France has given an added impetus to recruiting in Canada, where the call of the Motherland is finding ready response, causing new armies to arise and rally round the flag.

The officers commanding these new armies will be outfitted in every town and city in the Dominion—your town included.

Who is going to get this business in your community?

Securing the Crown Tailoring Agency for your town will enable you to meet the tailored-to-measure requirements, not only of the military trade, but also of your civilian patrons, as well as patrons from the Home Guard, and semi-military organizations in your vicinity.

The Crown Tailoring standard sets the pace in both military and civilian tailoree-to-measure garments. Our designers are experts and our plant is equipped to handle the largest orders expeditiously.

It will pay you to investigate our proposition. Drop us a card to-day and receive full particulars.



OFFICER'S SERVICE DRESS

The Crown Tailoring Co., Limited

CORNER EUCLID AVE. AND COLLEGE ST.

TORONTO

CANADA

MEN'S WEAR REVIEW



Some Features



THINGS MILITARY AND
THE XMAS WINDOW



DISPLAY METHODS
SURE TO PULL



CHRISTMAS PRESENTS
THAT WILL INTEREST



SIMPLICITY PLUS
GOOD TASTE EQUALS
IMPRESSIVE WINDOWS



WHAT'S NEW IN
SPRING HEADGEAR

DECEMBER, 1915

Vol. V, No. 12

The MacLean Publishing Co.
Limited

Publication Office, 143-153 UNIVERSITY AVE.
TORONTO

"Made in Canada"



ARROW

Donchester

DRESS SHIRTS

The bosoms of Donchester shirts—like good manners—are never out of place.

The lower end of the bosoms, being free, slide over the band of the trousers, instead of buckling up and bulging out of the waistcoat opening.

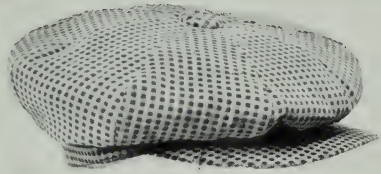
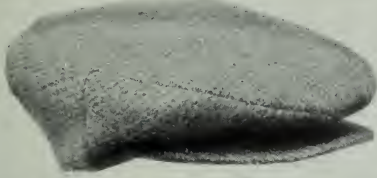
These most popular dress shirts are made in several styles and in qualities to retail at \$2.00, \$2.50 and \$3.00.

CLUETT, PEABODY & CO., Inc., *Makers*

Factory: St. Johns, P.Q.

Salesroom: Herald Bldg., Montreal

A natty pair of sellers that will bring you the best men's trade in your town



A display of Cooper Caps on your sales counter can always be relied upon to start you on the right road to brisk, profitable business. This is particularly true of

THE NEW CHECKED VELVET AND THE ONE-PIECE TWEED

Though but recently introduced, these lines have proven to be exceptionally good sellers. The Checked Velvet is supplied in men's and boys' sizes, while the One-Piece Tweed is shown in a splendid variety of Harris Tweed patterns.

Get after the smart men's wear trade of your town. A sample dozen of "Cooper's Best Sellers" will make a hit with your customers. Buy to-day as to-morrow you will pay more.

Cooper Cap Company

260 SPADINA AVE.

Cooper Building

TORONTO

The Monarch Suspender in its attractive girl's head box—the ideal holiday selling line

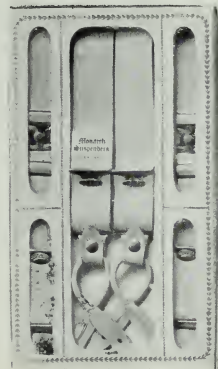


The appearance of the New Monarch Suspender is only equalled by its wearing qualities, which are such as to guarantee it big popularity and unusual selling success.

The Monarch line contains a splendid range of finest quality webs, tasteful colorings and patterns, fitted with strong, long-wearing leather ends, and well mounted.

The attractive box is just the thing for an effective window display. It contains one pair of Monarch Suspenders, one pair of Arm Bands, and one pair Garters. Send for a trial shipment to-day.

Select a few good lines, and feel the trade-attracting pull of the Monarch line.



Monarch Suspender Company

260 SPADINA AVE.

Cooper Building

TORONTO



Here's a Suggestion— *MacLean's*

As a Christmas gift to your friends, will be like a new gift every month of the year. Besides it will save you time, worry and expense.

What You Do

Send us a list of those to whom you have decided to send MacLean's, with their addresses, remitting for each at the regular subscription rate of \$2.00 per year. Write names and addresses clearly.

What We Will Do

We will mail a beautiful Christmas card to each of the friends you have selected, notifying them of the fact that MacLean's is to be their Christmas gift from you. This card, which will be printed in colors, will reach them on or before Christmas Day. The current number of MacLean's will follow.

Enclosed please find the sum of \$.....
for which send MacLean's for one year to

.....
.....
.....
.....
.....
.....
.....
.....

(Sender's name and address)

MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

The above card, printed in three colors, will reach the recipient on Christmas Day.

Style-Craft



Uniform the Empire's Protectors

No need to carry a stock of Khaki, no need to keep a staff of tailors, no need to worry whether an order will get out on time or whether it will be right or not when you have the Style-Craft Tailored-to-measure service.

You secure the agency which includes full, yet simple, instructions for taking perfect measurements, charts, fashion plates, etc., hang up the *Style-Craft* sign, display the sample swatches, take the orders and we will do the rest, relieving you of all responsibility, by guaranteeing prompt delivery and absolute satisfaction.

The rapidly growing Canadian armies mean a demand for more and more officers' uniforms—who will supply them for your town, you or the local tailor? Our officers' uniforms are correct in every detail, beautifully tailored and made of the best materials.

This business may be yours. Write for full particulars re our agency proposition.

E. G. Hachborn and Company

50-54 YORK STREET

TORONTO, ONT.

The H.G.B. Boys

Still Selling
Big



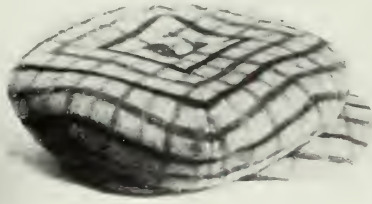
Cavalry Officer Top Coat Great Coat Infantry

22,000 so far

Join the army of progressive buyers and let us send you one Sample Dozen.

Also full line of Men's, Young Men's, Boys' and Juvenile Clothes.

Helleur, Garipey & Broderick, Limited
16 CRAIG STREET WEST MONTREAL, CANADA



The Mackinaw
*made to match the popular
Mackinaw Coat*

Successful business men to-day are those who are buying and selling goods to the best advantage.

We buy just a little ahead of and a little closer than the other fellow, and are in a position to give you the latest goods at very popular prices.

We are showing a fine range for Spring. Let us quote to you on anything in Caps.

BOSTON CAP CO.
219 St. Lawrence Blvd. MONTREAL



BANNOCKBURN SUITS

We are specialists in the good, old-fashioned Bannockburn Scotch Tweed Suits and Pants. Giving this first attention we have **styles, materials and prices** which no general manufacturer can touch.

SPECIAL ORDERS

receive prompt attention. Suits cut, made and trimmed from own material if desired.

Write for samples and prices.

The Bannockburn Clothing Co.
WHOLESALE TAILORS

319 St. James Street, Montreal

Sales Booster

THE ELEVENTH

Which

do you want, a half-hearted trade to come to you or a whole-hearted response to your aggressive advertising?

If you sell quite a few waterproof collars without trying, what do you suppose you could do if you tried hard to do more of this business?

In the first place, is it worth while? The answer is, decidedly Yes! but why?

Well, the man who wears a waterproof collar wears other clothes, has other needs, his business is worth while going after.

Now, there are different ways of getting in touch with him. One way is to wait until he comes into your store, then suggest waterproof collars to him; another way is to attract him into your store through your window displays, and yet another is to go after him right to his shop and invite him to your store.

Use this cut to illustrate your show cards.

Which

will it be? We suggest that you try the latter way by distributing a dodger occasionally at the exit of the largest factories, drawing attention to your line and giving a central display to *Challenge Brand Waterproof Collars*, using cuts we will supply free of charge.

Then—follow up your first move with both of the other plans. This will reinforce your first efforts and give you triple assurance of cash-in-hand results—results that mean not only sales of *Challenge Brand Waterproof Collars* but of all other lines in your store.

It's well worth the effort. Why not try it out right now, using a straight *Waterproof Collar* dodger or making it general with the central item brought out strong for the collars?

Challenge Brand Collars have exclusive features which appeal to all wearers.

Write for samples.



WHICH?
—a clean collar going home or a soiled one

Raise your standard with your fellow passengers or pedestrians by going home with a clean collar. Make this possible by wearing the easily-cleaned, pure white, odorless

CHALLENGE BRAND
Waterproof Linen Collar

There's a style to suit every taste and at a price to satisfy every purse, in the Arlington Range of collars. Challenge is the 25c line. See our window display to-night.

(Firm, Name and Address)

Here is a suggestion for a small panel for your ad. this week. We supply more complete copy on request.

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.



**M.I.C.
BRAND
NONE BETTER**

MADE IN CANADA



FORAGE AND TRENCH CAPS

With or without band Twelve distinct designs
and qualities.

ALL REGULATION

\$25.00 to \$50.00 per dozen.



Write or wire for my new special cap catalogue
and price list.

A. HARRY WOLFE

CANADIAN GOVERNMENT CONTRACTOR
UNITY BUILDING MONTREAL, CAN.

"Craftana"

Registered No. 282,17

THE HALL MARK OF

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

First in the Field and Still Leading.

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

**A HALF HOSE
FOR HARD WEAR.**

**Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable**



THE ACME OF PERFECTION IN FOOTWEAR.

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

We're Selling Agents for

Young & Rochester Shirts

Best English Quality - - Medium Priced

"Aquatite" Raincoats

"Rendelsham" Military Coat

Tress & Co. London & Luton
England

Manufacturers of High Class Hats and Caps
Military Helmets, New Soft Trench Caps

**We carry a full range of
All Military Requirements**

Canada is to raise an additional 100,000 men for
her army. This addition will require hundreds of
new officers and these officers must be equipped.
Why not you have this profitable business?

We carry a full range of Khaki Flannel Shirts at
\$21.00, \$24.00 and \$26.00, also Zephyr and Silk
Shirts.

Purtees, Slickers, Spencers, Neckwear, Stud-lace
Leggings, Khaki Socks (plain and ribbed), Khaki
Handkerchiefs (silk and cotton), "Sam Brown"
Belts, Tan Leather and Rubber Boots.

Wreyford & Co.

85 King St. W.

Toronto

Jobbers Sell 'em



Xmas "EZE"

and

**Xmas
"CHAMPION"
Suspenders**

in Patriotic and
Fancy Holiday
Boxes

--they make useful
and appropriate
Xmas gifts.

Xmas "EZE," \$3.90 per doz. net. In Patriotic and Fancy Boxes.

No change has been made in the quality of the goods in order to cover the extra cost of the special boxes.

"EZE" Suspenders in Patriotic and Fancy Boxes are the same as the nationally advertised "Eze" Suspenders which have been giving Canadian men the utmost Suspender Comfort for years past.

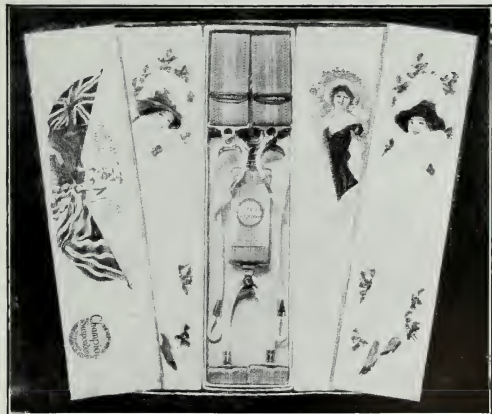
"CHAMPION" Suspenders are the same strong, durable and comfortable Suspenders now as heretofore.

A window display of these two lines will attract customers to your store.

Our Xmas advertising campaign will be another big factor in sending new customers to your store.

BUY NOW

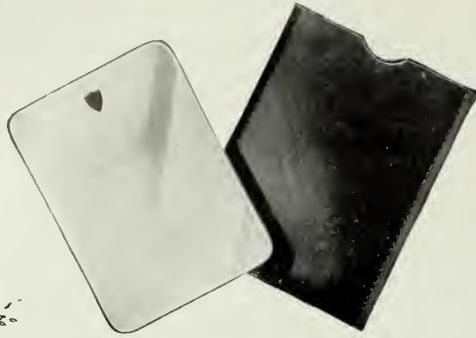
from your nearest Jobber
or direct from



Xmas "CHAMPION," \$2.10 per doz. net.

In Patriotic and Fancy Boxes.

The KING SUSPENDER CO., 64-66-68 **TORONTO, CANADA**
Adelaide East



—Just the thing for Tommy

Military Service Mirror

—*unbreakable
rustless*

Made of solid Nickel Silver, burnished (no plate to wear off). Equals the best British plate mirror for reflecting surface.

Note the "Shield Shape Hole." It permits the mirror to stand as well as hang.

In its neat leather case, what better present for the man who has volunteered? Unbreakable! —Rustless!

Seven years' good luck! It may stop a bullet. The sensible mirror for Soldier—Hunter—Camper—Prospector or Tourist.

Canadian Wm. A. Rogers

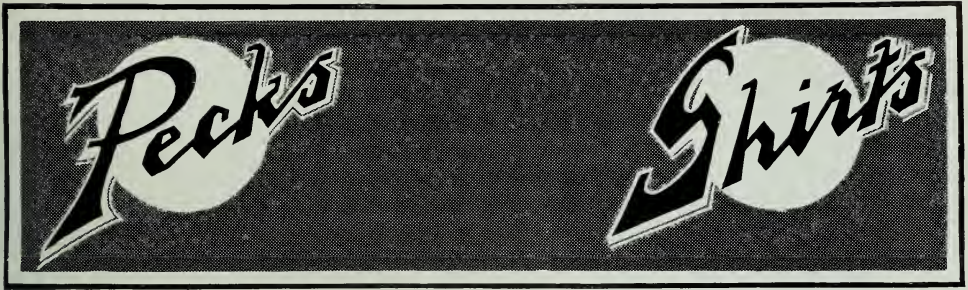
Limited

TORONTO

CANADA

Made in Canada





Sell Shirts That Make Men Come Back to You For More—

A MAN may appear to be careless about quality when he's picking out shirts in the store. He may seem to pay more attention to the pattern than to the quality of the cloth. He may be more fussy about the buttons than about the fit. He may not seem to pay much attention to the label on the neckband.

But after he takes the shirt home—and puts it on, and wears it, and sends it to the laundry a few times—then is when he decides whether you will sell him the next shirts he buys.

If the fabric tears, if the dyes fade, if the seams rip, or if the cut is too "skimpy"—he blames both shirt and merchant in one emphatic outburst, and somebody has lost a customer.

On the other hand, if the shirt is cut full and comfortably, holds fast

to its colors, and wears well, he goes back to the store where he got it for his next supply of shirts.

Peek's shirts are made to sell at all prices from \$1.00 up, but each one will give the man who buys it every cent of his money's worth in long, satisfactory wear.

That is why merchants who push Peek's line find their shirt business growing so rapidly. It is business that pays them good profits from the start, because the quality in Peek's shirts is gained without sacrificing the retailer's margin.

Every merchant who believes in profits for himself and quality for his customers should see the Peek line before placing orders for spring stock.

Salesmen now on the road. If you have not received a call from one of them, write for samples and prices.

John W. Peck & Co., Limited

WINNIPEG

MONTREAL

VANCOUVER

OFFICERS' WOOL SHIRTS



*Elegantly Finished
Perfect in fit*

With the growing Canadian Army comes a growing demand for Officers' Khaki shirts of fine quality wool.

The new Deacon shirt, of wool taffeta, here illustrated, is making a big hit with the soldiers. It is made in coat style, has big pouch pockets, neat shoulder straps, and has two separate collars of Viyella flannel, either square or round points.

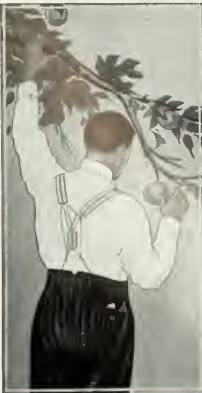
These shirts are shrunk before making, will be very serviceable.

Prices range from \$24 doz. up.

Send a trial order to-day.

DEACON SHIRT CO. - BELLEVILLE, ONT.

“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

1916 a Khaki Year

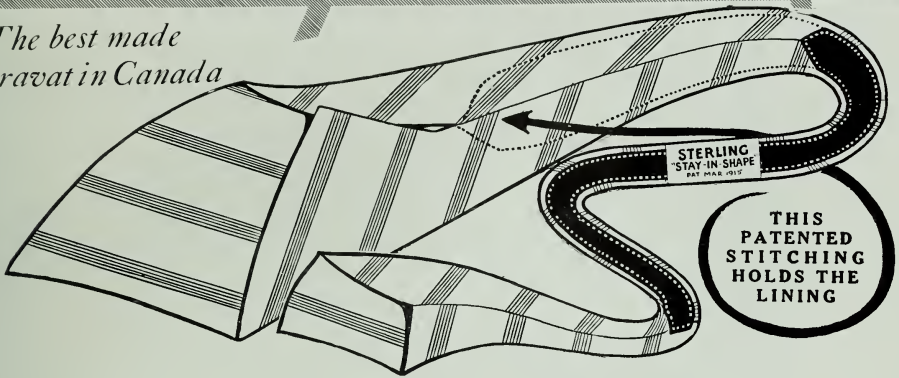


See our range of Khaki Bloomers now in
the hands of our Travellers for Spring 1916

The Jackson Mfg. Co., Ltd.
CLINTON, ONTARIO

It Stays In Shape

The best made cravat in Canada



STERLING

"Stay-in-Shape"

NECKWEAR

- does not pull out of shape
- looks better
- lasts longer

Costs \$4.25 Doz. Latest designs in Swiss silk, all styles.



Splendid range for the holiday trade ready for prompt delivery. Latest designs at \$4.25 per doz.—\$4.50 in fancy Christmas boxes.

Sterling Neckwear Co.
LIMITED

"Where the Best Ties Come From"

TORONTO



Penman's Underwear

*Made in many styles and fabrics
for Men, Women and Children*

PENMANS LIMITED. PARIS, ONTARIO, CANADA



SELLS ON SIGHT

At **\$5.00** Each

To Every Military Man or Sportsman

WOLFE'S M. I. C. KHAKI KIT KITCHEN

PATENT APPLIED FOR



CLOSED

A NECESSITY,
NOT A LUXURY

\$30.00 a dozen

Sample \$3.00 each



OPEN--READY FOR COOKING

Write or wire for Samples, Catalogues and Full Details.

A. HARRY WOLFE, CANADIAN GOVERNMENT
CONTRACTOR
UNITY BLDG., MONTREAL

*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.



Specialty Goods For Specialty Stores

This is an age of Specialization. For 45 years our whole efforts have been concentrated in making of better "EVELEIGH BAGGAGE."

Stores specializing on the needs of men will find a small selection of Eveleigh High-Class Baggage—specially made for men—very profitable.

Holiday trade demands Bags and Suit Cases, with and without toilet articles, Brief Bags, Doctors' Bags, Wardrobe Trunks, etc.

*Catalogue costs you a
post card.*

J. Eveleigh & Co. LIMITED.

MONTREAL

"The Big Baggage Makers"

Branches:

Winnipeg Saskatoon Calgary Vancouver



Strength and Durability

are two very necessary qualities in overalls, and it's these features that have given

ARM and HAMMER OVERALLS

Forty years of continuous popularity

The price of Stifel blue overalls have remained the same. Our \$12.00 lines have the famous triple stitch—we are the only firm possessing this feature.

SHIRTS

We have a splendid complete range of cotton and flannel work shirts ranging in price from \$4.50 to \$15.00. Made roomy—extension neckbands—ivory buttons.

WRITE FOR SAMPLES

J. A. Haugh Mfg. Co., Ltd.

658 King Street West

TORONTO

Lifelike Display Adds Life to Sales

Make your Boys' Clothing look like Boys' Clothing by showing it on our forms. Then mother, father and son see how suit will look as worn.



Boys' Suit Forms, all sizes,
4 to 16 years



Boys' Suit Forms, 4 to 16
years, Men's Coat Forms,
all sizes, 34 to 46

**DALE WAX FIGURE CO.
LIMITED**

106 Front Street East TORONTO

Miller Officers' Uniforms *and* Accessories

(EVERYTHING FROM RANK STARS TO WARM COAT)



Will prove a powerful magnet for drawing all the Soldiers' trade to your store. The Soldier needs a hundred and one different articles—*shirts, underwear, socks, gloves, handkerchiefs* and so on, and he usually buys the best he can get because he requires extra good service.

When you figure it up, isn't this business really too good to let slip by to someone else?

This is just the time to get started on this business. Secure the Agency for "MILLER OFFICERS' UNIFORMS AND ACCESSORIES," and see how quickly your store becomes the headquarters for all the Soldiers' wants.

MILLER UNIFORMS are not only a big money-maker, but a big trade-getter as well.

We can give you all the necessary assistance and have a special measurement system that makes mistakes impossible.

MILLER UNIFORMS are sold at *real, wholesale price.*

MILLER UNIFORMS are *highly correct in design and fit.*

Send us a sample order for one uniform, we guarantee satisfaction.

The Miller Mfg. Co. Limited ^{44 to 46} York St. Toronto

UNIFORM CONTRACTORS TO THE DOMINION AND IMPERIAL GOVERNMENTS

The oldest and most reliable Officers' special order manufacturing Company in Canada.

TWO IMPORTANT DEPARTMENTS

The House of Coristine

are specialists in men's better values in Furs and Hats. Special orders given prompt attention.

FURS

Our stock of men's fur-lined and fur coats is very complete—all the popular furs and in the best styles. Place your sorting order now and meet the demand of the Christmas trade.

HATS

If you have not seen our complete range of Men's Hats, comprising all the latest styles and features of the European and New York markets, send for our splendid illustrated catalogue for Spring, 1916. The range is now in the hands of our representatives.

JAMES CORISTINE & COMPANY, LIMITED

MONTREAL

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5

TORONTO, DECEMBER, 1915

No. 12

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Anything and Everything to Interest the Men's Wear Man.	

THE MACLEAN PUBLISHING COMPANY, LIMITED

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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.



OUR 1916 range of men's sweater coats, scarfs, etc., in all the latest and best shades, styles and finishes is now being prepared. These lines will please you, we know.

In presenting this announcement we thank the Men's Wear merchants of Canada for their patronage during the past and wish them the season's best greetings — *A Merry Christmas and a New Year chock full of prosperity.*

The
Monarch Knitting Co., Limited
Dunnville, Canada



Men's Wear Review

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

VOL. V.

TORONTO, DECEMBER, 1915

NO. 12



XMAS PRESENTS THAT WILL "GO"

A List as Long as the Ten Commandments — Scarfs, Ties, Jewelry, Safety Razors, And So On, Ad. Infinitum—Presents for the Ladies, Such as Hose and Gloves—A Word or Two on How to Show Your Xmas Goods

PERHAPS a little too much has been written about the opportunities there are for the haberdasher building up a successful business in jewelry, and various kindred lines. One must admit that, after all, the demand for this class of goods in a men's wear store is limited and that at best, it is only a side line. There is one month out of twelve, however, when this department is exceptionally fruitful, or should be. If it is not, it is because the dealer has buried his jewelry stock, or has failed to create an impression that his is the logical store at which to buy gifts for men. That month will begin about the time this issue reaches your hands.

The writer paid a visit the other day to one of the largest furnishing stores in Canada. This house has a neat jewelry case in the centre of the floor the whole year round, but on the occasion of my visit, they were beginning to magnify this case into a special Christmas department. In normal times, only a few

sample lines, such as razors, cigar cutters, silver pencil cases, tie clips, etc., are displayed in the glass case, while a large reserve stock embodying a much larger range of goods is carried in a series of drawers below. These are now being resurrected, polished and brushed into shape for the festive season now approaching.

Some Things to Sell

Here are some of the smaller articles suitable for Christmas gifts which I found hidden away in these drawers: leather carrying cases for carrying men's jewelry, stud boxes, undressed kid handkerchiefs cases in green, tan and grey; leather razor kits, portable slippers, which fold into neat pockets — the very thing for travelers, and a new line on the market; pocket knives, made specially for carrying on the watch chain; cigar lighters and cutters; sets for dress wear, including links, vest buttons and shirt front studs



A series of really "useful" gifts in woolen garments and such. Shown in the Jacger store in Montreal.

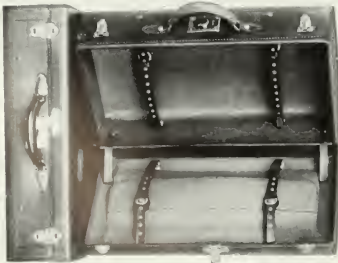
Some Quick-Selling Christmas Gifts



With a trim like this in your store the wifely customer would feel impelled to say to her husband, "A useful gift for yours; I shall buy you some shirts." You've got to hand it to the New York retailer who produced this!



What makes a better Christmas gift than a snappy set of collar jewelry? And the ladies know it and look for it. Sample by Pearson Bros.



A traveling case is a mighty good gift. J. Eveleigh & Co., of Montreal, put up some nice gifts in this line.



Supposing you were to stock a few pairs of ladies' hose, boxed like this, don't you think you'd sell them sure enough?



"Five-in-One"—cane, shirtings, hose, cravat and collar. If you had such a display on a table handy to the customer, he—or she—might seize on something by way of a Christmas present, don't you think? The New York men's wear man who made this trim knows his business.

to match; safety and non-safety razors; razor blades, and most important of all, perhaps, stick pins in handsome cases. It is the latter especially which require to be brought out of seclusion and made presentable.

In passing, it might be interesting to note that the store mentioned above is located in the financial district of our largest city, and is essentially a man's store. It enjoys, perhaps, the most select patronage of any store in Canada. Very rarely indeed does one see a lady in that store—except during December. Having a reputation for handling what is choicest in men's wear, the ladies flock there to buy Christmas gifts for their men friends.

Two Leading Lines

While this store handles a hundred lines suitable for gifts, they concentrate their efforts on two lines which they consider admirable for the purpose, and their sales of these articles are enormous. Now these two Christmas leaders happen to be typical men's wear lines, handled by every haberdasher in the Dominion: they are scarfs and neckwear.

The scarfs they intend to push this Christmas are bandana handkerchiefs, of which they have got in a large stock. This particular bandana is about 12 inches wide, and 42 inches long, with a silk fringe. The colors are red and green, red and yellow, in Persian small and large flower effects. The price runs in the neighborhood of \$2.50, and it makes a singularly appropriate Christmas present.

While in former years their energies have been directed towards the sale of the ordinary neckwear in boxes, they intend this year to push silk squares at \$5.00 apiece, which can be used either for scarfs or for making ties, which can be purchased individually at \$2.00 each, being made right on the premises.

It must not be inferred that sales are confined to these two lines, but it has been found that ladies buy largely of mufflers, neckwear, pocket handkerchiefs, and gloves. The better class also buy largely of smoking jackets and dressing gowns. In handkerchiefs, this house has a special line for the holiday trade, being a white crepe, with a half-inch colored border, the colors being grey, purple, green, Copenhagen and navy blue, which sell at \$1.50 apiece. In gloves they are pushing washable cape, and suedes in light shades of grey.

It is natural to suppose that this house takes advantage of a season like Christmas to sell suitable gifts for ladies. Their masculine customers ask for them, and it is a well-known fact that men dislike doing business in a lady's store, especially at a time like Christmas.

The stock of ladies' goods is not heavy, and is confined to three lines suitable for gifts—hosiery, umbrellas and gloves. To avoid carrying umbrellas all the year around, a stock is bought on consignment, and what are not sold during the holiday season are exchanged for men's.

The Ladies—God Bless 'Em!

This idea of catering to the women's holiday trade is by no means a new one. Hannan's, of Montreal, have gained quite a reputation as dealers in women's gloves, not only at Christmas, but all the year around. Being

located uptown, they are more accessible to the St. Catherine St. shoppers.

The writer has noticed, especially in Western Canada, that many stores handle traveling goods, such as leather bags, rugs, and especially fitted traveling goods. It is customary to use these in conjunction with palms as decorations, and to give them a place near the ceiling. If they are not out of sight, they will be out of mind, so better bring them down from their lofty positions and line them up with stick pins and safety razors as "suitable Christmas gifts for him."



Talking of mufflers—you couldn't want anything nicer as an easily salable Christmas gift, now, could you? A. T. Reid & Company show some crepe de chine and some foulards scarves, and it is hard to say which is the nicer. Rich, full colors are used, and the designs are those of very old and rare English prints.

The department stores realize the business possibilities of traveling goods at Christmas, and go after it hot. If men's wear stores carry the line, why shouldn't they get this business as easily as the department stores? They have even better prospective customers than their larger competitors. There is good profit in traveling goods, and manufacturers are equipped to handle last-minute orders. Only a sample or two is required, and a catalog. A word or two on what is selling in this line might be in season. Suit cases with fittings are not so popular just now as club bags. Ivory is more popular than black, and has been for a year or more. The best French ivory is scarce, and xylonite is being used as a substitute. It is cheaper, and does not take on a yellow tint like ivory.

Lastly, don't forget that all the soldiers are not fighting, and thousands of gifts for military men will be bought long after the last mail has left for Flanders.



A COMPLETE CHRISTMAS WINDOW

The Soldier is the Best Bet—An All-round Window—Everything the Tommy Might Need—All Prices Are Clearly Marked—An Inclusive Window Displays Everything From Shaving Soap to Great Coats.

Special to Men's Wear Review by Traveling Staff Writer

THE men's furnisher who is doing any business at all in things military must perforce get in his Christmas display early. In fact, so far as its usefulness in connection with presents for the men at the front is concerned, it should have been in about a week ago.

It was for this reason that Men's Wear Review, as usual, was first in the field with suggestions for early displays to catch the public and induce the public pocket to shell out for presents appertaining to the soldier; to be sent to him either "Somewhere in France" or at the Dardanelles, or in England, and which might be sure of getting to him by Christmas.

The Two Macs Ltd., of Ottawa, one of the largest and most influential retail men's furnishing houses in Eastern

Canada was well to the front with their Christmas window having special reference to the men at the front. It was in by the end of October and so caught the trade which it was necessary to get at that time, in order that the gifts for the men at the front bought by the public of Ottawa might leave at the latest on Nov. 10th.

Soldier the Best Bet

In conversation with the Two Macs Ltd., we were told that they thought "The soldier is the best bet for the men's wear men this Christmas. We have proved it in this window which only concerns itself with the men at the front. You will notice that we have devoted a whole window, and that at the most prominent corner in Ottawa, the



Some display! The Two Macs at Ottawa took real advantage of the October issue of M.W.R., followed out the article on catering to the men in khaki and used a M.W.R. show card to cap the lot.

corner of Bank and Sparks streets—to Christmas gifts for their soldier friends.”

“We followed the suggestions outlined in the October issue of Men's Wear Review and got in this display early in order that the people who bought at our store might catch the mail in good time, so that the boys at the front got their presents for Christmas. We had this window display at the end of October. This allowed ten or twelve days for buying.

Using Men's Wear Review

“That show card in the middle of the window looks familiar,” we said.

“Yes,” answered the window trimmer with a smile, “I got it from Men's Wear Review. The figure in the middle of the card at top is one of your sample ads. and the reading matter underneath it is the reading matter which accompanied the sample ad. in a recent number of your paper. It makes a dandy card, doesn't it?”

Modest as we are, we had to admit it.

“The idea was,” went on the window trimmer” to put in this window everything from A to Z that the men at the front could possibly want. You will notice that we have everything there from shaving soap to a great coat. And along the line we include such things as puttees, leather dressing cases, khaki ties and handkerchiefs, sweater coats, gloves, drinking cups, unbreakable mirrors, safety razors, leather pocket cases, brushes and comb in case, ‘hussifs’—in fact every mortal thing that the man at the front could possibly need.”

“This window is pre-eminently an example of what suggestion will do. Very obviously most of the people in Ottawa have somebody connected with them at the front, either in camp here or in England, if not actually in the fighting line. So that everybody would be naturally anxious to send something in the way of Christmas to their soldier friends. But they might not know, thinking it over quietly, exactly the best thing to send, because the range of what they might send is so wide. It was, then, up to us to display all the possibles and let them come and look in the window and eliminate such that were improbable, according to special circumstances, and thus leave things that they knew—more than we—were wanted by their soldier friends.

Admirable Trimming

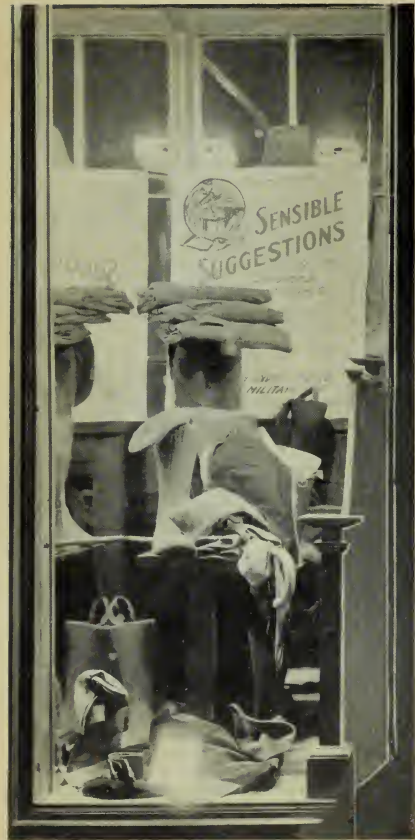
“As to trimming. We used Fall and Christmas leaves and we did not have too many of them. I think the success of the use of Christmas decorations of this kind is enhanced by the fact that they are few and far between, but that they are enough. I do not believe in overcrowding. You will notice, too, that we used the Union Jack on one side and it was conspicuous enough without taking up too much room and precluding our putting all that we wanted to in the window. The festoons of Christmas colored paper across the window are just enough, but again not too much. We put the little things we had to sell down in the front of the window and so displayed them, with the bigger things behind, so that the little showed up the big and anybody standing in front of that window, within two minutes could see everything. All was so displayed as to tellingly attract.”

“We got results all right,” said the window trimmer with a smile. “We found that a lot of sweater coats sold and things like ties, mufflers and so forth. Leather goods were an exceptionally good seller and so were gloves and puttees. The little things, however, we did an enormous trade in. For some years now we have had a steady trade in shaving soap and safety razors and in shaving accessories of all kinds. Probably we do the biggest trade in

this kind of thing in any store in Canada and we have proved again and again that it is a paying proposition to install in a men's wear store shaving accessories and that sort of thing because it is so natural that the average man would want to buy his shaving accessories at the store where he buys his handkerchiefs, ties, shirts, hats and boots.

“There is one feature in this window which is particularly well worth while and that is that everything is priced and the price can be clearly seen. This is a very necessary detail, particularly at holiday times, when shopping is heavy and people have comparatively little time for the amount of work they have got to crowd into it. This window would have lost half its pulling power, if the different articles in the window—so many of them as there are—had not been marked clearly with the price. Everything there, from the unbreakable mirror and the little drinking cup up to the British warm coat, was clearly priced and the figure could be seen at a glance.”

There is another detail too, which, in our estimation, is entirely commendable. That is the wise and discriminat-



A section of G. Hawley Walker's window was devoted to officers' equipment, the index to which was a show card that our readers will recognize.

ing use of cards beginning with a big one in the centre and embracing the smaller ones all over the window. This is an important point. We had the opportunity of discussing this particular window with some people in Ottawa and someone said to us,—a member of the buying public—“That show card in the window was a daisy, it focused attention right away. As soon as I saw the word ‘Send Postie,’ I wondered where I had to send him, and how that matter concerned me. In my estimation it was certainly a dandy show card.”

While this class of window—the military window—has already had one opportunity of doing big business, it still has another. The illustration which we reproduce here was used in connection with sending presents overseas. It must be remembered, however, that there are a great many soldiers quartered in Canada and who will be in Canada right over Christmas. Our towns and cities are full of soldiers in camp and in billets and there is an excellent opportunity here for the progressive men's wear man to get out and get business. A window of this kind is a very fine example. Simply by removing the centre card referring to soldiers who are overseas, it might be used and probably will to attract trade for the soldiers quartered in Canada.

The soldier is the best bet for this Christmas, whether he is in England, France, the Dardanelles, or quartered in Canada. Men's wear retailers will find it pays to devote one of their windows, if they have two, to the soldiers' trade.

This is the Christmas of useful presents; that was the slogan of Men's Wear Review two months ago, and it is being amply lived up to and used by readers of Men's Wear Review right throughout the country.



THINGS MILITARY AND THE WINDOW CARD

THE use of an attractive show card in connection with Men's Wear Windows is a very important matter to the men's wear dealers. At this Christmas season in particular, it is of double importance that the show cards used by the men's wear dealers be snappy in design and outlay as well as catchy in their appeal. Equally important is the additional attractiveness which is furnished by the use of a good drawing or painting or photograph on the display card.

We reproduce a card on this page which was used by G. Hawley Walker Ltd., Toronto, representative of the Fit-Reform Clothing. Mr. Walker's card was exceedingly well executed so far as general effectiveness is concerned. The message was good, it was topical, dealing with the subject of presents for the men at the front and in khaki, generally, and was big enough to ensure it being seen.

Mr. Walker himself agreed, as did many people, however, that the main feature about this card was the figure used in the corner. This was a picture of a soldier kneeling in the trenches undoing a box of Christmas presents and pulling out such things as underwear, sweater coats, etc., etc. This drawing was the front cover on Men's Wear Review, October issue, and the G. Hawley Walker Limited store could not have had a better cover for their military show card than this—“if we say it ourselves as shouldn't.”

This card commanded a good deal of attention. It was used first in the centre of the window for about a week and then put at the side of the window in connection with the military department. The first week it was used when the whole window was given over to things military, including presents for the men at the front. In other articles in this issue we have shown that the military end of the business is going to be a big feature this Christmas. Have

SENSIBLE SUGGESTIONS
For the
SOLDIER'S CHRISTMAS

*Acrylic Underwear - Khaki Sweater Coats -
 Woolen Vests - Military Sox - Woolen
 Scarves - Woolen Gloves - Khaki
 Braces - Khaki Handkerchiefs - Nickel
 Mirrors - Puttees - Money Pouches -
 Sweater Sticks - Khaki Silk & Knitted Ties.*

**WE CORDIALLY INVITE YOU TO
 VISIT OUR MILITARY DEPT.**

What could have set off the message in this window card as well as the illustration in the corner, the cover of the October issue of Men's Wear Review? G. Hawley Walker show alike their business initiative and their good taste in its selection.

you definitely realized this? It is axiomatic that the display card, if well done, is a good index to the window. Just as in the index to a book, you may find a hint and a pretty complete hint as to what is in the book. So in the case of the window card. The public should be able to look at that and glimpse, in one minute, the significance and the conclusiveness of the contents of your window. We think the card we show is an excellent example of card-writing art—and we must say we admire the taste of the G. Hawley Walker store in using the illustration which they did use for their card.

"SOME DIFFERENCE"



Last year's silk hat in Canada was that of the hat on the left, a la Francaise. This year's goes back to the days of five years ago and is, consistently with every other detail of man's evening dress this year, absolutely conservative.

DISPLAY METHODS THAT WILL DRAW

Using the Flags of Britain and Canada — Judicious Application of the Santa Claus Idea—The Back of the Window—Bring Out the Xmas Idea

THIS number of Men's Wear Review will get to the trade just as the trade is preparing its Christmas window display. Indeed a great number of men's wear men throughout the country have already got this under way and possibly there may be something in this article which will add to what they have already done, while for those who have not yet commenced we offer some pointers.

Inasmuch as this Christmas will be spent under the shadow of war, we suggest that it is wisdom to make as much as we can of the brighter side of it. Why not display the Canadian flag prominently in your window? The colors will blend pretty well with Christmas shades; the red can be made identical with the red of the holly berry. One big ensign might be set off by a couple of Union Jacks, or one big Union Jack set off by two Canadian ensigns making a pretty good background. Much, of course depends upon what sort of window space you have to display in and how it is situated, and such details as how the back of the window compares for size with the front. But a background of flags, upon which may be super-imposed Christmas decorations in the way of holly branches, leaves and Fall leaves might be an A 1 attraction.

Not Cheap or Tawdry

Above all keep away from making your Christmas displays cheap or tawdry. The time for that sort of thing has gone past and the up-to-date merchant believes that money is well spent in securing some good looking and stout and attractive decorations.

Now as to background first. This should be changed from any ordinary month of the year and a mighty good basic beginning is to alter the panels at the back of the window. It is easy to get beaver board and you can get this for any size panel. Cover these boards with a strong sort of silk cloth or rep in, say, a nice dark holly green or the red of the holly berry. A good idea, too, if you have lots of this material would be to follow the idea out by draping the material around on the base of the window. Let it lie in soft folds and if you have any pillars or pedestals in the window, drape it round them. If you are going in for the thing to any great extent why not stencil a design of holly and mistletoe and general Christmas greens as a border round the board at the back of the window?

The general idea of Santa Claus does not need to be harped on too much. Christmas will always be associated with Santa Claus, but at the same time a men's wear store, as separate and distinct from a children's shop does not bother much with the particular sentiment engendered by Santa Claus although it does with the generic. The best way to use Santa, possibly, is to decorate the side and the back of the window with his image; use him a good deal in your display cards. Use him too, by the by, in your newspaper ads.

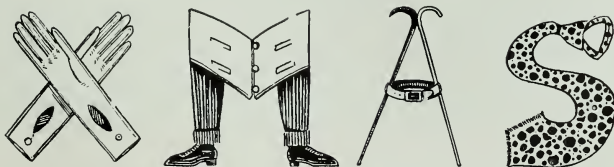
The Christmas Spirit

See that every inch of your window has the Christmas spirit and carries a message from you to the man or woman who is looking for Christmas gifts. Follow this out by all means in your display cards. Get attractive tickets for the goods and in this connection it is the simplest thing in the world to get a sprig of holly, either actual or artificial and pin on to the tickets or if not paint the holly leaf or some Christmas green on the corner of the ticket near the price. Use Christmas slogans. In short—have the word Christmas so deeply impressed upon the buyer's mind that it is impossible he should forget it.

With regard to outside decorations. If you can afford it go in for some colored electric lights in red and green and if you feel you can go to the expense why not have 'A Merry Christmas' up in electric lights outside the store. For outside decorations too, and these are the cheaper kind, Christmas trees along by the window are pretty good and all these things help to engender the Christmas spirit.

Above all get busy with your ideas for your Christmas window and make all your plans and work out all your suggestions in plenty of time. You will need plenty of time and the more time you devote to it the more successful is your window and the general Christmas effect of your store.

Get the co-operation of your clerks, ask for their suggestions and listen to them when you get them, and with all working towards the same end it will be found that a Christmas display is comparatively an easy thing to attain and is a pretty good stunt for pulling business at this time of the year.



A suggested idea for a novel Christmas window card. Why not try it?

THE APPEAL THROUGH EYE-GATE

This is the Raison d'Être, Says R. H. Biggs of a Good Display — Catching the Newly-Made Officer's Eye—Use of the Telephone and Personal Visit

ONE of the best windows we have seen in connection with things military is that which we reproduce on this page by Mr. R. H. Biggs, of St. Catharines. This window was dressed two or three weeks ago in connection with the Newspaper Display Week, and proved to be one of the best, from a business-pulling standpoint, as well as from being a good example of window dressing art.

We commend this window because so very much was made of a comparatively small space. This window is by no means a large one and yet, without it appearing any too crowded, by the gentle art of suggestion and by tactful and knowledgeable handling, the window was made to display anything and everything in connection with the military trend of the men's wear business.

A Paying Adjunct

We hear, as we go up and down the country, in search of where-withal for readers of Men's Wear Review that more and more men's wear men are finding the military business a paying adjunct to their furnishing business. In many cases it has taken some months for the men's wear men of Canada to find this out. There is, as one may see at a glance, considerable money in getting after military trade.

We asked Mr. Biggs, whose window this is, what he was doing to secure military trade, and he tells us "that I am keeping my windows trimmed as nicely as ever I can." This is the first point and possibly this is the most important. The appeal through eye-gate is

an important one. Many a man is sold simply because he looks at your window. "If you can so dress your window," said Mr. Biggs to The Review, "as to attract a man who is standing outside and not wanting to come into your store, enough to compel him to come in, then I think you have achieved the art of salesmanship, so far as salesmanship by suggestion is concerned."



This window was the display of S. Biggs, of St. Catharines, in the recent newspaper display week. It is one of the best military windows we have ever seen. The shells, the bulldog and the picture, all add topical touches. We do not wonder that this display "pulled" the business in things military.

"This is just as true," Mr. Biggs went on, "of the man who is desiring something in the way of military equipment as in any other way. A man who has taken a commission, and is wondering just where he will get his uniform will be attracted by the window which I have. There the equipment that he will need is displayed for his approval, and it would strike his eye as soon as he stopped outside the window. You notice that I show a uniform, puttees, gloves and other appurtenances of an officer's uniform.

"I place a good deal of stress upon etceteras. This is necessarily so. In the appeal through eye-gate the etceteras count a good deal. As you note I have trimmed my window with some shells, one or two good paintings representing military scenes and so forth. All these little details help. In my opinion the details in window

dressing are the most important thing, because the more you have by way of surroundings brings out the central things you wish to display.

Per Telephone

"One way I have found valuable in getting after military business, is by telephoning. As soon as I hear a

man has got a commission I get hold of him on the telephone and point out to him that I should like him to look over my list of military samples. Quickness in seizing the moment is the whole thing in getting after this business. The officer has not very long to get himself fitted out in, and the early bird gets the worm. In addition to that, of course, where I know his address, I write to him, if I don't personally call on him. When I can, of course, I give him a personal call, and tell him of the things I have and that I think I can fit him out as well as anybody else."

We feel confident that this window was one that got results, and we are not surprised. It was a valuable addition to the newspaper week's display, and we are glad that such a clever window was produced by a men's wear retailer.



FORM "TWO-BITS" CLUB

We hear of a men's wear firm which is doing good work in aid of the Patriotic Fund, having instituted a "Two-Bits" club at the men's wear store. Every customer or traveler entering the establishment is invited to become a member of the organization, the membership fee being 25 cents, or "two-bits." The benefits to be derived from affiliation with the club consist mainly of a sentiment of satisfaction in having helped a worthy cause.

Each member signs the register and drops his quarter into a box placed handy for the purpose, and the roll now contains over fifty names.



GIGANTIC BRITISH ORDERS

In reply to recent criticisms alleging that large orders for khaki cloth had been placed in the United States while the English manufacturers were idle, the British war office has issued a memorandum noting that the British pur-

chases of khaki cloth since the commencement of hostilities had aggregated 109,000,000 yards, of which only 4,500,000 yards were purchased in the United States. The total includes shirting and overcoating material, as well as material for suits.

While it is known that Italy recently placed large orders in the United States, it is also noted that the English textile works are busy on a Russian order for a million yards of khaki and serge placed last week at a price, according to the newspapers, in the neighborhood of \$140 a yard. The war office memorandum gives the figures of garments bought by the war office since the war: Socks, 36,000,000; undershirts, 3,900,000; drawers, 15,200,000; jerseys, 5,000,000; comforters, 6,800,000; body belts, 3,700,000; worsted gloves, 2,600,000, and blankets, 12,200,000.



MONDAYS FOR HOLIDAYS

A petition is being circulated by the Northwest Commercial Travelers' Association in Calgary in conjunction with a Dominion-wide movement by the commercial travelers, urging that the Dominion Government pass legislation making every legal holiday, no matter what the nature, fall on the second day of the week, Monday.

The petition urges that the celebrated birthdays of kings and queens and former sovereigns, as well as Thanksgiving Day and other feasts of the calendar, each and every one be legally celebrated on Monday, and the petition specifies that the Monday following the day now celebrated be chosen.

The purpose of the petition is to make the work of commercial men such that those who get home for the week-end may celebrate the holidays with their families, instead of on the road in some dismal little town or village where there is no chance for enjoyment or either for business.



Showcase trimmed with suitable Christmas gifts for men. The glass shelf carries such articles as jewelry boxes, collar bags, razor kits, penknives, handkerchief cases, razors, etc. On the base of the showcase are bandana mufflers, portable slippers, club bags, toilet case, and canes. Photograph was taken in the store of Max Beauvais, Montreal.

Can You Beat It?



We don't think so. We wouldn't know where to look for the one that could. This trim of evening dress essentials, by Bahner, made especially for Men's Wear Review is—in the language of the high-brows—a peach. Notice the soft lines of it, the general graceful contour. The balancing of black and white is the work of a man who knows what art is. The soft folds of the black velvet at the bottom enhance the whiteness of the shirt and vest. Altogether it is a work of art, and we heartily commend it to your attention.

Evening Dress From Top to Toe

SOME time ago, when a rather important boxing match was held in Montreal, quite a number of spectators attended attired in evening dress. A reporter of a Montreal evening newspaper, making a rough survey of the crowd present, rudely observed (in that comic manner so characteristic of a certain type of sporting editor) that "there were a number of people there dressed in waiter's suits."

I was reminded of this when discussing the changes which have taken place in evening dress during the past year with a well-known Eastern haberdasher who is considered an expert on the details of this subject. He produced a sketch of a dress suit, radically different from anything ever evolved before in history. "That," he said, "is the kind of thing you see at a horse show, and at very few other places. You may see a man wearing a creation of this sort in a tea room; he is probably a comedian, and before being that he was no doubt a waiter. He walks about and says nothing, otherwise he would put his foot in it."

"In a well-dressed man you never notice the changes which have taken place. His figure has a lot to do with what he shall wear, and how he shall wear it. If it suits him to have his clothes tight-fitting, let him have it so. I will admit though, that the tendency is towards more tightness than in the past. Details, such as a cuff on the coat, is a matter of taste, and is reserved for the younger man. I don't object to them, but it all depends on the man who is wearing it. On the whole there are few features in the coat this year to make them distinct from those of a year ago."

SKIRT RATHER FULL.

The chief features of the coat is its fullness: the lapels are of medium width, and silk faced. There are three or four silk-covered buttons on each side. The dinner jacket, on the other hand has a peak lapel, faced with silk, the material usually being dark grey. The pockets can be either open or flap pockets.

The war has had much to do in eliminating fancy touches such as braid and colors. It has brought us back more than ever to plain things, and men will demand the standard evening dress for this year's functions. The effect of the war is less pronounced this year in another direction: the season never really opened up. One of the largest haberdashers in Canada declare that they did not sell a dozen dress shirts during the whole season last year, whereas this year business has opened up bright and early. People are beginning to feel that they cannot stay in mourning all the time.

The white vest is all right this year, and I notice that many dealers have confined their stock entirely to white stuff. For two or three years four buttons have been worn, and four buttons are being worn this year, or in some cases, five buttons with the last undone. In every case the opening is oval or U-shape. The materials are plain mercerized, fine oxford, white corded silk, or mercerized cloth with a raised cord.

The shirt depends much on the class of trade catered to. In the high class hotels one finds stiff shirts being worn, while another class are wearing soft shirts. Speaking in a general way, small pleats and muslin-fronts are in order for informal wear, and starched white pique for formal evening wear, with pique cuffs to match. Formerly it was customary to wear a pique bosom with linen cuffs.

POKE AND WING COLLAR.

The collars worn are, as usual, the poke and wing, the latter being more for informal evening wear. The demand for wing collars is much greater than for poke collars, the wings being not too large, and more round than square. The tie being worn is made with round ends instead of square, of pique or dimity. A new thing in gloves being offered this year is a sanitary perfumed kid, with assorted black and white embroidery. All gloves should have silk gussets to permit ventilation.

GOTHAM LIKES THE VARI-COLORED BATH ROBE

Rich Conventional Tapestry and Scroll Designs Are Sought After—The Broad and Forked Dress Tie—Brown Derby Finds Some Devotees.

Authentic and Authoritative Fashion Resume

Coming

The form-fitting overcoat seems to have most of the exclusive trade.

Velvet collars are the rule and not the exception.

Warm chocolate shade is de rigueur for Winter overcoats.

Dark shadow effects still strong in suits.

The vari-colored bathrobe adorns His New York Majesty. Persian, tapestries, and scroll designs are IT.

Brown Derby has some devotees among well-dressed men.

The British silk square is the muffler par excellence.

Harmony between shirt, tie, and muffler is a desired haven.

Fancy waistcoats have come to stay. Square collar is the only thing for lounge wear just now.



Office of Men's Wear Review,

115 Broadway, New York.

It is now two months since my last letter from here appeared in your magazine and these two months have served to confirm the tendencies which I predicted back in the Summer. Just a word or two on the situation. New York retailers are finding business good and very good, they are basking in a real prosperity glow. Crops are all good. War orders and loans have meant a lot of money for America. Many people have economized for about a year but they can't economize 'ad infinitum.' They have got to buy sometime and they are beginning to find out that they have made their old clothes do just about as long as they will. Everywhere up and down New York and up and down most of the States too you can hear prosperity talked and lived. This is a big buying season. The retailers of the country, in more lines than the one in which we are interested, are cashing in on it.

Starting with the most important thing first—that is actual clothes—we may say first of all that form-fitting overcoats in New York have come to be recognized as the thing for Fall and Winter. You see very few of the really well-dressed men here in New York wearing loose overcoats although there are one or two. I saw one of our leading men the other day in the Waldorf and he was wearing a coat built on the Kimona principle but most men, by long odds, are wearing fairly snug fitting overcoats. Velvet collars are the rule and not the exception you will remember that I predicted this about four or five months ago. So far as colors are concerned, a great many blues are seen but these are not in the best stores. I think perhaps a dark grey or a dark brown, a sort of warm chocolate color, are the most favored at the present. Shoulders are rounded and built to fit the figure. There is no padding of any sort and on the other hand we do not see the hunched-up shoulder which obtained some little vogue about a year ago. The waist is fairly high. The hips are well rounded and the chest is roomy; in fact the whole coat is roomy. Rough and smooth worsteds are the materials most preferred. I think there are more double-breasted coats worn than single-breasted this year. The only single-breasted ones that have any vogue at all have the button buttoning through. There is no concealed-buttoned coat, unless it is one that is worn for business wear, a dark grey or black and rather a severe and formal looking coat which elderly men affect.

Shadow Effects Still Strong

As to suits, what I said a couple of months ago with regard to shadow cloth being the right thing for Fall is now corroborated. Lots of dark brown, dark green, and blue shadow and check effects are to be seen, and the shades and tones of these suits are certainly pleasing. What is more, they have the recommendation of suiting almost any man. Some of these suits have more than two shades and are generally conducive to the wearing of any kind of neckwear at all. As to shape, the suits are, of course, form-fitting but they do not go to the extreme of a hunched-in waist or a too-tight shoulder. One or two of the merchants are showing some rather freakish coats. I saw one the other day on the Avenue, and it had a very pronounced waist, distinctly high, so that the bottom of the coat fell in skirts on either side. I do not think this model, however, would be one which many men would seek after; it is rather too outre. There are no cuffs on the sleeve at all; cuffs on the trousers are optional. There is a growing tendency among better dressed men to dispense with them.

The Vari-Colored Bath-Robe

There seems to be a revival of interest in New York in bath robes of vari-colored and ornate design. One I saw recently was a silk robe in a dark red and the pattern was a very large one of conventional roses in purple and white. The lapels were of pure silk and the sleeves had cuffs of the same material, the lining, of course, was silk. I understand that some of these bath robes are being sold in a very rich design in flannel. Persian and tapestry and old scroll designs seem to be the most favored. Some are made with a belt across the back.

One of the newest things in footwear for men is a shoe the upper of which is made to resemble a spat. This is of a dark tan color and the upper is of fawn colored suede, which fits down well under the sole after the manner of a spat. By the by,

IT FITS LIKE THE PAPER ON THE WALL

New York's Winter Overcoat—The Suit is Not Too Loose and Not Too Tight—Silk Squares Are the Muffler De Rigueur—The Bell-Crowned "Topper" is Back.

Special to Men's Wear Review by Maclean, New York

spats are not worn here a great deal now, although at the beginning of the Autumn there was some tendency to wear them. The exception is that a number of people are wearing white pique spats with morning and formal clothes, but for general lounge and business wear they are not very much affected.

The Brown Derby is again in popularity and has got a great many more devotees than it has had for many a year. This is part of a movement to reinstate the Derby instead of the soft hat. The grey Derby has proved a red herring. The black is just as much worn as ever and a good deal more so. In fact it is seriously displacing, with some men, the soft hat. It is undoubtedly much more contributory to an effect of formality than its counterpart. In soft hats, a pearl grey is still very strong even with the well-dressed man. This is somewhat singular because it has now been with us for some time. Its nearest rival is a dark or olive green, while the newest thing of all is the two-tone effect in such things as grey and black or two different tones of green or buff and black or something like that.

Silk Squares for Mufflers

In place of the knitted muffler which we have known now for so many Falls and Winters, has come the British silk-square. This is either in foulard or in pure silk; in some other in crepe. The colors for the most part are very rich and I find that this year there are no stripes. The few men that wore this sort of thing last year had a preference for regimental stripes. This year a scroll design or spo's are the most popular. The advantage of this kind of neckwear or scarf is that it can shade with the cravat and hat perhaps better than the old silk knitted muffler.

The fancy waistcoat is here and here to stay, at any rate for this season. Both single and double-breasted models are shown in the different windows and the well-dressed man in the street is wearing either one or the other. The opening is fairly narrow and fairly long so that a good deal of tie is shown. The waistcoat may have either four or five buttons. In one or two extreme cases, I have seen only three. Warm browns, greys and black and white checks and here and there a blue one in some fancy pattern are the most displayed. Both stripes and checks are passable but checks seem to have it over stripes. Some of these fancy waistcoats are in silk and certainly they add a certain snappiness to a well-dressed man's attire.

The old Frenchified silk hat which was worn a couple of years ago and just a little bit last year has disappeared entirely and we are getting back to the old bell shape. This is conservative and is indicative of the conservative trend in dress. I see that in your last issue you went into this extensively so that I do not need to deal with it very much in this letter. The front of the waistcoat in evening dress is now cutaway distinctly sharp and that has the effect of showing more and more of the vest. Trousers are medium width, the tight and narrow ones of last year are entirely gone. A great many men are wearing black vests and I hear in some quarters that white are taboo. On the other hand a number of men would never think of wearing a black vest with an evening dress and certainly from what I hear from the salesmen in the stores, the white vest is still as popular as ever. As you stated, for vests, the "U" shape is distinctly 'au fait.' The lapels, forming a sort of wide oval, are on every vest. White silk, pique, and different scroll and brocade effects can be had in white vests. Three buttons are the rule. The points are long and sharp.

As to shirts, panels composed of narrow stripes at different intervals and interwoven here and there with dainty designs on self-figured ground are about the best thing going. Polka dots are also prominent. All-over patterns are relegated to the limbo of last year. As to colors, greens, red, orange, some shades of browns are all 'de rigueur' and everything is to work out with the idea of general harmony. By the by, there is a greater tendency evident now amongst the better dressed men to harmonize in tie, shirt, handkerchief, even silk scarfs and fancy vests. As to evening shirts, the great thing is either plain or silk figures pique. The silk may be either single or double and the bosom stiff. There are still a few tucks and ruffles shown but not so far as the best stores are concerned.

There is nothing very new in collars. The square collar is the most favored at

Going

The tightly-fitting trouser on either the dress or lounge suit is taboo.

Nobody who is anybody would think of wearing a grey "Derby."

The knitted muffler, temporarily, steps down for the silk square.

Spats—except white pique—are not affected this year.

The hunched-up shoulder and general tightness of suits is over—for the present.

There are no cuffs on coat sleeves now.

And many men are disallowing the cuff on the trouser.

The Parisian note in opera hats, which still lingered in the air a trifle last year, is heard no more.



present and most men seem to have got away from the cut-away collar which has a very wide opening in front. The height of the new collars is a little more than it was six or seven months ago.

As to cravats, the tendency I remarked a couple of months ago towards the narrower tie is even more noticeable now. This, of course, gives, or should give the purchaser more in value for his money in area of tie. Beautiful colorings, rich but in a great many cases dark and inconspicuous are the order of the day. Bright super-designs stand out boldly from a darker ground. There are some exquisite shades of puce, amethyst, royal blue, burnt orange and all sorts and conditions of greens.

So far as evening dress ties are concerned white is the thing. One or two exclusive men are wearing black

with a white edging and vice versa but the average man seems to think this is a throw-back to the styles of a couple of years ago and won't bother with it. Nevertheless I saw a very important man indeed, a man who is reckoned one of our best dressers, wearing such a tie the other evening. It was black with a white edging and made of broadened sliik.

*Maclean
New York.*

SIMPLICITY + GOOD TASTE = IMPRESSIVENESS

So Says "Maclean, New York"—Descriptions of Recent Gotham Windows—The Wise Display Man Who Adapts the Quality of Les Autres—The Passing Show in Metropolitan Shops.

Special to Men's Wear Review by Maclean, New York

OFFICE of Men's Wear Review, 115 Broadway, New York, November 12th, 1915: We are now in the full flush of late Fall and early Winter showings, and Christmas is in the near offing. I always think that display men seem to speed up as the big season approaches and the windows here are certainly the best ever.

An outstanding example of the art of bold display was a window in the store of Weber & Heilbronner. Simplicity was its keynote. There were no special backgrounds, no fancy drapes of piece goods, and no intricate poses—just attractive goods tastefully arranged to look their very best. Nothing could be more simple and perhaps nothing more impressive. Each unit was posed on a pedestal and coat stands were used in all excepting the centre, where a form-stand was introduced. The centre pedestal consists of an oval table-stand which is becoming a very popular fixture in the better-class shops. Hat, cravats and gloves were shown but not in a way to detract in the slightest from the prominence of the clothing.

Garments Carefully Draped

Each garment was carefully draped to emphasize its distinctive features. For instance, the lapels, sleeves and pockets in each instance were clearly shown. As a whole, this trim was about as clean-cut and inviting as would be possible in the display of such clothing.

You will probably agree that this is an exceptionally effective trim but may feel that in your particular case space will not permit of such treatments. Of course, this may be a fact, but by careful observation of many shops it is evident that the trouble lies largely with the trimmer or his superior who cling to the moss-grown idea that the more you can cram into a window the less are the chances of losing a customer. For instance, a shop I know, showed in a window of similar dimensions about the same number of clothing units as were in the display I have just described, and to further inspire the onlooker with the desire to buy, the spaces, which in the example here pictured are the hall-marks of character, were crowded with cravats, shirts, hosiery and invitation cards until the window was a maze of confused articles. In the adjoining window was a shirt and cravat display; therefore the combination of accessories and clothing was evi-

dently supposed to enhance the attractiveness of the clothing. Judge for yourself the effect of this trim compared with the more refined type.

A stunning display of evening clothes is seen in the illustration of a window from Saks & Company. This grouping offers many good suggestions in presenting garments which are difficult to pose attractively. Both swallow-tail and Tuxedo suits, accompanied by their proper correlatives, are on view. The different heights of the units are produced by pedestals which are concealed by a meandering drape of white shirting material. This odd foundation is also used for display of accessories.

Unsymmetrical Arrangement

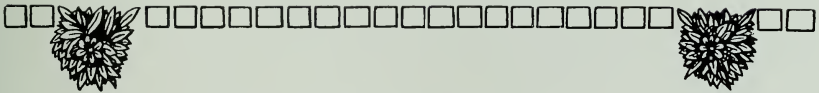
The unsymmetrical arrangement of the units is a most pleasing departure from the usual clothing trim and the unique background treatment is an interesting study in itself. The background is home-made. The window man is evidently an all-round artist as the screen here seen is but one of many remarkable productions along this decorative line which he has designed. It is made of comboard and covered with grey felt which is glued tight along the edges. The decorative design in the form of a conventionalized jar of roses is appliqué work done by skillfully pasting on the small pieces which were carefully cut out of white and black felt. It must be admitted that only with those who have a natural instinct for such art is work of this intricate character practicable, owing to the time the average trimmer would necessarily consume at it.

Looking upon every attractive display of merchandise as a galaxy of ideas the trimmer who sees nothing worthy of adaptation in the accomplishments of others is surely minus the quality of absorption. No matter whether they are good or bad ideas, according to his judgment, there is always something to learn by studying them. If considered good, they become useful material and if undesirable one still gains by avoiding them.

It is well to remember that, in making the displays better, more important and more efficient, no trimmer can help making himself the same. If this conception of his position were more thoroughly understood, the average window artist would soon become an indispensable factor in the shop's force.



Saks and Company in New York know the value of detail. As a window display of evening dress this is par excellence.



The Sport Collar

That collar, oh, that collar!
 It was worth at least a dollar
 To behold a thing so gloriously gay!
 How its wearer would regret it
 Should a cyclone ever get it
 And pick him up and waft him far away!
 It looks, somehow or other,
 As if someone's little brother
 Had been parted from his pretty Sunday suit.
 As they spread it out and trim it,
 That new collar is the limit,
 In the way of men's apparel, sweetly cute.

That collar, oh, that collar!
 It's enough to make you holler
 As it floats along the street in jaunty pride.
 It's a fashion's new creation,
 It's paraded with elation.
 And a modern Summer man is just inside.
 We thought his trousers funny,
 Were too little for the money,
 As they showed his ankle half-way to the knee—
 But that collar is a wonder,
 And it makes the man in under
 Look like a sail boat drifting out to sea.
 —Orillia Packet.

DISPLAY CARDS FOR CHRISTMAS

Half the Secret of the Successful Display is in the Cards — Pointers and Samples Which You Can Adapt.

Eleventh of series, Cardwriting Made Easy

By R. T. D. EDWARDS

AS regularly as the Christmas season comes around the question arises in the cardwriter's mind: What about Christmas Cards? You feel the desire for something new, something different. You want to get away from that stiffness which is often displayed on lithographed cards. So hunt up all your Christmas ideas, anything of a holly or poinsettia nature, Winter scenes, pictures of Santa Claus and let us see what can be made from them that will look new and different to other years' cards.

There is one thing that should be impressed upon the cardwriters and that is the advisability of getting these cards made up, ready to letter, before the Christmas rush sets in. If the making of them is put off until they are required, they are often skimped; so utilize every spare minute from now on.

Illustrations and ideas for illustrations can be secured from many different sources. The main one is from the Christmas postcards. You can obtain more ideas from these than all other ways put together. They seem to obtain limitless suggestions which can be worked up into attractive holiday showcards. From magazines, journals, children's Christmas books, etc., many useful ideas can be obtained. Whenever you see a suggestion that can be worked up into a showcard, keep it, because if you cannot use it immediately you will later.

A spray of holly leaves makes an exceptionally good one for copying, especially if there is not much detail about it, such as the one shown in Fig. 1. Fig. 1 illustrates the different steps required in order to make a completed drawing. When you have obtained a good holly spray, one that is suitable for the corner of a card, place a piece of transparent tracing paper over it and trace the main lines with a soft pencil. When this is done place carbon paper under tracing tissue and place in desired position on the card, then trace again all lines. These will be very light and this must be traced with a coarse

pen and waterproof ink. It is imperative that waterproof ink be used because of the coloring operations.

The final stage to complete the drawing is the coloring to make it look like natural holly. Use only transparent colors for this work. If only a small amount of work is to be done, use transparent photo tints, but should you require large quantities of color it is advisable to use bottle inks or mix them from aniline dyes.

To color the leaves, first apply a light coat of pale green. When dry, shade with the darker color in desired places. The berries should be of a bright scarlet, touched up with white and black, to give a round appearance.

Experience is the best way for you to learn to shade these drawings. Always keep a blotting paper within reach in case you add too much color; in such case the blotter will absorb the surplus fluid.

The Cards

The collection of cards shown gives a fair idea of many ways in which to work up Christmas cards. I do not pretend to say that there is any great work of art about any of these, but the idea is to assist the beginner to make a good, presentable card for Christmas. The followers of these lessons will find in these cards what I have taught in the previous lessons and when there is anything that is new I will endeavor to explain as I go along.

Card No. 1 has a very simple layout, but do not neglect to measure it all accurately before applying the pen or brush. The two illustrations must be equal distances from the ends of the cards and also parallel with the edges of the card. They also must be placed the same distance from the bottom as from the top. These points are absolutely necessary on cards where two similar illustrations are used in the same manner. The heavy ruling on this card is a pea green shade and applied with a number six red sable writer. The color must be in good flowing order,

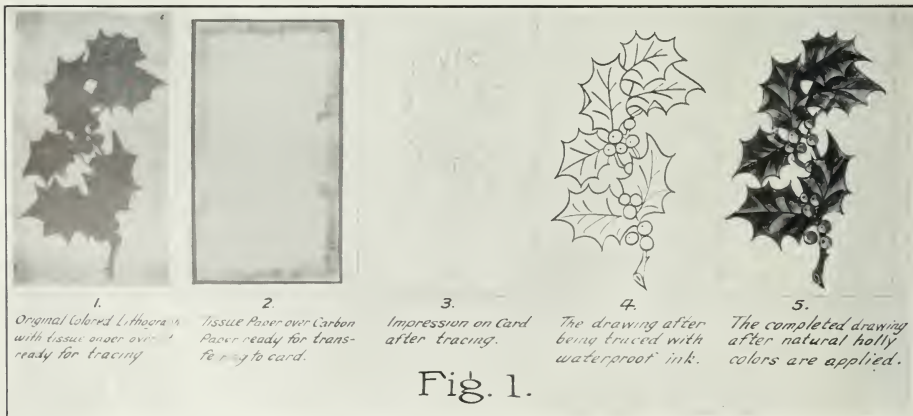


Fig. 1.



As many dealers cater at Christmas to the whole family, we show samples of cards complying with that tendency.

not too thick. The fine line ruling is of black ink made with a stub pen. The heavy square-faced lettering is of black and made with the No. 6 brush as already shown. The small lettering is the work of the stub pen which was used for outline work in the first two lessons of this series some months ago.

The scrolling has not been taken up as yet in lesson form, but must be made very quickly with very little color in the brush. The color used must be of a light shade, such as pale mauve, so as not to detract from the reading matter and yet harmonize with the green border.

These two illustrations were taken from two postcards. They are both Winter scenes and give that Christmas feeling which all Christmas cards should impart.

Card No. 2

Card No. 2 is not one of a showy nature at all, in fact it is inclined to be the opposite. The only thing about it which denotes Christmas is the design in the corner. This is drawn on the card, not cut out and pasted on as in the previous case. The design was taken from a private greeting card with the exception of the monogram in the centre which was added. The border on this card can be made a bright green and the narrow ruling black. The heavy lettering was taught in lesson No. 8 and the shading in last month's. Cards after this nature can be used in the better class of displays.

TOOLS AND MATERIALS

Here are the tools and materials which are required to make cards shown in this article:

No. 6 red sable writer, stub pens and holder; good, straight ruler, black waterproof ink, cardwriter's black for brush, and for pen; two shades of green, Opaque color; transparent colors for tinting; paste; transparent tracing paper; carbon paper; coated white cardboard; soft pencil; scissors; Christmas cards, and illustrations for cutting out; blotting paper.

Card No. 3

The evergreen trees laden with snow, shown on card 3, are drawn with pen and ink and were taken from a newspaper illustration used in last year's Christmas advertisements. This was transferred direct from the newspaper to the card by means of carbon paper, on account of the thinness of the paper which allowed an impression to go through it. When the paper is too thick for this the method shown in Fig. 1 is the best.

The waterproof ink is used for tracing and the transparent colors are used to color the background. Leave the trees the natural cardboard white. The heavy ruling around the oblong panel is made with one stroke of the flat brush and the fine line is ruled with the stub pen. The lettering is the same as taught in previous lessons. Any name can be substituted at the bottom. You should have no difficulty now in being able to master this work.

The children must not be forgotten by the showcard writer. They are just as important when it comes to getting the Christmas business as the grown-ups. So we must make showcards that will attract their childish eyes and fill their hearts with gladness and what more does a child desire than to see the smiling face of old Santa. To them he is quite real and they dearly love to think and tell of what they want St. Nick to bring them. So I think a showcard with a picture of Santa Claus on, in a display which interests the children, is a good business-getter. Card No. 4 is just one of hundreds of different suggestions for children's Christmas showcards. The illustration was taken from a lithographed postcard. The lettering is a square-face block type as taught before. The little spray of holly was drawn with waterproof ink and colored with natural holly colors. The scroll work can be done in either pale green or gilt. The wide border is of pale green and the narrow ruling is made with the pen.

Use of Illuminated Capitals

Card 5 shows the use of the illuminated capitals. Illuminated caps are used extensively throughout the show-

(Continued on page 58)

MEN'S WEAR REVIEW

THE RECOGNIZED
THE CANADIAN

AUTHORITY OF
MENS WEAR TRADE

Published
MONTHLY

435 U.S. University AV
TORONTO CAN

VOL. 5. DECEMBER, 1915 No. 12

TO EVERYONE GREETINGS

SOON, very soon, the time traditionally associated with "Peace on Earth, Good-will to Men" will be with us again, and we take this opportunity of extending our hearty greetings to you all.

This is the second Yuletide which we shall spend under the shadow of the Great War—not the shadow of the gloom of despair, but that of the havoc which red war must play with all of us. In some ways we stand this Christmas where we stood last. Few there be amongst us who have not felt the wind that the sickle makes as it swings through the air—if not the cut. Few there be who have not loved ones at the front or on the way. And all of us have given and suffered and expect to give and suffer. With work to do we would not have it otherwise. In these respects we stand largely where we did.

In another regard, we have moved onward, though the path be all too terrible testimony to our progress. The power of the Hun has been lessened; his heard has been singed. He no longer progresses. He merely holds—and finds it hard at that. And he will find it harder. The Allies are infinitely more able to win now than a year ago. So, in that we do not stand where we did; we have moved further on.

"Peace and Good-will"! There would seem to be little in common in the word with the battlefields of Europe. Yet never was good-will so hearty as that we all extend to our own boys and to those of our gallant Allies at the front. The very word has taken on a new meaning in these days, and a deeper. "Good-will to *our* men" will be at once the wish and prayer of Canada this Christmas-tide. It will emphasize the link forged with red chains, chains of the blood that Canadians and British and the Allies have shed, and in the shedding of which have made a tie that binds closely and more closely yet each nation to the other.

As to peace—there can be no peace till there be reparation, measure for measure, pressed down and running over. He who cries "Peace" when there is no peace will find no ear even as he has no justification for being. Peace we want, and peace we shall have, but it will be a peace of our making after those weaker ones, Serbia and Belgium, have been recompensed, in some sort, for the work of the bastard hand of Germany.

We extend our hearty greeting to you all this Christmas. We say to you as we know you say to us, "Courage, take heart, exercise a large faith." Then shall be brought "Peace on Earth, Good-will to Men" and the peace will be real, and the good-will heartfelt.

CLOTHES WON'T LAST FOR EVER

"... BUT I go on forever," sang the Brook, according to Tennyson. That's allright; brooks may go on forever, but it's a cinch—to use an expressive vulgarity—that clothes don't. Men are just beginning to wake up to that fact. When war came there was a spirit of economy abroad throughout the land. Much of it was sane and wise. Some of it was senseless and foolish. But wise or foolish the average man suddenly became seized of the idea, at the outbreak of war, that he must buy no more suits or overcoats. His last year's hat would have to do. Shirts of yesteryear might not be quite as fresh-looking as when he first wore them, but they had still some value, and he must put up with them. Boots would stand re-soleing, and so the price of a new pair would be saved. Thus—Mr. Average Man about eighteen months ago.

Well, he kept it up for many moons; in fact, it has only just dawned on him that though you can make last year's hat and coat and shirts and boots do for a few months extra, all things come to an end. The awakening has come. What's more, the Christmas shopping season will be here within a few weeks. These two are coincidental circumstances. Having realized, at last, that he must get new apparel some time, what more natural than that this decision, already planted, should be fed and watered by the Christmas feeling? It seems to us that here is conclusive reasoning for good Christmas trade, and better Christmas trade, by far, than last year's.

Play up to it! Make your advertising in the dailies in your town reflect this knowledge, and so handle it that you draw into your store the men who need new clothes and have decided, at last, to get them. Get out circulars, and point it out in these. Display your windows so that you hammer it home via them too. Use showcards, and tell the Man in the Street to come on in, that your store has everything he could wish for, and that goodness knows he needs some new clothes.

In short, go on the assumption that apparel won't last forever. Many men have had to make theirs last longer than usual, through the exigencies of war, but there are good times coming, and they are on their way. There is little unemployment now, comparatively; crops are excellent, business is getting better and better, and is being built upon a solid and safe foundation. You know these things; get up and tell them to the men in your town. Then cash in on them.

CLOTHING MANUFACTURERS AND WAR CONTRACTS

By JOHN BAYNE MACLEAN

A CONTEMPORARY makes the charge that an order for military clothing was placed through a Toronto real estate agent who turned it over to a sweat-shop, pocketing for himself a profit of \$20,000—which is very properly described as political graft.

Hon. Mr. Kemp, chairman of the Canadian War Purchasing Commission, has issued a positive denial that he gave any orders to a real estate agent. Our investigation indicates that both statements are correct. A Toronto real estate agent admits handling such an order and making \$25,000 profit. It was not for the Canadian Purchasing Commission, however, but on a contract for the British War Office.

At the same time, the exposure of this unbusinesslike method of placing orders has been of very great value in awakening our own Purchasing Commission to a proper sense of their duties and responsibilities. In deciding to establish a War Purchasing Commission, and in his selection of its members, Sir Robert Borden has shown himself to be a bigger and broader man than appears on the surface. The opportunities for making fortunes for friends, through war orders, are so numerous and the influences at work are so powerful that it takes a mighty strong party leader to withstand them. So far, Canada is the only one of the countries at war that has been big enough to place the greatest source of graft above party influences. And, of all the allied countries, Canada is the one in which we know from observation there has been the least amount of graft in high places. Incidentally these sentences are a pretty strong endorsement of the Conservative leader, but they are not more hearty than he deserves. At the same time he must not infer that his entire policy is satisfactory and deserving the support of the business interests of the country. As long as he retains in important Cabinet positions ministers who have shown themselves to be utterly incompetent for the national duties they are paid to perform he will not command the full respect and support to which he could attain. It is safe betting that if he would be brave enough to replace these men with the ablest executives in the country, regardless of party, he would have the support of 99 per cent. of the business men of Canada, as well as their employees, for employees in matters of this kind vote with their employer.

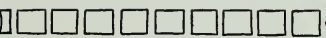
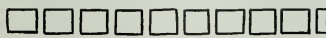
The personnel of the Commission is ideal—Mr. Kemp is a recognized leader in the metal industry, Mr. Laporte in foodstuffs and Mr. Galt in everything relating to wearing apparel. The Prime Minister has done his duty, the members of the Commission do not appear to have done theirs. They have not secured experienced and competent men for carrying out the details, and they have not exercised close enough supervision over the placing of the orders. Business men, too, very properly complain of the curt and generally unsatisfactory way in which they are treated by the employees of the Commission.

In the case of clothing orders, it is admitted that important contracts have not gone to the recognized leaders

in the industry, with their large, well-equipped factories, but to small concerns whose work is done among the poor people, mostly foreigners, in what must be, without doubt, unsanitary surroundings. An official of the Commission asserts that they were justified in doing this without making further inquiry, because tenders were lower than those quoted by the recognized manufacturers. This is evidence of the incompetence of the employees of the Commission. An experienced purchasing agent would investigate the reason for this. He would find that under our Factory and Health Laws the regular manufacturers had to spend thousands of dollars; that under our Employers' Liability Acts many more thousands had to be put up; that under trade union agreements they had to pay much higher wages and no doubt got a higher grade of work. To these burdens must be added the higher cost of interest, insurance and taxes on modern buildings. These are all overhead expenses which must be taken care of in making up a tender. The sweat-shop manufacturers have none of them. They can quote a much lower figure and still make a greater profit than the regular manufacturer. Under these circumstances, the passing over of recognized manufacturers was not only unfair; it was an outrage. The clothing trade has the assurance that it will not occur again; but the country at large is also interested in knowing that all orders will be intelligently but economically placed. It is known that other orders have not been. The work of the Commission should, therefore, be closely watched, and helpful criticisms and suggestions placed before one or all of the three Commissioners personally. There can be no doubt they are sincerely desirous of doing what is right in the interests of the country and the manufacturers.

It is doubtful if the public recognize the menace of sweat-shop work in clothing—that is, clothing made up in the homes of the very poor: mostly foreigners, crowded together in small rooms. It is in these places where tuberculosis is most prevalent, and certain other loathsome and infectious diseases are not uncommon. There is just about to be issued at Washington a report by the United States Public Health Service in co-operation with the Joint Board of Sanitary Control in New York on the health conditions in the clothing industry. The investigators found that only about 2 per cent. of the workers were free from defect or disease; that tuberculosis was undoubtedly the most prevalent disease, and was most prevalent of all among the poorest-paid classes of garment workers. The cough, cough, cough of these people must deposit myriads of germs on the clothing, to be inhaled by the wearers or brushed off in their homes and perhaps infect their families.

Considering all the circumstances, the Militia Department would be justified in refusing all clothing from the Purchasing Commission not made in sanitary surroundings. The retail trade of the country should do likewise and refuse to deal with any but recognized manufacturers.



WHAT THEY ARE WEARING IN LONDON

MACLEAN,
LONDON

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

IN CONTRA-DISTINCTION to what you say with regard to overcoat fashions this autumn in Canada, the form-fitting coat and not the loose is the overcoat for us here in London. We have now had several seasons of the Raglan shoulder and the loose slip-on sleeve has been popular here in town for three or four seasons at least. It may be that the return to the form-fitting coat, which is accounted distinctly conservative, is part of the influential movement of things military. There is no doubt that the form-fitting coat, fairly high waisted, worn in some cases with a belt and in other cases without, is somewhat along the lines of a military cloak and more so than the long, loose, raglan garment we have had for two or three years. At any rate the form-fitting overcoat is being worn by the best men. The cloth is very often a frieze or heavy woolen, with a check or shadow pattern, in warm browns and a nice, dark green, and in some cases plain black are the shades which I see about town this Autumn.

There is very little new in suits, that is either in style or in color, except possibly that a great many of the smarter men are wearing blue serge. Probably this is so because serge is difficult to get and the man about town naturally runs after what will be exclusive and difficult to procure. As to style there is positively nothing new. We have no time here, as I have told you again and again, to bother with suits, and there is now nobody to wear them except the few diplomats, and American and British newspapermen and the actors on the stage. More and more people are in khaki and what few are left soon will be—it seems to me.

There is one thing in connection with lounge suits that I might just remark on. It came into my head because the other day I saw Sir Henry Donaldson, just before he left for Canada. Sir Henry was the head of the Woolwich Arsenal, and I understand went over to your country to go into the matter of shell making. He was wearing a suit, the like of which I have not seen for some time, although it used to be popular some years ago. The coat and waistcoat were of dark cheviot, while the pants had a grey stripe and were not the same sort of cloth. You



SIR H. T. DONALDSON
Chief Superintendent of Woolwich
Arsenal, who came to Canada to
help "reform" the Shell Committee.

will remember four or five years ago this kind of suit had a great vogue here for semi-formal occasions, and my tailor tells me that he has been making a number of suits for elderly men along this line lately.

A Freakish Dresser

Strangely enough, the night after I had seen Sir Henry before he left for Canada, I was at one of the Revues and noticed Mr. Basil Hallam wearing an exactly similar kind of suit. This is about the most conservative thing that Hallam has worn for some time. I think I have told you before in these columns that he is regarded as a somewhat freakish and always up-to-date dresser, although he always dresses in excellent taste.

I am sending you, with this, a photograph of the Rt. Hon. Reginald McKenna—known to his friends and intimates as Reggie—the now Chancellor of the Exchequer. He has been very much in the public eye lately and is a familiar figure these days walking to the House. It is a remarkable thing that McKenna seems to do more walking than motoring these days.

You will notice by this photograph that he is wearing spats and he is one of the few public men at present who are wearing this accompaniment. Spats had their vogue in England right up to last year, but I don't see many this year. However, Mr. McKenna is big enough to dress as he likes, and so I suppose he wears them for warmth if not for show. You will notice he is wearing a conventional morning suit, with a silk hat that is—as usual with Mr. McKenna—about a year behind the times.

Denis Eadie's Tweed Suit

"The Man Who Stays at Home" has had a big run ever since the war started, at one of the theatres here, and this is possibly due to the fact that it is Mr. Denis Eadie who plays the leading part. Mr. Eadie is a producer as well as an actor of the first rank and his work in "The Man Who Stays at Home" has been as good as anything he ever did. In one act he wears a tweed suit and he wears this suit as if it were part and parcel of him. I don't know a more excellent, although always a quiet dresser than Mr. Eadie. In one act the Harris tweed suit he was wearing was of that kind, unobtrusive, but solid quiet.
(Continued on page 58)



The Rt. Hon. "Reggie" McKenna, Chancellor of the Exchequer.

A Soft Answer Keepeth the Customer

A Parable By H. S. E.

ONCE upon a time there was a certain man whose was the ancient and honorable calling of a clothier and furnisher. He had many virtues, and because of them he had progressed a good way along the road which may be called moderate success. He believed in advertising, and in that connection he scrutinized Men's Wear Review month by month for sample ads. Also, he dived into the same paper, issue by issue, for ideas on cardwriting and window trimming. In all modesty I ask "How could he, therefore, be anything other than successful?" Most everything else about his store was also all to the good. He bought his stock often and in sensible quantities, so that he wasn't carrying a lot of old stuff. Further, he was a good salesman: indeed he was said to be a cracker-jack (which is synonymous with "peach," and "dandy" and is likewise vulgaristic).

And yet—since truth-telling has ever been one of the fortes of the chronicler—this near-successful men's wear man had a fault. It was a whopping big fault, too. The fact is he was a quibbler, an oppositionist, an argumentative, contrary sort of being. He carried efficiency methods too far, and if you do carry them too far, it's as bad as not carrying them far enough. Too much is more than enough! This men's wear man was as obstinate and pig-headed as you make them. He was always right: he couldn't be wrong. And if he could be, he wouldn't think of admitting it.

He had a 'pendant' (oh yes, Mr. Editor, I do know what that is) for arguing, for being disputatious. Things must be just so-so. He would never admit anybody else's point of view. If someone came and told him he had made a mistake, he would argue his head off to show that he hadn't. He didn't see that often to take the line of least resistance is a mighty good business resource. He didn't know the meaning of the word "politic." Either a thing was right or it was wrong: and even when he knew he was right he would never sacrifice the knowledge because it was polite so to do.

Let me illustrate.

A man went into his store one day.

"I want half a dozen collars, fourteen and a half," he said.

The argumentative one got the collars "Fourteen and a half," he said, to make sure of the size.

The purchaser, who had been a customer for some years, nodded. He bought the collars and went home.

That night he opened the parcel and put one of the collars on. After about ten minutes hard wrestling—in about the fifteenth round, as it were—it began to dawn on the man that the collar was a size too small. He looked at himself in the glass: his energies had made him blue in the face and the flow of language he turned out made the air a similar shade. He snatched up the rest of the collars, went down stairs, and darted out of the house with blood in his eye and the offending collars in his mitt.

He strode into the store of the men's wear man and flung the box down on the counter with a dramatic and haughty gesture (after the manner of Ethel Barrymore when she says: "That's all—l-l there is: there isn't any moah!")

"Why the blank blank and a couple of more blanks did you give me the wrong size, you——."

Now, I'm willing to admit that no self-respecting men's wear man likes to be called a blank-blank-and-couple-of-more-blanks. I don't wonder it got the salesman's goat. Indeed I'm willing to allow it would have secured my animal too. Still, a soft answer, you know, turneth away wrath: it also pacifies the customer and retains his trade. There is where I claim the men's wear man I started to tell you about got in wrong. If it cost him a big swallow to do it he should have said "Oh! I'm very sorry, Mr. So-and-So. Allow me to change these collars. What size do you want?" Then all would have been for the best in this best of all possible worlds (I don't know what that means exactly, but it's a present fashion in journealese).

What he did say was: "Why the Sam-Hill don't you ask for the right size? then you'd get it."

"So I did," quickly returned the other.

"You did not."

"Yes I did."

"You did not. The size you got is the one you asked for" roared the argumentative and oppositionist men's wear man. "Think I don't know what you ordered."

"No, you don't."

"Yes I do."

And so on and so on for about five minutes these two went at it hammer and tongs. At last the customer quieted down some. "Well, you'll change them?" he asked, "they're not dirty at all!"

Here is where the argumentative one carried his efficiency, his sure-I'm-right-ness too far.

"No, I won't," he said. "You got what you asked for, and I'm not going to change them now."

That, of course, started the whole quarrel again. The row in that store was awful: Babel had nothing on the argumentative one and the customer.

"Do you mean you won't change these collars?" at last asked the customer.

"That's what I've said, and that's what I mean. You got what you asked for," replied the other, doggedly.

"And you won't change them?"

"Not on your life," said the argumentative one; and went on straightening up his counter. "I know when I'm right, and when I'm right I'm not going to be made wrong."

The customer looked at him one moment.

"All right," he said, "all right, but I'll be gol-darned if I ever get anything in this store again."

And I'm inclined to think he will.

* * *

Well, you see? The men's wear man was right. He had given the size asked for and he knew it. But I think you'll agree that, even so, it was policy (and spell it in caps, now, Mr. Printer) POLICY, to allow the customer to be right. After all, it was a small thing to surrender: only a matter of putting six collars in a box and bringing out six more in their place. And it meant the keeping of a good customer.

That men's wear man's fault was a big one. Every successful, big business house to-day has, as a first maxim, "The customer is always right." Half the time, of course, he isn't. But it's policy to allow him to be, always.

A soft answer turneth away wrath, and, what's more, it keeps the customer.

Photograph That Fine Window

It May Win Our Monthly Prize

- You have a fine Xmas display this month. Perhaps it is of ties, handkerchiefs, collars—perhaps of clothing. Anyway, it has brought you business, making you a little richer and not a little proud.
- Let Men's Wear Review see how your window compares with those trimmed by others. Let Men's Wear Review know how it pulled.
- To the subscriber who sends in the Best Window of the Month we will send:

- *A cheque for \$5, plus \$1.50 to pay cost of photographing.*
- *We will also pay \$1.50 for all other photographs accepted by us.*

¶ This is to be a Monthly Competition.

- For December we expect to get Christmas Windows, but we don't insist on these. Your window will be judged on its sales securing powers, for the line shown, and the business as a whole.
- We don't care if the display is of suspenders or ties — clothing or shaving soap—or of all these things.
- Our Managing Editor, our Editor, and the head of The MacLean Publishing Company's Art Department, will be the judges. They will take all points into consideration—Size of window, etc.

- *Don't let anything stop you.*
- *Arrange your best trim.*
- *Get it photographed.*
- *Then send photograph and description of trim, and the business it drew, to Men's Wear Review, 143-153 University Ave., Toronto, by Dec. 14th.*

- Merchants send your own window.
- If one of your clerks trim for you, urge him to send a photograph.
- Stand by your clerk. Encourage him in his work. He'll stand by you.

*Remember the last day for receiving
these pictures—December fourteenth*

MEN'S WEAR REVIEW

143-153 University Avenue . . . Toronto, Ont.

WHAT IS BEING SHOWN IN MONTREAL SHOPS

By MACLEAN, MONTREAL

WITH the arrival of Winter, the sale of stiff hats has taken a slump, and once more the soft felt, and the green felt in particular, has things nearly all its own way. Early in the Fall, it looked as though the stiff felt was about to come back, but its new life was ephemeral.

The only new thing in the way of stiff hats is a radical departure from New York in the shape of a square block, with a semi-flat brim. It is rather advanced for a Canadian city, but is said to be selling to the best American. This model resembles the semi-plug hat worn by elderly men, but has an added touch, which makes it exclusively a young man's hat.

Among the new arrivals for Winter there is a dark green soft felt of rather unusual dimensions. The crown is low—about 5 inches—and the brim is wide—around 2½ inches. It has a heavy pencil curl edge, and plain satin puggaree band, a shade darker than the hat itself the glossy appearance of which gives this model a distinctly new touch. There is also an Alpine model with a tapering crown, which has a flat curl on the leaf. The crown measures from 5½ to 6 inches, and has a plain cord silk band, with plain bow at the side.

Shirts Dealers are Buying

It is idle to say very much about shirts, for there is very little new. Dealers declare this line has been hit rather seriously by the war, there not being half the quantity sold as two years ago, and what are sold are not half as fancy. Men are more sober in taste, and apparently are lost to exhibit extravagance.

One finds interest, however, in what dealers are buying for next Spring. They have implicit faith in soft cuffs, and purchases of some of the larger stores are in proportion of two-thirds soft cuffs, and one-third stiff cuffs. Economy is given as the reason, men being able to have the soft cuff shirts laundered at home. Patterns are mainly of thin stripes, and incline to staple design, avoiding anything that is loud.

Fancy vests are not in the same category as hot cakes this season, and few dealers are carrying large stocks. Quite a number of stores are showing sweater vests, suitable for men whose work keeps them outdoors. These are worn over the waistcoat, and are made from light and dark green mixtures of soft Angora yarn.

There is some demand for heavy white hose, but the big sellers as usual, are heather mixtures, the price of which has jumped to 65c and 75c. Before the war they retailed for half a dollar.

Bandana Mufflers Again

A variety of mufflers are being shown, many of them with fringes. The black and white fad has invaded this field, in heavy stripes. Better class stores are offering bandana silk squares in a variety of Oriental patterns. One finds two, mufflers about 12 inches wide and 42 inches long, with liberal fringe of mixed colors, selling for three dollars. Many stores find these attractive as Christmas gifts.

In high-class neckwear, silk squares at six dollars, large enough for three ties, are being introduced by certain stores with success. The customer is at liberty to choose

his own silk, and to purchase only one tie, for which he is charged two dollars.

Recent arrivals of silk squares have black grounds with heavy stripes, but there are also pepper and salt grounds with neat colored dots worked in, either oval or circular, making an admirable tie for half mourning, or for afternoon wear.

In the cheaper lines of neckwear, natte checks seem to be about as popular as anything, these being shown in black and white, black and red, and in plain colors. Retailers may expect further combinations in natte checks, or basket weave as they are sometimes called. A well-known Canadian maker is introducing a line for Spring in which a large coin spot is worked.

A Different Gown

The majority of dressing gowns seen in the stores are of the two-tone effect, with shawl collar. Here and there is seen something different from the ordinary. A certain well-known haberdasher has a garment which will take the place both of a bath robe and a dressing gown, the goods being of medium weight, and of a brocaded pattern. The collar, two pocket welts and cuffs, are of a much lighter shade than the rest of the garment, but carry the same pattern. There is one smoked pearl button on each cuff.

It is difficult to say very much about collars, practically nothing new being on the market. The new collar of two months ago while enjoying a good sale, is not having the demand of a staple. Whereas a busy man will order a dozen of some of the older lines, he is content to take four or six of this more recent creation. It is noticed that the well-dressed man is buying a collar with square tips, and with very little opening.

Wool slippers are being shown for Christmas. A dealer who ordered a dozen pairs this week, disposed of ten in a few days. When he phoned in a repeat order, he found that his price to the consumer would have to go up a quarter. A year ago these slippers sold for \$1.75; now they are bringing \$2.50.

*Maclean,
Montreal.*

WITH OUR ADVERTISERS

A. Harry Wolfe, manufacturer of military equipment, Montreal, is putting on the market a new and what promises to be a very useful invention at the present time, in the shape of a portable kitchen for military or sporting use. It is called the "K. K. K." "Khaki Kit Kitchen," and consists of stove, broiler or toaster, mess tin, frying pan, and a supply of "canned heat," which provides the fuel, all the articles fitting into one another, so compactly that it is only seven inches high and weighs three pounds and can be slung on the ordinary Webb equipment or soldier's belt. The stove is lined with asbestos and neatly covered with khaki and is so constructed that it shows no light and may thus be used anywhere at night without being seen. It would also serve a useful purpose as a hand-warmer in the trenches.

WHAT IS BEING SHOWN IN TORONTO SHOPS

By MACLEAN, TORONTO

THE colder weather is now swinging well into its stride, and men are beginning to look about them and decide what they are going to wear for Winter. The Fall has been on the whole a fairly good selling season, but most of the shops are now showing Winter goods, and they tell me that business is generally very good.

Crepe Mufflers

I saw a very neat thing which attracted me the other day in Eaton's annexe. This was a muffler made of soft and very beautiful crepe, and the design was a tapestry or Persian effect. This was in very rich colors; all sorts of greens, yellows, nice, rich, red browns and so on, and it has the usual tassels at each end. I am not just sure whether crepe de chine mufflers are entirely new, but I was certainly very much impressed by the feel of one of these. It is a very nice, soft kind of wrap for a man to wear round his neck, and on the whole, I should judge,—although we don't know yet, of course—that this sort of thing will sell better than the heavy wool muffler which had considerable vogue several years ago. By the by, in the same store, I saw some foulard mufflers. These are pretty nearly the same thing, so far as design and general make-up are concerned, but foulard does not have the soft, 'comfy' feeling which crepe de chine gives. On the whole, I think I prefer the crepe.

A New Fancy Vest

Mr. Hickey, in whose window you may usually see things which are specially designed for young men and which are up to the minute, is displaying a very nice thing in a fancy vest. This is of a dark, reddish brown, a very rich color, and here there is a little design after the spot fashion worked in a very unobtrusive purple. The harmonizing propensities of purple and brown are well known and when the purple is subdued it is certainly a dandy combination. Anyway, this looked mighty nice. The vest itself was cut rather lower than we have been seeing them and had a long collar. It was, of course, single-breasted. I doubt whether a double-breasted one in this particular kind of cloth—a sort of Saxony—would have looked as well.

Shirt and Scarf Harmonise

I was very much impressed by an idea which is being demonstrated now in Bilton's window, this is that the shirt and scarf should harmonize as to color. In this connection Bilton's are displaying some shirtings—and along with the shirtings, just loosely thrown over them are ties in colors that correspond. For instance there is a mighty nice thing there in a cambric with a purple stripe at intervals of about one inch. The tie to match this is purple with a little black and white edging to match the shirt. The same thing is worked out in the case of a green and also a brown shirt and tie. When I was down in New York recently, some of the people down there were telling me that this was an idea that was catching on greatly; that of having the tie and shirt correspond and no doubt if it is worked out well it looks mighty good.

Mr. Score is showing very nice winter overcoats and one among them took my fancy. It is just a plain green of a fairly vivid hue and yet an unusually soft shade. It would stand out well and make people give a second glance at the man who was wearing it. It was in a sort of frieze, and the style of it was very much after the loose. The

coat was a fairly long coat, no belt of course, and a nice wide cuff on the sleeve. It is a conservative coat so far as the lines of it are concerned but the color is the thing which attracted me.

It's no good for the hat people to come out every year and say that velours are absolutely dead because there is a certain class of man who always likes to wear a velour hat. In response to this demand there is more than one store at present showing them. Dineen's and Fair-weather's are both displaying velours in their window. There was one shade of green there that I liked very well. It was a very light green but of the softer kind, and very far removed from the olive or the pea green which is so often worn. A particularly nice brown, chocolate shade seems to be a favorite; black also was featured and one or two grey, although velours is a hat in which grey does not look very well; the character of the material goes rather against it. It should be more or less an attractive color. These hats are all of the Fedora shape and built on the usual conservative lines. A velours is one style which does not seem to alter so far as style is concerned, from year to year. They wear a great many of these hats in England and it may be that we are following the fashion here to some extent.

Many Gloves Fashionable

With regard to gloves I don't think there has ever been a season when I remember so many kinds of gloves were fashionable. Kid are, of course, a good thing for formal or business wear. But tan cape seems to be quite a leader as well. Hunter's window has some attractive showing of this and they are also displaying some mighty nice things in chamois. I saw a rather peculiar shade in gloves too in this window, by the by. This was almost a sort of creamy-pink. I don't think that describes it very well, but it is the best I can do. It is certainly a very unusual color for a man's glove. I see that one of the big stores in town, too, is showing a white glove with black piping, and this again I believe is in cape. It is for ordinary day wear. The store reports that, so far, they have got quite a lot of custom for this but I doubt very much whether it will ever be at all popular in the sense of popular, with the great majority. There may be one or two good dressers who like to have everything as it comes, a new thing every minute, who will like this sort of thing but I doubt very much whether the average man will be able to run to it. However it is certainly something different.

Maclean,
Toronto.



A nice side line, which is not handled as much by men's wear stores as it should be, which appeals to their clientele only, is the safety razor. Many of the largest haberdashery stores in Montreal and Toronto handle this line successfully.

Gossip of the Trade



SOME weeks ago, I referred to a case in Ottawa where some shirts were inadvertently advertised by a local newspaper at eight cents each instead of eighty-five cents. The question was raised whether or not the publisher should be held responsible or not for loss sustained by the dealer in selling shirts at such a low figure. It appears that mistakes of this kind are not infrequent, and in many cases, the newspaper is held responsible for the whole loss.

A case was drawn to my attention this week where a Montreal newspaper made the extraordinary error of announcing a sale of Turkish rugs at 45c each. On the following morning, a hundred women besieged the department, each demanding a forty-five cent Turkish rug. A quick decision was necessary on the part of the management. They decided to make the sale at forty-five cents, and charge the loss up to the newspaper. As there were only six rugs, it would be interesting to know who got them.

I noticed a mistake in a Montreal newspaper this week which had just the opposite effect, i.e., instead of drawing a crowd, it repelled them. On a certain morning, the whole of the space used by Allan's, "My Outfitter," was taken up with an ad. for pyjamas at \$8.50 per suit! They were described as "new velvet finished flannelette, soft and cosy, military style, with silk loops." The average man assumed they were something extraordinarily nice, but far too steep for him. I called up Allan's, and learned that the newspaper had made an error of exactly seven dollars in the price.

"Your Country Needs You"

Anything in the nature of a recruiting poster will attract a crowd of young fellows to a men's wear window. First of all, they are on the look-out for something that will inform them why they should fight for the Empire; it is a matter of interest to them all the time; they dream about it at night, they discuss it in the street car, and even hear about it from the pulpit. It is the only topic outside the war itself, and the store, be it a men's wear store, or a piano store, will attract his attention by a little ingenuity. A recruiting poster will attract the young man secondly, because he is a little sore at the audacity of a man who puts a poster on his window to the effect that "Your King and Country Need You." He will stop and read it though, and that's why a poster is good advertising for a haberdasher. It would not be so good for a grocer say, since the average man leaves the purchase of pork and beans to the women folk as a rule.

If one can introduce a joker into the poster, all the better. Arrange it so that the young man's 'amour propre'

is not injured, and the better it will be for your business. That was the redeeming feature of a notice I saw on the windows of J. J. Hannan, 128 Peel Street, Montreal, last week. It was headed: "Are You a Man?" That scornful way of appealing to the manhood of England is so well known. Naturally I, and every one else, stopped to read it. In big type, down the centre of the poster, were the following words: "Your King and Country Need You."

As a matter of fact, it was a cleverly written appeal to enter Hannan's store and buy furnishings. Opportunity was taken of the recruiting appearance of the thing, to draw attention to the army requisites carried in stock, such as khaki shirts, khaki cravats, khaki handkerchiefs, khaki socks, swagger sticks, etc. This is how the appeal really read:

ARE YOU A MAN

who likes to be dressed well? If so, read this: It is no doubt

YOUR

ambition to get furnishings fit for a

KING

and if you will step inside you will be able to get everything you require. Our prices are right

AND

our styles and qualities are of the very best. There is no other store throughout the

COUNTRY

where you will be better treated than by us, and where you can get better value. We are one of the oldest established stores in the city. If you

NEED

proof of what we say, give us a trial and

YOU

will not be disappointed. Hannan's noted for the finest gents' furnishings in the Dominion.

ARMY REQUISITES

Khaki Shirts
Khaki Cravats
Khaki Handkerchiefs
Khaki Socks
Swagger Sticks
Officers' Cans
Waterproof Coats
Tan Walking Gloves

FOR MILITARY SUPPLIES

GO TO

J. J. HANNAN

128 PEEL STREET

Next to Windsor Hotel

J. J. Hannan, of Montreal, must have been reading Men's Wear Review. This is seizing the military boom, and cashing in on it with a vengeance.

(Continued on page 58)

INEFFICIENCY IN THE WAR PURCHASING COMMISSION

THE way in which the war contracts for uniforms have been given out to manufacturers seems to reflect incompetency and inefficiency. The clothing manufacturers of Canada have been saying this for some time now, but apparently without effect. There have been vague rumors of somewhat slippery proceedings in connection with the dispensing of contracts for uniforms and there has been a charge, which has been reiterated again and again and quite recently at that, that there are in the country at present a great many uniformless recruits. This charge seems to be fair. That there is a shortage is plain from the hundreds of men walking up and down our streets and parade grounds, soldiers, but still wearing civilian clothes. At a recent meeting at the Arena, in Toronto, Sir Sam Hughes, the Minister of Militia, admitted that he was going on to recruit men without having sufficient uniforms to equip them at once.

The Government must have known there is and has been a shortage of uniforms. Why has it been allowed? There are clothing manufacturers enough in the country to remedy it. They have the equipment. They can do the work. Why, then, has the work remained undone?

In connection with this, Men's Wear Review decided to look into the case from all standpoints. Our representative interviewed several manufacturers. We give herewith a conversation which was typical. There are many of the most prominent manufacturers in Toronto and some in Hamilton and London, Ont., who share the same view.

"There is a shortage of uniforms," our representative said to this manufacturer. "Need that be, at this time?"

"No."

"How many garments could the manufacturers turn out a month, who at present are not employed by the Government?"

"The minimum capacity of such manufacturers in Toronto alone is 75,000 garments," was the reply.

"Then there are at least 75,000 garments which could be made and which would take care of the shortage in uniforms, not being contracted for at present?" our representative asked.

"Yes," said the manufacturer, "at least that number."

"But isn't it true that contracts have been given out as quickly as the cloth might be obtained by clothing manufacturers?"

"The cloth need not have held up the Government," was the answer.

"It is true there has been a shortage of cloth, but clothing manufacturers, having found that in ordinary business, have turned to the only other market, the United States, and bought there. The Government could have done the same thing and admitted the cloth duty free."

"One of the chief complaints," went on the manufacturer, "is, that while it is true that some contracts have gone to large and entirely reputable houses, it is also true that other contracts have gone to clothing manufacturers of a low grade who lack the equipment which makes (a) for first-class work; (b) for proper sanitary and healthy working conditions, and (c) a fair and recognized wage for work."

"It is further felt," went on the manufacturer, "that when many clothing manufacturers tendered on war contracts, their tenders although in some cases based on the lowest possible figure, were turned down without proper investigation of the reason for the price given, while in other cases where a lower price was mentioned in the

tender, the contract was awarded though the Government should have been aware that the price at which the contract was given was such that it could only mean sweat-shop work."

"What do you mean by proper investigation?" we asked.

"It is a fact that after a year and a half of war," answered the manufacturer. "It was not till three weeks ago, for the first time, that a representative was sent to look into the conditions of the equipment and factories of the clothing manufacturers."

"Then previously to three weeks ago the working conditions, the question of a fair wage and the question of sanitary workrooms, were not looked into?" asked our representative.

"No."

"What is the reason, to your mind, that you have not had contracts?"

"My price was not low enough, I suppose," was the reply, "to compete with the people who were getting the business."

"How did your price compare for price with others?"

"I don't know, but it was based upon the lowest possible figures. It was lower, both actually and in proportion, than the price paid me last January by the Government on a contract for cavalry cloaks," was the answer.

"What steps have you taken to get any orders from the Government?"

"When I thought that many of the bigger manufacturers, who were both able and willing, were not getting the business, I made repeated attempts to see the Chairman of the War Commission. I was not successful. After considerable time and trouble, I saw the secretary, but I could get little from him. He did not wish to talk, and resented any criticism."

"And," concluded the manufacturer, "there are men in my position who have gone to the trouble of altering their equipment, and re-arranging their factories, only to find that the expected orders did not come. Yet the country needs uniforms."

'Men's Wear Review' decided to look into the matter of these claims, which, incidentally, are made by a very large percentage of the clothing manufacturers of Ontario. In this connection a representative interviewed the Hon. A. E. Kemp, the Chairman of the War Purchasing Commission. Mr. Kemp is a man who has proved himself a singularly efficient business man and who has built up one of the biggest industries of its kind in the country. With him are associated Mr. Laporte of Montreal and Mr. George Galt, of Winnipeg, both of whom are men whose long business career has demonstrated their first-class business ability.

"It is suggested," said our representative, "that there is at present a shortage of uniforms in the country."

"Nothing of the sort," was the answer.

"If there were a shortage, do you know that at present in Toronto, Hamilton and London alone, clothing manufacturers who are not doing anything for the Government could turn out 75,000 garments a month?"

"Is that so?" said Mr. Kemp.

In answer to Mr. Kemp's question, our representative told him that certain manufacturers were complaining of the way in which contracts were awarded to some firms and not to others.

"They go to the firms who have the lowest tender," said Mr. Kemp.

"It is said that in some cases these contracts have gone to men who may have tendered at lowest figures, but whose factories are inadequate for good work and who have given the work out to be done at home under insanitary conditions," said our representative.

"I don't believe it," was the reply.

"Nevertheless the manufacturers seem to be sure of their ground. They can give instances where clothing contracts have gone to manufacturers who, according to sanitary conditions alone, should never have had them."

"Well, if any of the manufacturers have complaints to make, let them come to me and make them," said the Minister.

"When contracts ceased to come to some manufacturers who expected them," our representative said, "they were told, upon application to yourself or to the secretary of the War Purchasing Commission, that a shortage of cloth was the reason."

"That is so," said Mr. Kemp.

"Could not the Government have relieved the tightness, in this case of acute need, by importing cloth from across the border?"

"If we had done that we should have had every Canadian cloth manufacturers up in the air at once. As it is, every yard of cloth has been made in Canada," was the response.

To the question as to why 18 months have elapsed from the declaration of war before the Government had conducted any examination as to the equipment of the clothing manufacturers, Mr. Kemp returned no answer at all.

"The contracts on uniforms in every case," said Mr. Kemp, "have gone to the man who tendered lowest. If any of the manufacturers feel they have not had a square deal let them come to me and say so."

Mr. Kemp added one statement which was particularly important. He said, "Most of the fellows (the manufacturers) will be all right in a short time. Most of them have come down in price and they will be taken care of."

"Does that mean that further contracts are going to be awarded?" was asked.

"Yes," said Mr. Kemp, "in about two weeks."

Our representative went to Ottawa and interviewed an officer of the War Commission, of which the Hon. A. E. Kemp is chairman.

In discussing the shortage of uniforms, our representative pointed out that the Minister of Militia has recently practically admitted it.

The official said, in reply, "Possibly there are not enough uniforms for every recruit. But there are enough for everybody that goes overseas."

"Then it is possible that many of the men training here have not got uniforms yet?"

"Yes, it is possible, but I shouldn't like to say. Besides, a man can just as well drill in mufti as in khaki."

"Yes, but he feels a whole lot better if he is in khaki," our representative suggested. "And as a recruiting resource it would seem to be better for the men to be put in uniforms as soon as they are recruited."

"I don't agree," said the official. "Anyway, if the uniforms are short it is the Militia Department you should talk to. They send a requisition to us after getting the same from the different quarter-masters, and we fill these requisitions."

"Have you filled all of them?" asked our representative.

"Most of them," was his reply.

"Then not all of them are filled?"

To this there was no reply. With regard to the dispensing of contracts the official said: "The contracts went only to the lowest tenderers, irrespective of anything

except their ability to put up a marked cheque for the price of the cloth."

"Do you know," said our representative, "that contracts are said to have gone to manufacturers totally un-equipped to take care of them; who are having the work done at sweat-shop wages, and under bad sanitary conditions, which might be calculated to breed infection?"

"There may have been some mistakes in the giving out of contracts," said the official. "But these, if any, were due to the fact that we were new to the game and did the best we could without, perhaps, what would have appeared to be best had we longer to consider it. You must remember that we had to do everything in a hurry."

"Isn't it a fact that contracts have been given out before the factories were inspected?"

"That is due to the fact that we had no time for inspection," was the reply; "the men wanted uniforms; it was a matter of urgency. This urgency justified the risk and the haste. I admit that, in that haste, contracts may have been given to some men who should not have had them, and will not have them again. You must remember that this war commission is only a few months old. In two months after we started we had given out the contracts for clothing. The Militia Department was calling for uniforms, and we simply had to rush them through. There may have been mistakes, there were mistakes, but these will not happen again."

"Can you tell us how the inspection of factories is conducted?" asked our representative.

"That is done by the Specification and Inspection Committee under the Minister of Militia," was the reply. "There have been inspections recently in the factories, and we are now in better shape to know the exact capacity of manufacturers. There are over 200 manufacturers of clothing in Canada who have tendered," went on the official. "Some of these were asked to tender; others sent in their tenders without being asked."

"I do not think there are 200 big clothing manufacturers in Canada," said our representative.

"Well, if there are not," was the reply, "I should welcome a list from anybody in authority which would tell me definitely how many reputable clothing manufacturers there are, and just who they are," said the official.

Our representative asked if it would be possible for him to see in detail the method of dealing with the contracts after the tenders have been received.

"Our method," said the official, going into detail, "was to send out a letter asking all these men to tender on different contracts. Before we did this we made ourselves acquainted with their credit basis. Then we simply awarded contracts to the lowest tenderers in every case."

"Has not that been the fault of the system, that the only thing which has been required is a current rating that was O. K. and a low tender?" queried our representative.

He pointed out that other things might have been taken into account, too, such as, for instance, the abilities of manufacturers to turn out the goods under proper conditions of time, and paying their workmen the requisite wage, and seeing the factories were sanitary and in every way satisfactory.

"In view of the urgency of the case, we had not time," said the official, "to do as you suggest. I admit that it would have been better, and in the case of other contracts awarded we have had out an official for the last two weeks looking up the equipment of the different clothing manufacturers."

Our representative mentioned to the official that the Government had urged the shortness of cloth as a reason why contracts had not been given out in some quarters.

(Continued on page 50)



NECKWEAR



The Arrow Neckwear Company have a nice thing in a tapestried silk in half a dozen shades.

A WELL-KNOWN Canadian manufacturer of neckwear has supplied us with details regarding silk from which he will manufacture his spring line. Samples of a few of these are shown herewith. The first of these is a five-tone warp stripe, on a jacquard pattern, the pattern runs through the dark ground, and shows distinctly in the lighter tone stripes, the color of the pattern changing to harmonize with the color of stripes. There is a large range of stripe colors. In one case there is canary in the centre, bounded by cerise, which are bounded by Alice blue, the ground being dark brown. Other grounds are cardinal, navy blue, purple, marine blue, and dark green, with stripes to match. For example, in the case of the dark green ground the stripes are light green in centre, bounded by light tan, which are again bounded by Alice blue.

The second sample is a large check, in different colored ground combinations, representing Scotch plaid ideas. The wide stripe is in three tones, and the warp stripe in smaller widths of three tones. The third is a satin all-over pattern with black and white wide warp stripes, the ground color appearing through the spacings of the black and white stripe. The stripes are black and white throughout the range, the ground colors being red, green, navy and brown.

Number Four is a two-tone satin warp stripe, with two figures in different combinations appearing on the stripes. This is made up in pink and maroon, canary and seal brown, navy and slate, purple and slate, marine and Alice blue.

Black and white have been good for a year now, but there are new ideas for next season's trade. An example

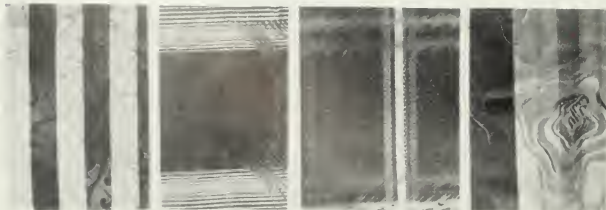


A new stripe effect and a tapestry in rich dark reds, greens and blues. As a gift for "him" at Christmas a tie or two in a suitable box is mighty hard to beat. Shown by William Milne, Toronto.

is seen in No. 5, which is a black and white warp stripe, with Jacquard pattern appearing through the entire goods, the pattern being the same color as the stripe. The latter are $\frac{1}{2}$ inch wide, but the pattern design varies for different goods.

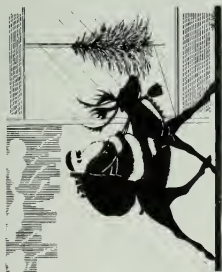
The trade can be on the look out for a number of new ideas in mogadores or grosnoble cords in stripe combinations, running from quiet effects to real bold ideas. In mogadores the bold or sporty effects are expected to be the big sellers.

For Spring, printed failles in small designs, large corn spots, and small polka dots are expected to be strong. In the States, it is predicted that next season will be the biggest yet for this class of goods. In grosnoble cords, black warp stripes on white ground will be in demand.



Some attractive materials for Spring neckwear. Shown by Tooke Bros., of Montreal. The all-over patterns, varied here and there, and multifarious in design, are strong for Spring.

Here—



**Good Copy
for Xmas Ads**

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

YES, "Old Santa" has delivered the goods from his big workshops all over the world and we are now showing them in the finest selected stock ever offered the men's trade of this city.

Everything for the man and boy

No matter what you have decided on for your father, brother or someone else's brother, you should suspend decision until you have seen our range of Christmas Gifts, chosen especially for our better trade. Step in tonight and see what we have of interest.

(Firm name and address)

No Uncertainty



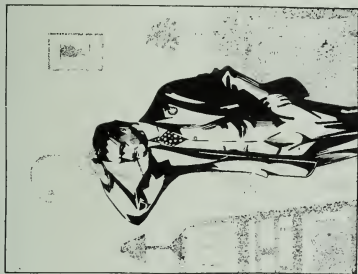
THERE'S no uncertainty about the reception your gift will get if you choose from our select stock for men.

If you're uncertain what to give "him," don't hesitate to ask our advice.

Our buyers have put forth unprecedented effort to assemble a fine stock of men's Christmas gifts.

This stock is at your service. Step inside.

(Firm name and address)



Perplexing,
isn't it?

If there is any one thing harder than another, it is for a man to choose a gift for another man.

A woman may not select to suit, but what's the odds, being a woman she's excused.

With our well-selected stock of men's wear: cravats, mufflers, suspender sets, jewelry, smoking jackets, dressing gowns, sweater coats, etc., you will have no trouble in making a suitable choice.

Our salesmen will be pleased to help you make your selections.

See our window displays.

(Firm name and address)

TWO BITS

A retailer told us the other day that since his staff had left to go to the front he was so busy he hadn't time to sleep.

The office boy overheard this remark and was observed to be very busy thereafter. He offered us his effort as a commentary. We take no responsibility for it or for his life. Editor's Note.

*How doth the gentle men's wear man
Improve the shining hour!
He's working overtime these days
And profits are his dower.*

*His "boys" have left him, for the Front,
They go to do their bit.
And all the work he now must do
Sigh makes him throw a fit.*

*He's at the store at early morn,
And stays till moonbeams creep.
In fact 'tis said that underneath
The counter he doth sleep.*

*Ten minutes now for lunch he takes,
He can no longer stay,
For customers are trooping in,
Good times are on their way.*

*"I wish I were in Europe now,"
He cries, by details pressed,
"I'd help the boys to trim the Hun
With glee and joyful zest,*

*Instead of sitting here alone,
And trying to surmount
The difficulties offered by
Net charge and trade discount.*

*"Those boys of mine their 'bit' have done"
He says when down he sits,
"But I, a necktie sold just now,
So I have done 'two-bits!'"*



COMING BACK

*The Shabby One: "Gee, some difference between you and me. I've had my clothes since war was declared."
The Well-dressed One: "Well, they can't last for ever! There's lots more new things inside—and they're expect-
ing you."*

OF A PERSONAL NATURE

Yeo & Son, of Stratford, men's furnishers, are putting in a new store front.

Jas. S. Rose is now located in his splendid new store on Fifth St., Lethbridge.

Mr. W. Ross is now stationed in the store next to Boscobell, next door to his old stand, in Sydney, C.B.

Mr. John Kitts, of Barry's Bay, has taken a position here as manager of P. Bulger & Co.'s gents' furnishing business at Eganville.

The Cooper Cap Company, of Toronto, had a shipment of tweeds on the Hesperian, which was lost on the Atlantic. They have good stocks on hand, however.

Captain F. J. Coderre, O.C., "B" Company, 54th Regiment, Sherbrooke, a partner in the firm of J. A. Robert Company, Ltd., has recently been promoted to the rank of major.

Mr. H. Tuck, who has been conducting the tailoring department of Dickson's, Ltd., in Stratford, for some time, has purchased the gents' furnishing and tailoring business of the late J. A. Macdonald, of Mitchell, and left for that town this week.

Mr. E. V. Pye, of the late firm of Whitney & Pye, at 110 Bank Street, Ottawa, has taken complete control on the retirement of Mr. Whitney from the firm. Mr. Pye's store is progressive and he is the right man to keep up the pace and increase it.

The John Forsyth Company, of Berlin, have been adding to their plant and to celebrate the fact they had a social gathering the other night at which about 200 were present. Mr. H. A. Hagen was in charge of the evening's proceedings.

Joseph A. Pratt, who has been engaged in business in Detroit, has taken over the management of the hats and furnishings department of Walter Jordan & Co., in Windsor. Mr. Pratt comes from one of the pioneer families of Sandwich East in that part now known as Ford City.

Mr. A. P. Snowden, who conducts a tailoring business in the Hanson block, York St., Sackville, N.B., has moved into another apartment of the same block. He is now to

be found comfortably located in the corner apartment next to the office of Dr. J. H. Secord.

The Globe store in Empress, Alta., will be occupied by J. S. Herity, with a line of gents' furnishings and boots and shoes. Mr. Herity expects to open for business shortly. He formerly conducted a clothing store in North Battleford.



Two raincoat models, one in Paramatta, and one in tweed. Shown by Samuel Wever & Co.

F. C. Richards, secretary-treasurer of the Tip Top Tailors Co. and the Berger Tailoring Co., has given up his position and joined the 35th Battalion as a private. Although Mr. Richards has family ties and was almost indispensable to his company he felt after the sinking of the Lusitania that he could stay back no longer and so enlisted in the ranks of the 35th Battalion now at Niagara.

MONTHLY PRIZE FOR WINDOW TRIM

Can you trim a window? If so, you ought to get into our Monthly Window Trimming Competition. We offer a prize of five dollars for the best trim each month. And we will pay a dollar and a half for every other photograph we use.

You're trimming your windows for Christmas right now. If you have one you think is a cracker-jack, have it photographed and send it to me on or before December 14. YOU MAY WIN THE PRIZE.

Look for all details on page in this issue. And get in the swim and send your trim to THE EDITOR MEN'S WEAR REVIEW, 143 UNIVERSITY AVENUE, TORONTO.



KNITTED GOODS



ANY sign of wool coming down? or of a substitute for aniline dyes?

Nothing in sight in either direction is the report of manufacturers, importers, and all who are in close touch with the wool and dye situation. At the October-November wool sales in London, crossbreds that had dropped a little a month before came back strong and advanced 5 to 10 per cent. Merinos have been strong for months and are still going up. While the supply of wool does not fail, the knitting mills find themselves unequal to the demand, and war orders at this time serve to drive up yarn prices.

Experiments in dyes are being conducted continually and encouraging reports come from time to time but so far no real relief has been secured.

A knitting mill in Canada needed myrtle green in October; the price paid was \$17.50 a lb. for dye that used to cost 60 cents. Blues cost \$20 and \$25 now that originally cost \$1 a lb.

Mills are using vegetable instead of chemical dyes in large quantities and not only are results not as good but the process is far slower, two or three dips often being necessary instead of one. For cottons the situation is worse even than for wools.

Advances in wool yarns are being made weekly and even daily in some cases. The Review compared quotations of a large mill dated six days apart. In the one case the yarn in the grease was quoted at 63 cents; and black 10 cents more for dyeing or 73 cents; white, grey and khaki, 75 cents, and other colors 83 cents. That is the cost of dyeing had advanced from 6 to 20 cents for the latter since war broke out, and a few days after this date black logwood dyeing cost the same as white, grey and khaki.

In another grade the cost for black was 85 cents; a week later, 92 cents, while other colors of yarn went up from 95 to \$1 per lb.

A peculiar situation developed at the beginning of November when the quotations of English mills were as high as several yarns being turned out by a Canadian mill, and without the 17½ per cent. duty being taken into consideration.

Sweater Coats at \$21

Highest Price Paid by Canadian Commission Compels Liberal Use of Cotton—Complaints Over Method of Tendering

WHILE a number of Canadian mills have received orders for sweater coats, many are still waiting for contracts. One of the complaints made is in regard to the system of calling for tenders.

One manufacturer stated that his mill had received a sample—all wool—from the Government Commission and put in a tender for about \$23 a dozen, with 60 to 65 per

cent. wool. Some time later a reply was received that the offer was too high; that not more than \$21 was being paid. This, it is claimed is for a sweater that is from 60 to 75 per cent. cotton.

"Why were we not asked to send in a sample of the best we could do for the \$21?" this mill-man would like to know,—and many others with him.

That the quality of the sweater supplied the soldiers this winter will not compare with last year's, is claimed generally. It will contain far more cotton, in fact many of last year's were all-wool. This time, however, the yarn costs anywhere from 80 to 90 cents so that the allowance of \$1.75 (\$21) for sweaters would cover only the bare cost of the wool with nothing left for manufacture, were it an all-wool make.

A number of men's wear merchants, stock and sell both men's and women's sweater coats at Christmas time.

INEFFICIENCY IN THE WAR PURCHASING COMMISSION

(Continued from page 45)

He passed on, too, the suggestion that the Commission might import cloth from across the border duty free.

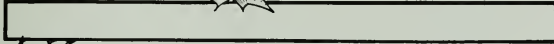
"Every yard of cloth used so far has been made in Canada," said the official. "We should have had the Canadian manufacturers at us right away, if we had bought any cloth over the line, and you know it."

The official went on to defend the Commission's policy of insisting on a marked cheque from the manufacturers for the value of the cloth before it was made up. "The Government," he said, "could not have millions of dollars' worth of cloth out all over the country without having some security. When delays have been caused and when the manufacturers have not received their second supply of cloth after having made up the first lot, and were required to put up a large cheque for the second amount, it was unfortunate. I admit that. But I question very much what other means might have been adopted."

"Moreover," he added, "if there have been some delays, I do not think it is under the regime of the War Purchasing Commission. Since the War Purchasing Commission has been in action such delays as you mention have not occurred. They may have occurred before."

Our representative enquired if some manufacturers had been asked to tender on larger quantities than others, and were thereby enabled to make a better price.

"That is not so," said the official. "It has sometimes happened, though," he said, "that if a manufacturer who is tendering says he can do the work in two weeks and another manufacturer says he will take six weeks for the same amount of work, we may have given three times the amount of work to the one man who can do it in the two weeks."



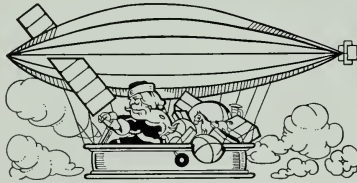
No. 12—75 cents.



No. 13—40 cents.



No. 14—50 cents.



No. 15—50 cents.



No. 16—50 cents.



No. 17—75 cents.

Increase the Value of Xmas Ads.

G. K. Chesterton once wrote goodness knows how much about the appeal of "little pictures." A picture in an advertisement catches the eye—then, if your copy is good, you've got the customer.

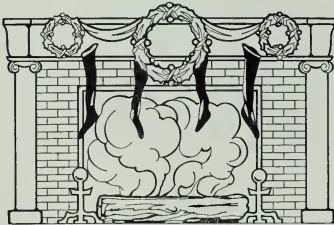
Put the Christmas note into advertising. Select the cuts you desire—order by number. Remit the price with your order. Advertisements will "pull" better.

Electros are sent carefully wrapped, postpaid. You can use them this year, next year and the year after. A good investment.

MEN'S WEAR REVIEW, 143 University Avenue, Toronto



No. 18—50 cents.



No. 19—50 cents.



No. 20—50 cents.

COLLARS & SHIRTS

THE sport shirt will be here with the bells on next Spring. It became very popular last year, and will be more popular next year. Experience has taught manufacturers several things, and it is probable that changes will be made in models for the coming season. There is something very daring about the shirt being put on the market by one of the largest makers. It has broad stripes, in helios, pinks, blues and blacks, and will be made with long sleeves.

The short sleeve sport shirt was made especially for tennis players, golfers, and others needing lots of freedom of the arm. In fact it was these sports that originated the idea of the sports shirt. Tennis players used to turn their shirt necks inside out of the way, giving a V-shaped neck, and the sport shirt was designed to overcome this difficulty.

However, the idea has taken on with all sorts of sportsmen, and with men who have no use for the short sleeves. As a matter of fact, there are more long sleeves selling in this country than short sleeves, the proportion being about two to one. On the other hand, in the United States, where the sport shirt has been known and worn longer than in this country, the proportion is reversed; there, sales of short sleeves run around seventy-five per cent., and twenty-five per cent. long. So there is no telling what may happen this year in Canada; the demand for the short sleeve may develop as men become more accustomed to it.

The firm putting out a striped sport shirt, are making their collar this year much less deep. It used to come over the shoulder like a sailor; this year it will not be so pronounced, but will button as formerly for street wear, and again with a large V-neck.

Line Withdrawn

It was suggested last month that makers were giving better values than ever in negligee shirts but that this was not likely to go on for long with the cotton market the way it is to-day. An example of a good dollar-and-a-half line of a colored stripe on a mercerized ground was shown, offered to the trade at \$12. This particular line has been withdrawn by the makers, who claim that it could not now be duplicated for less than \$15. To give an idea of the way material is going up, they cite examples; a year ago, whereas they paid 15c per yard for finished goods, they are now paying 20c for it in the grey. It is predicted by one maker that by June, stocks of material at the old price will be entirely cleaned up. This maker announced that he is coming on the market in a week or so with a new weave of cloth, of special value to sell at \$1.50. It is a printed repp, the designs being especially neat. The structure of the cloth is the striking feature about it.

French Pique Scarce

There is a dress shirt on the market, not new, but gradually taking the lead in this country, embodying such simple features, making it comfortable in all postures. The lower half of the bosom is not attached to the bottom, so that it leaves the lower part of the body perfectly free, and permits the bosom to adjust itself to the position of the body.

Besides this shirt, there is a very good demand for mushroom bosoms, especially in the United States. The figured mushroom bosom is not moving as well as the plain. Plain French pique is one of the leading dress shirts this year. French pique, however, is made in St. Quentin, France, which place has been on the German side of the line for the past fifteen months, so that it is unlikely that any French pique will come here for some time. Thus French pique is bringing high prices.

Flannel Shirts High

Retailers who did not purchase flannel shirts for this season are kicking themselves, not because of



Two of the dandiest sports shirts ever! The material is soft, beautifully white and good-wearing. The shirt at the left may be worn higher and the collar will take a tie. The right-hand shirt is not adjustable to any other shaped collar. These shirts, known as the "Country Club" are made both in full and half-sleeve and one is as popular as the other.

the demand, but on account of the high price they are now bringing. French flannel shirts made up from taffeta are bringing \$30 to \$36 a doz., while an unshrinkable flannel, something on the lines of viyella, though at a lower price, are bringing \$24 a doz. Moderate priced grey flannels are practically off the market, and dealers who have stocks are not exerting themselves to make sales. At the present price of flannel they claim it is impossible to make up a line of grey flannel shirts for less than \$15 per doz.

Railroad Shirts

Makers of working men's shirts are particularly hard hit, owing to the dye situation and the high cost of cotton. Many leading American mills have withdrawn the majority of colors already, and all goods containing indigo dye has gone up three to five cents per yard. Retailers, we understand, will have to pay higher prices for these goods right away, particularly on railroad shirts, prices on which have already been advanced by the makers. The latter have been jumped as much as three dollars per dozen. In fact, anything at all containing indigo, will undergo a considerable advance.

Now As To Collars

In our last issue, we showed a cut of a black edged collar, which was put out with the express purpose of linking up with the demand for black and white ideas, which are expected to be strong again next season. Here and there doubts were expressed as to this collar's future. It was, therefore, a matter of gratification to the makers the way this collar "took on" in the city of Montreal.

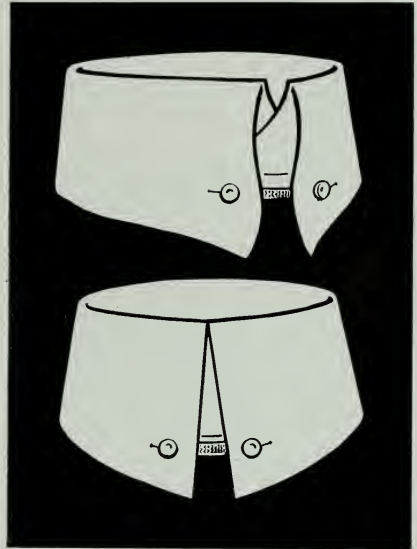
It was admitted, even by the manufacturers, that the collar had a rather sombre appearance. To overcome that, and at the same time retain the original idea, the bound border is being replaced by black piping, which has already made an appreciable difference to the sale of this collar, which is without doubt one of the most striking novelties of the season.

Light Weights Strong

Light weight collars, which have been dealt with in former issues, and are almost a Spring collar, have caught on wonderfully, especially one model, which has long points, with links. This collar is made of two-ply cloth and a three-ply band, and has a small V opening at the neck, giving it the name of "pinch neck."

Another manufacturer enters the field at the end of this month with a light weight collar, which differs from other lines in that it is made from 3-ply cloth. The maker claims that three-plys are necessary in order to catch the starch—that two-ply would be no better than paper.

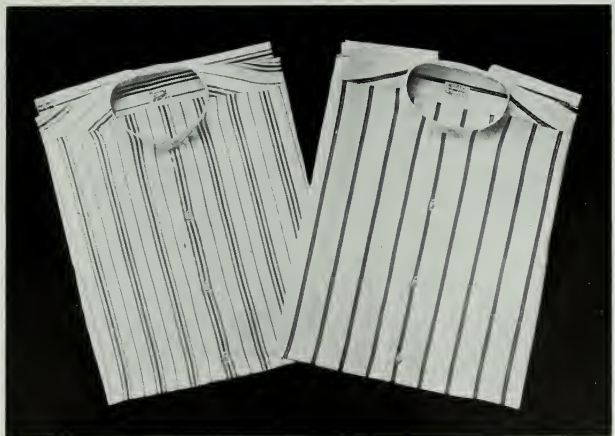
There are several defects in this collar, pointed out by the maker himself, which may militate against its success. First, there is a danger of the Chinaman mistaking it for a soft collar, and treating it accordingly. The second difficulty will be with the button and tape, which it is necessary to pass under the tie, and to pass the button (which is not a small one) through



Two new shapes in collars shown by Tooke Bros. of Montreal. The collars are light weight and may be worn in either summer or winter.

the laundered hole. When the wearer has bent the corner of the collar out of shape half a dozen times, he will likely get mad. However, other makers have various designs on the market, some of which may overcome these difficulties.

In the ordinary shapes of linen collars, while the extreme cutaway is still selling well, the big seller is a moderate cutaway.



For Spring and Summer shirtings de luxe. These shown by John Forsyth Company are hard to beat. Made in green, blue and mixture stripes, at wide and conservative intervals. The shirts are of light weight and beautiful texture.



SUITS & OVERCOATS



THERE is a disposition in some quarters to make the suits for next Spring selling a little bit on the formal side. This is altogether natural in view of the fact that both London and New York have swung back to conservative styles, in some sort, and, as readers of our paper will have noticed, for the last two or three months the trend in New York is towards an in-between suit, something between the freakish tightness of last season and the absurd fullness of four or five years ago. Models at present being worn in New York and, indeed, in Canada, are more conservative than last year, but nothing like as outlandish, of course, as those of four years ago.

We show a model on this page, however, which is roomy about the shoulders and which has little waist. This is made in Eastern Canada and is an attractive model in many ways for a man who would be well dressed without being in any way noticeably different from anybody else. It is exactly the sort of suit that is wanted. The cloth is a very nice grey check, inconspicuous and dressy. This suit is also remarkable for the fact that it is one of the first products for Spring which shows the trend now noticeable over the border, and that is to do without the cuff on the pants. These trousers, which are of a conservative width, neither narrow nor excessively wide, hang gracefully over the boot, but are not finished with a cuff. There is a tendency in many quarters, we find, for retailers who have determined what their customers will want, to ask for suits without the cuff on the pants, and, of course, no cuff on the sleeves at all.

Three-button Fastening

This suit, too, is a little different from many in its lapels. These are again very medium and are in the main fairly high for a suit, leaving a three-button fastening. This may be worn with the two bottom buttons fastened, but it looks better with the three buttons fastened. In this connection, it seems that we are swinging round again for Spring and Summer wear to a three-button fastening. It will be remembered about three or four months ago we cited instances from different manufacturers who say that in time, within the next few months or a year at most, we should

probably come to a suit with four buttons. The tendency for the long, sloping lapel has about run its course. Gradually, by stages, we are getting back to the higher lapel which, of course, means more buttons on the coat. The writer, when in New York a few weeks ago, noticed that several of the model stores down there had one or two featured on this line, although, of course, there are not very many. Nevertheless, as we say, we think the long and narrow lapel has had a good run and we are getting back a little bit to the shorter and higher one, without, however, getting the extra width, which would naturally

follow. About one year ago now the exceptionally wide lapel was in vogue, but it did not last more than a few months. At that we question very much whether the really smart men took it up. We are talking now, of course, of the exceptionally wide lapel.

Demand for Evening Dress

Right about now the trade is experiencing a demand for evening dress goods. On another page in this issue we describe full dress from top to toe, both in picture form and also in letterpress. The men's wear man who handles evening dress goods will do well just now to display them. This is the season of parties, balls, receptions, and dinners, etc., when a man begins to want either to renew his evening dress suit or to get a new one. It is good business at this time to advertise evening dress, if you handle it, in your ads, in the daily papers and also do some circularizing work in connection therewith.

There is one good thing about evening dress sold this year. It is made upon exceptionally conservative lines—as our detailed description points out elsewhere—and the man who buys one this year will be able to wear it for three or four years without being out of fashion. This is undoubtedly a point for a good many men who feel that they cannot get a new evening dress every year. They will be singularly lucky in buying one this year. If they bought one, say, two years ago, it was then freakish in the extreme, whereas now it is conservative.

At the Varsity game the other day, by the by, there was a generous preponderance of loose overcoats.



A conservative but attractive Spring model. Shown by John W. Peck & Co.



BOYS' DEPARTMENT



THERE is certainly no department in a men's wear store which can do more at Christmas time in the way of extra sales by the medium of added attractiveness than the boys' department. The men's wear men should take particular note of this at this season of the year, and start in early to get effective displays, attractive prices, good slogans, and adaptable men to handle the boys' end of the trade.

The business in boys' goods is in pretty good shape. There is no line in which the useful present will be more acceptable than in boys' goods. At this time, although money is easier and there is less unemployment, the state of economy still lingers in the minds of parents, and where youngsters a couple of years ago would have got an engine or an air-gun or something like that, their mother this year will be disposed to give them, say, a new suit or something in the way of shirts. This should be catered to in both circulars and advertising. Feature in your ads. in the daily newspapers of your town the particular attraction in your store of boys and boys' mothers in the way of Christmas cuts; illustrate your ad. by cuts, showing the boys, and wherever you possibly can, appeal to the boys, especially in the newspaper ads. It is a mighty good thing to remember that boys are sharp, and when they are in their early teens and indeed younger than that they are awake and sitting up and taking notice.

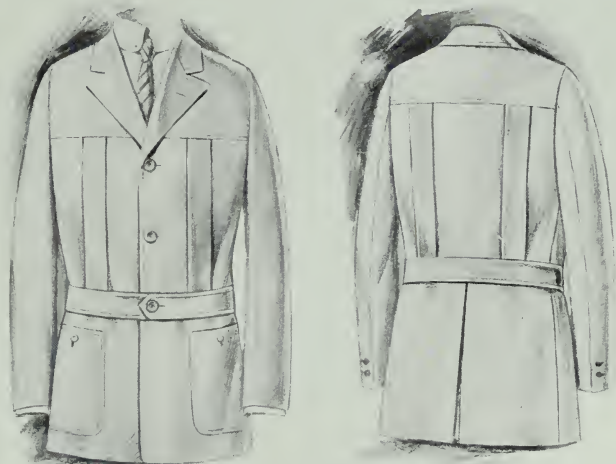
Get the Boy Direct

Some merchants in the past have found very effective at all seasons in the year a circular addressed to the boy himself. This might be done with specially good results at Christmas time. Send the boy a Christmas Card and on the back of it invite him to come to your store with his mother and look over something there in the way of a new suit. That will tickle the boy's fancy and his mother will think how thoughtful the men's wear man is to remember her boy at Christmas time. Half the success in handling boys' goods at Christmas is due to the way in which the campaign is conducted before you get the boys at the store.

Some merchants say the giving away system does it, such as watches, whistles, books, magic lanterns. This looks like a good suggestion and might be followed out this year in cases where the presents are fairly cheap, at the same time topical and acceptable.

Have Good Displays

Have a wide window for your Christmas displays. This will catch the eye of the youngster coming from school and thinking about Christmas things. Then he is just as liable as not to suggest to his mother that she takes him down to the store, look over what they have got, and it may result in a customer. With regard to trimming this window the manufacturers issue fashion plates of boys' clothing. Three or four of these would look good at the back of the window used as panels. Display Santa



A Norfolk model, the chief features of which are slenderness, soft shoulders, lapels, and comparatively short waist line. It is a rather staple garment, and should appeal strongly to country trade. Shown by courtesy of Theodore Morre, designer, John W. Peck & Co.

Claus pretty prominently on show cards and, if you can get it, in the way of a model somewhere in the window. Have the Santa Claus idea running right throughout the window. One merchant last year used with great effectiveness a series of price tickets for all the goods in his boys' window, on which was Santa Claus in all attitudes.

A certain retailer told us the other day that he had planned to have for a special Christmas selling a series of boys' novelties not in the ordinary men's wear game. He said he was going to get in a line of books, and soft goods like leather and leatherette pocket cases, pocket books, special pencils, little tie pins and different articles of collar and shirt jewellery. This looks like a good suggestion because the idea and ideal at Christmas time is to make the store the market place where the customer may buy pretty nearly anything and everything, he or she happens to think of and a good many things they don't.



HATS *and* CAPS



IN the August and September issues of Men's Wear Review we dealt, as fully as was possible at that particular time with advance styles for Spring 1916, in both straws, panamas, and felt hats. It is now possible to elaborate a good deal on what we said then and also to show samples of some of the manufacturers' hats for Spring and Summer.

Taking straws first; the broad statement we made that, in general, the lower crown and the wider brim would be a marked trend still stands. Nearly all manufacturers are now getting out products which all show this same development. There are, however, one or two things new. First of all there is a novelty in a leghorn. This is a yellowish straw, and the hat is made in fedora shape. The band is fairly deep, the crown fairly high, and the brim may be either curled or uncurled. This hat follows very closely the fedora shape in Panama but the novelty about it is in the color of the straw which make a pleasing contrast to the number of white straws and white Panamas usually seen in Spring and Summer. The bow of this hat, by the by, is on the side and it is always, so far as shape is concerned, a fairly conservative hat.

The Torpedo Shape

To come to Panamas, there are one or two novelties too. For instance, three or four shapes are named the torpedo and this is because the hats slope upward—after the manner of some Panamas a couple of years ago—and the crown instead of being round to the shape of the head is distinctly more oval; indeed so much so that it resembles, or is supposed to resemble, a torpedo. As a novelty hat, this is the sort of thing that is liable to go well and we advise retailers to stock a few, that is just as many as they think they will require for men who buy novelty stuff. This will not, of course, be a general seller, that is to say, it will not take the place of the usual sennit or split straw, but as a novelty hat it is very chic and snappy and to some of the younger men this sort of thing would be distinctly welcome. A variation on the same theme, as it were, is almost identical except that the crown instead of being perfectly flat, as in the case of the first hat, is sunken. This is a little variation which perhaps makes even more of a novelty.

There do not seem to be any fedora shapes selling in Panama hats for Spring 1916. Readers of this paper will remember that they were fairly strong during last Summer but they were really for the more conservative dresser. At any rate so far we haven't seen any featured for Spring and Summer 1916.

The use of black as an edging on the brim is also another novelty for next year in Panamas and straws. We have spoken about this before. It does not seem to be progressing very much and at this time we see fewer of these hats than we did two or three months ago. Still they are indubitably showing, and doubtless they will do well in the novelty class.

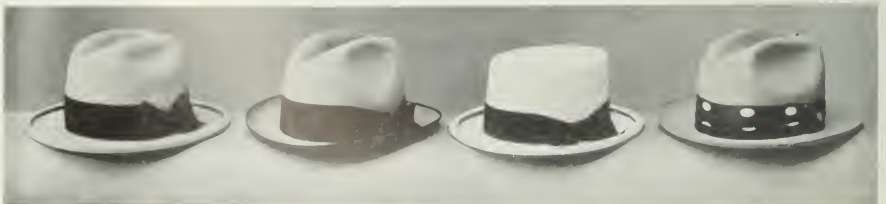
Not Staple Lines

Retailers should note that these last three or four hats we have described are distinctly novelties and are not main or staple lines. It would be unwise for us to urge the retailer to buy heavily on this sort of thing, because there will only be a limited demand for it. Nevertheless the manufacturers expect and, quite likely, there will be a demand for it and particularly from the younger men; therefore we advise a careful selection and a limited supply which should prove quick sellers. As novelties they are undoubtedly some of the nicest things we have seen for some time.

Now to come to felt hats, the main trend so far as we are able to observe at this moment is towards the two-tone effect, that is to say the crown is of one color and the band and the brim and underneath the brim another color. Let us illustrate this.

The Two-tone Felt

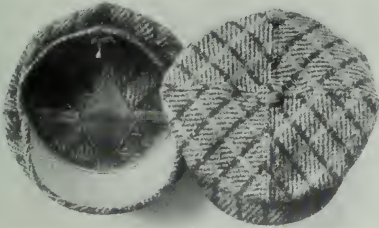
On this page we are showing a hat which is of a pearl-grey color, so far as the crown is concerned, but the band and the top of the brim and the under part of the brim and indeed the lining are all black silk. This two-tone effect is shown in several shades. For instance there is pearl-grey and black, pearl-grey and serge-blue, pearl-grey and green, pearl-grey and metal shade. Then there is also a light tan with a deep brown and some lighter greens with darker greens. These two-tone effects, we think, will be strong. They should be bought now in the Fall and tried out so that



Four Spring and Summer hats shown by Vander Water, Wart & Brown. From left to right: (1) A leghorn straw; (2) a new black and grey two-tone combination; (3) a Panama with a torpedo crown, and (4) a puggaree hat with a buff-colored felt.

the retailer may have some idea as to the number he will want for Spring selling. Here again this two-tone effect is a distinct novelty in hats rather than a staple. As, however, it is something entirely new and yet pleasing and something that will attract men of all ages, we suggest that the retailer will find it an easy thing to sell.

In all cases in this two-tone effect the hat is a fedora and of conservative style. The bow is at the side, and is neat and attractive; the band is rather deeper than for some time; the brim may be either beaded, pencil or welted. In



The distinguishing feature of these caps is the straw brim which is unbreakable. The caps are in rich, heavy tweeds. Shown by Cooper Cap Company.

some cases this two-tone effect may be enhanced and developed still further by the addition of a puggaree band in black and white coin spots. That is, of course, where underneath the brim is black and where it harmonizes pretty well with the general shade of the crown of the hat.

Then another thing in this same sort of hat is the three-tone effect. We only saw one or two of these and we do not imagine they will be as strong as the two-tone, but for what they were they are very attractive. For example, one of these hats we have seen recently was pearl-grey with a black brim both above and underneath and finished off by a dark blue band of moir silk. This is distinctly a freak hat, however, and while it will be good for the young man who wants something snappy and different from everybody else, it will not have the general run that even the two-tone effect will have.

The Wide-awake

There is still another trend noticeable in soft hats and that is towards the wide-awake shape which gives a hint of carelessness which fits some men very well indeed. The hat is fedora shape so far as the crown is concerned but the brim is quite straight, not curled or pencilled at all. As an accompaniment the band is very, very narrow, sometimes not more than half an inch, sometimes not even that. This may be had in tan, fawn, and some greens of a light variety, in each of which cases the ribbon is a black, forming just a little narrow black band all round.

Now as to shape: it might be as well to notice right now that drop-down stuff is quite dead. No telescopes or near telescopes will sell: these have had a good run and it is not before time that we revert to the fedora or Alpine shape. Generally speaking, it may be observed that the trend in these latter is towards a slightly higher crown.

Tweed Hats Too

This two-tone effect that we have described earlier in this article may also be found to be good in the Spring in tweed hats. These tweed hats are already selling heavily for Fall and Winter and most manufacturers prophecy a continuation in the Spring. A tweed hat in either Fall or Spring is a mighty attractive finish to a man's dress, because at that time we are supposed to be wearing tweeds

and generally going in for walks, outdoor recreation and so forth, for which a tweed hat is distinctly apropos.

With regard to caps there is nothing very new in shape but it strikes us that on the whole they are rather larger, getting nearer to a style which was taboo in this country a few years ago. Some of these caps are made perfectly straight without the button in the centre; others have the button in the centre and we think that probably this latter will be the most favored at present. Heavy tweed is the general material. Some of these caps are beautifully finished and for outing wear we commend them to the trade as a good seller.

Eastern View Of It

Montreal, Nov. 15.—A visit to the stores of Montreal impresses one with the fact that many stores are not handling novelty, or, what is sometimes vulgarly termed freak stuff. Nevertheless, at these stores which make a livelihood by appealing to the smart young man, one finds the novelties which are in demand this year, and chief among them is the two-tone hat, straight from New York, which has a dark brim, with a crown of lighter shade. Usually the band is of the same shade as the brim. For example, we find a dark mottled green with a pearl-grey crown, a dark brown with a tan crown, and so on. These are selling at popular prices, and the stores which specialize in this class of stuff, are experiencing a good demand. There is a tendency, however, for the better class stores not to touch this class of goods at all this year.

In the more staid sections of the city, e.g., in the neighborhood of St. James street, the demand for soft and stiff felts seems to be about evenly divided. In soft felts, green is still the big seller—greens of all shades.

After greens, it is a far cry to any other shade. Blues



Two new ideas in two-toned felts for Spring selling, shown by Wolthausen Hat Corporation. Tan and black and grey and black and different tones of green make good looking and new hats.

are absolutely dead as far as the high-class stores are concerned. Browns are in moderate demand.

Pearl-grey had quite a good run during the early Fall, in fact, were very strong. Indications point to their return next Spring, some think stronger than ever. The shapes being shown for next year are very pretty, one style in particular having a flat brim, with very narrow edging of grey ribbon, and a black band. It is rather a big hat, measuring 5 3/4 by 2 3/4.

WHAT THEY ARE WEARING IN LONDON

(Continued from page 38)

which an Englishman loves. The lapels were cut rather low and the corners slightly blunt and the shoulders slightly hunched. I don't think there will ever be very much in the way of new fashions in tweed suits. These are built for comfort and not for style and a tweed suit is one garment in which a man can afford to ignore the latest so far as style is concerned and sacrifice to comfort.

A Dead Collar

It seems to me that very few men are now wearing butterfly or poke collars for business. At one time, three or four years ago, a great many business men wore this kind of collar with polka dot tie. This combination seems to have disappeared so far as well dressed men are concerned, and in its place the double fold collar with the long tie has become almost the rule. This does not seem to be varied very much, although the other day I saw a collar worn by the Right Hon. F. E. Smith—familiarily known as "F.F."—and this collar was of the butterfly variety; it was a little different in that the points were sharp and long and narrow, that is, they came down making a sort of isosceles triangle rather than an equilateral. He was wearing a black knitted tie with it, with a pearl pin. I see, by the by, that he is made Attorney-General in succession to his friend and brother-in-Irish-arms, Sir Edward Carson, who has resigned from the Government.

There has been a revival here in the buying of the black knitted tie. About three years ago this was a positive requisite of every well-dressed Englishman, but apparently it has had its run like everything else, and for a couple of seasons we have not seen many on well-dressed men. I presume that the necessity for mourning has been the main reason why black has become so prominent again, and in a black tie I do not know anything that is nicer than a knitted tie, unless it is crepe de chine. Certainly a knitted tie is more popular than a crepe de chine. The shape that seems to be the most favored is a wide tie about two to three inches across. This makes a nice knot and a flowing scarf. In connection with neckwear, too, while I am on the subject, I may just mention that purple is having considerable vogue in four-in-hand shape. This, of course, is also due to the necessity for mourning.

GOSSIP OF THE TRADE

(Continued from page 43)

While I was writing the above, my mind went back to the first two months of the war. At that time I was living in Winnipeg, and there were few stores (fewer men's wear stores), that did not have a war picture service for their window. What crowds these pictures drew! Not only were there pictures, but news bulletins. The success of the former brought the latter into being, and as a crowd maker, there was nothing to beat these two.

It occurred to me as I was writing, that I had not seen either the pictures or the despatches for months, and I thought perhaps this craze had never reached the Eastern parts of Canada. The office boy, however, assures me that it did. Then where, oh where, have these pictures gone? Did they suddenly cease to excite interest? I can hardly think so, for I firmly believe that if I were to clip a page from the London Illustrated News, or the New York Times supplement, and paste on the window of a hat store, I'd have a crowd inside of five minutes.

On the side, can any of my readers tell me why Englishmen wear spats? I have endeavored to solve several

mysteries in this column. We did fairly well with spiffs; can any one help me with spats? I am told they will be worn this Winter by Canadians more than ever, owing to the fact that money is not too flush, and many sports have not sufficient to change from their low-top shoes.

ATTRACTIVE XMAS CARD SUGGESTIONS

(Continued from page 35)

card world and I can safely say that there is no branch of the work where more variety can be had. The different styles and designs are almost limitless. This card in particular shows a fancy "G" with two-tone green used to make it stand out; pale green for the background and darker green for the shadow of the letter. It is necessary that a white space be shown all around the letter.

This card shows a few leaves and a Christmas bell cut from a postcard. The bordering is one that was taught in last month's lesson. This style of lettering has not been taken up as yet, but is the work of the stub pen. A small brush would do the same work.

Christmas From Start to Finish

Card No. 6 is an exceptionally fine one for all classes of displays. It is Christmas from start to finish. The Winter scene with the holly entwined around it and the snow-covered letters, all make it a good card for any store. The snow scene was cut from a small picture and retouched with white to make the snow stand out more prominently. The spray of holly was drawn free-hand, not being copied from anything in particular. This holly should be drawn with the pen and waterproof ink and colored lightly with green and red. It should not be made as heavy as the holly shown in Fig. 1 because the scene is the main thing on the card and the spray must not detract from it.

Snow-Covered Lettering

The snow-covered lettering is an innovation in these lessons. The style of letter is the same as taught in previous lessons and as shown on card 4. After the lettering is made and dry, apply white to the top sides of the letters, having it hang down to give it a natural snow appearance. The shading is applied to make the work stand out in relief.

The illustration on card 7 was taken from separate postcards, the holly square from one and the birds from another. This class of showcard is exceptionally fine for dainty displays.

The letters at the bottom of this card can be changed to suit the firm for which the card is used.

AMBIGUOUS SIGN

In a Toronto store, on a stand full of umbrellas, is a sign, "Umbrellas, \$1 up."

The other day a chap with a sense of humor strolled in and said to the manager: "They're \$1 up, I see. How much are they down?"

"That's all right," replied the manager. "It's a good joke. A lot of fellows come in here to give it to me. And then they feel that they ought to buy an umbrella—the joke's worth it. That's why we keep the sign there. Which umbrella will you have? This one."—Canadian Courier.

KANTKRACK

Trade-Mark

Registered

*—the celebrated
waterproof
coated linen*

COLLARS

are daily growing in favor with working and outing Canada. They hit the nail on the head, when it comes to selecting a collar that has the appearance of regular laundered linen, that withstands the inclement weather of the Fall and Winter days, that eliminates the laundry bill from its upkeep.

KANTKRACK waterproof coated linen collars give a service that cannot be overlooked by men of all classes, from the man on the farm to the man in the office, from the boy in school to the sportsman.

KANTKRACK Collars are made from the finest materials procurable and contain a number of features which are identified exclusively with them. They have not raised in price, even in the face of big advances in the price of raw materials, nor has the quality been cheapened.

KANTKRACK waterproof coated linen collars are made in "one grade only and that the best." Sold direct to the trade. Made in Canada by expert Canadian labor.

Remember the 3 K-K-K

Feature 1
Quickly cleaned with only soap, water and sponge.

Feature 2
The heavy flexible lip.

Feature 3
The cemented and riveted lip

Feature 4
The long slit over back buttonhole

Feature 5
Absolutely waterproof but odorless

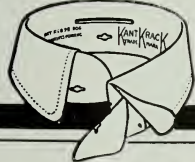
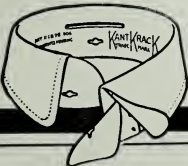
Feature 6
Made of fine waterproof coated linen.

Feature 7
Have the appearance of regular linen collar

Feature 8
"One grade only and that the best"

The Parsons and Parsons Canadian Co.

Makers of the famous
KANTKRACK Waterproof Collar
HAMILTON, CAN.



Odd Twists and Fancies in Men's Fashions

WILLIAM ROBERTSON, the well-known Montreal hatter, has come into considerable prominence lately as an inventor. Learning that a suggestion had been made that the British soldier be protected in the head by a helmet, he sets to work to apply his long experience as a hat-maker to a patriotic end. He made an exact facsimile of the cork model now used by the British soldier from steel. He

sent to the troops for use in their caps. One is a steel peak, and the other a band of steel for the back of the cap. He also had similar ideas for Scotch caps and fur caps. The steel helmet weighs a pound, whereas the unprotected helmet not used by the army weighs about half a pound.

The attention of the Department of Militia has been drawn to Mr. Robertson's creations, and they have asked for samples and estimates.

* * *

ANOTHER EVENING TIE favored has forked ends. It may be a little freakish, but it is certainly new.

* * *

ONE AMERICAN FIRM is giving away a combination watch and compass to the boy customer who is sold more than five dollars' worth.



An auto union suit. Shown by H. S. Peters, Welland.



William Robertson, of Robertson & Company, hatters, of Montreal, has invented a covered steel helmet for use by soldiers. At the right the steel shape is shown; at the left, the full hat, with the khaki covering. It is designed to protect soldiers from head wounds.

then covered it with khaki cloth, and lined it with cork veneer.

Mr. Robertson has thought out other means of protecting the lives of soldiers in the trenches, including steel fittings, which can be turned out in large numbers, and

YOU WANT THE BEST—ASK FOR

SWAN-RUSSELL HATS

WORN BY WELL-DRESSED MEN.

STIFF HATS SOFT HATS STRAW HATS CAPS GLOVES

Our Straw Hat Line for 1916 is the best on the market. We want your order. You want our goods. Let us prove it to you.

THE HOUSE OF SERVICE

SWAN-RUSSELL CO., 59 Bedford St., BOSTON, U.S.A.

BUTTONS—BADGES

EVERY DESCRIPTION

METAL and EMBROIDERED

BRAIDS and LACES

Swagger
Canes



MILITARY EQUIPMENT

EVERYTHING NECESSARY

OFFICERS—RANK and FILE

MILITARY and GENERAL
UNIFORM CAPS

Button
Sticks



OLDEST and LARGEST MANUFACTURER OF MILITARY EQUIPMENT IN CANADA

WILLIAM SCULLY

OFFICE — 320 UNIVERSITY STREET, MONTREAL, QUE. — FACTORY

Brotherhood Overalls

UNION MADE

*to fill the demand for
an auto or union suit*



Back view Auto
suit or Union
suit.

This suit is a most practical improvement over the long loose duster—a real necessity to every auto driver, gives better protection, easily put on and disposed of after use.

What the auto driver wants is a suit he can slip over his best clothes to do any kind of work while on the road or in garage. Here it is.

There is a big demand springing up for this garment and every men's store in Canada should carry it in stock.

Order direct—we employ no travelers or jobbers. This saving of expenses put into "BROTHERHOOD" values. Write for samples and let us prove this to your satisfaction.



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



MADE IN CANADA

Spiral Puttees

(PATENT APPLIED FOR)



Gentlemen:

Montreal, November 18th, 1915

I take this opportunity of advising you that I will commence delivery of my SPIRAL PUTTEE on or about December 1st, 1915.

It would be advisable to place all your orders immediately, as Raw Material is at a premium, the demands overwhelming, and I never know when supply will be cut off.

Guaranteed delivery for the present, only up to 5,000 pairs.

Yours faithfully,

To the Trade
CANADA

Readiness
Attention
Courtesy
Interest
New Ideas
Enthusiasm
System
Energy
Reliability
Variety
Industry
Co-operation
Efficiency

**Two Big
 Departments
 For Men**

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, Sus-
 penders, Umbrellas,
 Waterproofs, Etc.,
 Etc.

**Fancy Furnishings
 of Every Description
 for Men and Boys**

At your SERVICE
 always.

WRITE,
 WIRE or
 PHONE

Christmas
 Rush Orders
 Receive 
 Special
 Attention

The Home of
 "HERO"
 SHIRTS
 OVERALLS
 SMOK, &c.

Alphonse Racine, Limited

Dry Goods Jobbers and Manufacturers
 60 ST. PAUL ST. WEST MONTREAL

Odd Twists and Fancies

Continued from page 60

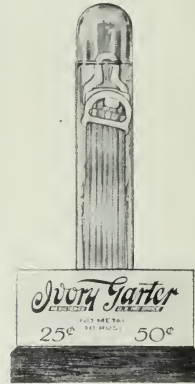
ONE OF THE newest things in the States is a little pocket
 on the glove, for coins, tickets and so on.

* * *

NEW YORK IS SAID to like the new split end evening
 dress tie, which shows the two contrasting colors of black
 and white.

* * *

THE IVORY GARTER TESTING TUBE is perhaps the
 most unique advertisement ever made to sell garters. The



first glance at it excites a man's curiosity and proves to
 him the non-rusting, non-corroding feature of Ivory Gar-
 ter clasps. It is seven inches high.

— ❁ —

NO BLUFF!

A well-known shirt manufacturer, asked as to buying
 for Spring, says:—

"It is not necessary to dwell on any particular design
 or cloth so far as the buying public is concerned, since
 everybody knows that the important question is to get
 covered up so far as fast colors are concerned.

"It is gratifying to know that the trade is finally rea-
 lizing that the manufacturer has not played a bluff in re-
 peatedly calling the public's attention to shortage of dyes;
 and haberdashers are to-day making their closest esti-
 mates for 1916 wants and placing them with the manu-
 facturer now. Of course there are a few who believe that
 they will be able to buy anything they want when the
 season is at hand but they will be sorely disappointed and
 probably not only take inferior colored cloths but also
 pay a higher price for cottons."

— ❁ —

Mr. J. Lyall, who has been conducting the clothing and
 men's furnishing store of Teur & Moss, in Ashbourne, for
 some weeks, has left for Hanceville, where he will engage
 with Messrs. Temple & Tracy of that place.



THERE is all-round satisfaction with Zimmerknit Underwear. The customer is more than pleased with the comfort and service he gets. The merchant finds it a profitable line to handle because it brings the customer back again and again. Made in Canada by a purely Canadian organization.

Zimmerman Manufacturing Company
 HAMILTON, ONTARIO Limited

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

ZIMMERKNIT

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Business is booming!



Toronto, Ont.

Merchants everywhere tell our 800 salesmen that business is booming.

Farmers have had a record crop, at big prices, with big demand at home and abroad.

Stocks of manufactured material are short, and labor is in great demand. Exports largely exceed imports. Factories are busy, a great many working overtime.

More freight cars are needed, and steamers are taxed to capacity.

Canada has, in proportion to population, greater exportable surplus of wheat this year than any other country in the world.

Millions of dollars are passing over the merchants' counters.

The people who spend this money want the best service.

They demand it in all kinds of stores, from the smallest to the largest.

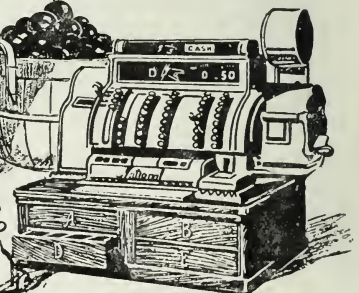
They get it in stores which use our up-to-date Cash Registers, which quicken service, stop mistakes, satisfy customers, and increase profits.

Over a million merchants have proved our Cash Registers to be a business necessity.

Last month the N.C.R. in Canada had the largest sales of any month in the past seventeen.

President of the National Cash Register Co. (Signed)

John H. Patterson




Write for booklet to
National Cash Register Company
550 Christi Street, Toronto, Ont.
Agents in Every City



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
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 on the back of the
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 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

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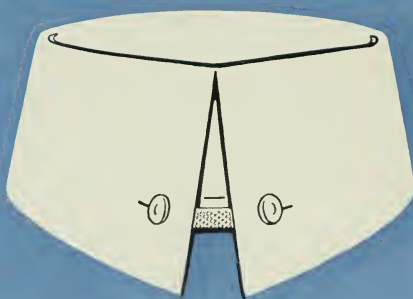
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 BOSTON31 Bedford Street
 CHICAGO225 West Jackson Bldg.
 SAN FRANCISCO.....Postal Telegraph Bldg.
 ST. JOSEPH, MO.....Saxton Bank Bldg.

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 TORONTO14 Manchester Bldg.
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Byron

a new lightweight collar
from *Tooke*



In checked madras BROWNING

One of a group of seven
lightweight collars

just produced by Canada's foremost collar, shirt and neckwear manufacturer. Our new catalogue shows nearly one hundred other fast-selling shapes. Send for a copy to-day, and include a trial order for "lightweight collars."

TOOKE BROS., Limited

TORONTO

MONTREAL

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