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MEN'S WEAR REVIEW

SELLING TO MEN OF ALL AGES



THE INCREASED COST OF RAW
MATERIALS

How it Will Affect the Retailer



ATTRACTING ATTENTION TO
THE MILITARY WINDOW



HOLIDAY DISPLAYS OF NOTE

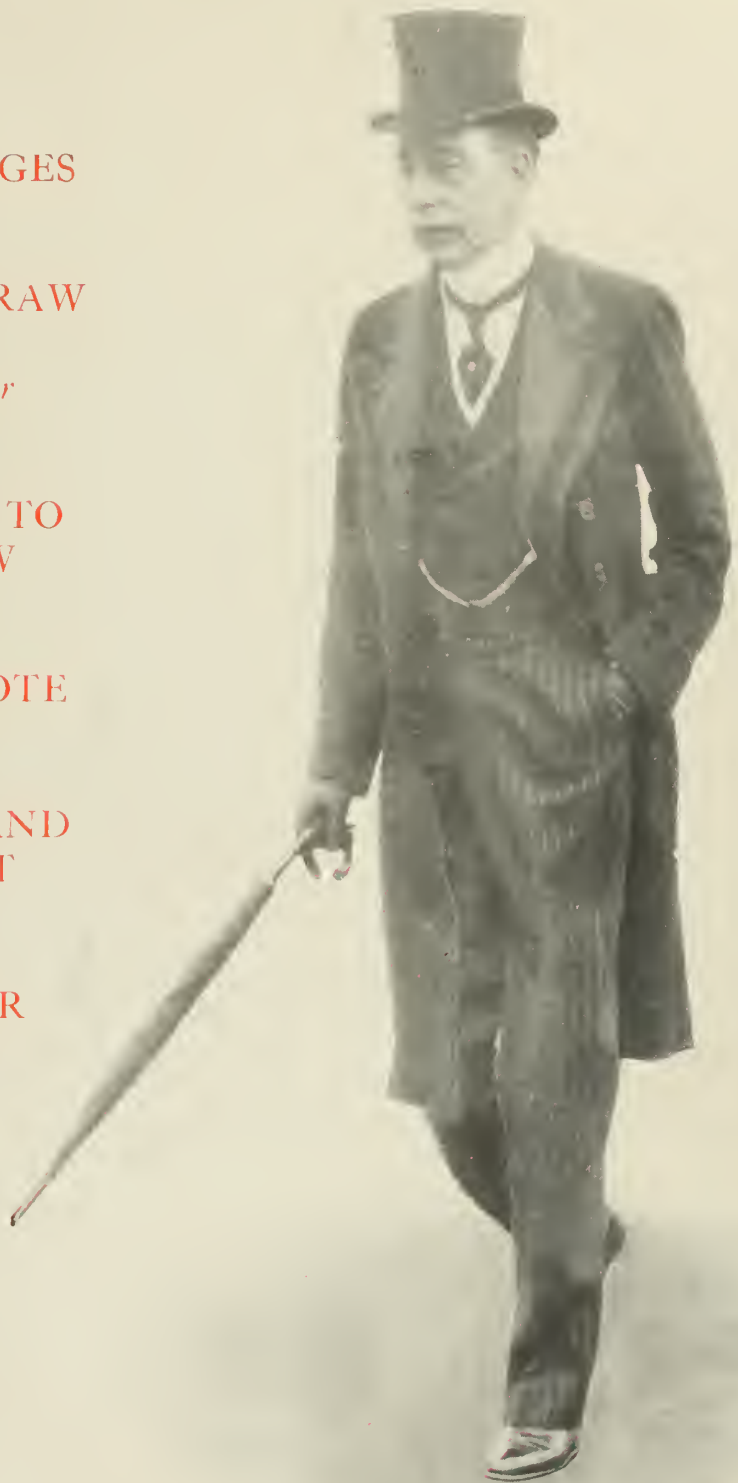


INSTITUTING CLEANING AND
PRESSING DEPARTMENT



FORGETFUL MR. PANDER

By E. A. Hughes



JANUARY, 1916

VOL. VI

No. 1

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

Made in
CANADA



"LYNX"

An **ARROW**

LIGHT STARCHED
LINK-BUTTONED

COLLAR

for TOWN or COUNTRY

Just Issued

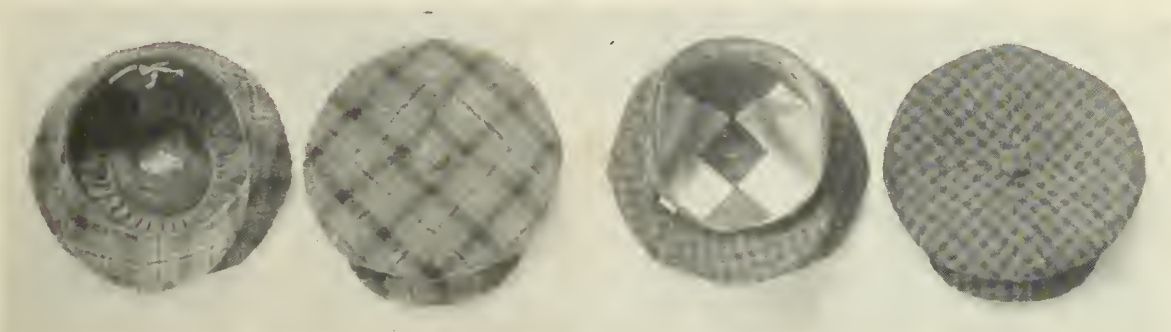
CLUETT, PEABODY & CO., Inc., Makers

Factory: St. Johns, P.Q.

Salesroom: Herald Bldg., Montreal

Fall and Winter Models

NOW READY



Our Four-Quarter Top Fancy Chinchillas for Fall and light Winter wear.

All Wool Fancy Plaids for Winter. Note the inside sanitary band.

Travellers Out Soon

These and other splendid lines will be presented for your approval in the next few weeks. You will, we feel sure, be delighted with our range.

We urge you to place your orders early. This is the only way you can

make sure of having your caps when you want them. Owing to the shortage of materials—and to the terribly upset condition of transportation facilities, we must be able to foretell our wants. Help us. It will enable us to best serve you.



For Spring Sorting

Inspect carefully our Spring lines with the unbreakable Straw Brim. It will be a grand seller.

Cooper Cap Company

260 SPADINA AVENUE

Cooper Building

TORONTO, CAN.



the underwear
of unimpeachable
quality

—the underwear that has given a winning punch to underwear departments in Men's Haberdashery Stores throughout the country.

Try it out on your sales counter to-day. It will put the necessary pep into your sales—turning what you may have considered a profitless department into a real profit-producer.

The Imperial Line includes Merinos, Natural Wool, Scotch Wool, Scotch Knit and heavy elastic ribbed combinations and two-piece suits, every one of which is a well-finished, perfect-fitting garment.

Write to-day for samples. And get acquainted with the Imperial Standard of excellence. It means a bigger 1916 business for you.

**Kingston
Hosiery Company**

KINGSTON, ONT.

ESTABLISHED 1880

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

**“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

Be Ready for Prosperity!

The tide of prosperity is mounting.

In the West a great wheat crop has been converted into cash; in the East, factories are humming day and night.

Merchants everywhere have had a better Fall than they expected. Some, who saw the improvement coming, prepared for it, and have banked handsome profits.

Others, with more fear and less foresight, were caught unprepared. Their low stocks and timid preparations proved inadequate to harvest the sudden crop of dollars; trade passed them and flowed into the other stores that were ready for it with ample stocks of fresh, new goods.

All signs point to a new high level of prosperity by Spring.

With more money to spend, people will want better goods—especially better clothing. The first impulse of newly-prosperous men is to “dress up.”

Fit-rite agents will be fully prepared to meet this vigorous demand for high-grade ready-to-wear men's clothing. They will have the latest styles; they will be helped by effective local advertising matter; they will enjoy the prestige of a trade-mark that means “style—quality—fit” from coast-to-coast; they can take generous profits and still give their customers splendid values.

If there is no Fit-rite agency in your city, write at once for particulars. With this agency, you'll be prepared for the best trade of a prosperous Spring.

John W. Peck & Co., Limited

VANCOUVER

MONTREAL

WINNIPEG



"You look all right in those pyjamas, old man, but get on a sport shirt and hustle out."

Dufferin Shirts are again in favor, very particularly our Sport Shirts.

These are of the finest workmanship and in the most attractive range of patterns.

Dufferin Shirt Co., Limited

916 Dufferin Street ∴ TORONTO

Manufacturers of
PYJAMAS

SHIRTS

NIGHT ROBES

Sam Browne Belts



Best quality tan leather. English brass fittings. Double shoulder straps as used on active service.

Net wholesale price - - - - \$6.75
With one shoulder strap - - - - 6.00

(Sold to trade only)

Wolseley Sleeping Kits

Regulation British Army Blue Book Pattern.

Officers' Dunnage Bags

Waterproof Khaki duck, leather bound, with lock.

Descriptive circular on request.

J. Eveleigh & Co LIMITED.

MONTREAL

"The Big Baggage Makers"

Branches:

Winnipeg Saskatoon Calgary Vancouver



—something different
—something better

The Ivory Garter is it

—a real, live-selling line that is guaranteed by us to give the wearer satisfaction (a new pair and return postage refunded if they fail to satisfy).

The *Ivory Garter* positively has no metal whatever in its construction—is neat looking and strong, eliminating all necessity for clumsy, heat-producing pads.

The above illustration is a reproduction of a handsome easel display card supplied with each order. This, together

with the test tube display (already illustrated in this paper) showing the Ivory Garter in water and demonstrating its non-rust features, form a unique and effective counter or window combination.

The most handsomely packed garter on the market.

Don't wait until you're asked for Ivory Garters. Send to-day for a trial shipment in assorted colors, and get in early with your window and counter displays.

Dominion Suspender Company, Limited

NIAGARA FALLS, CANADA

BENTRO
THE WEAR IS THERE
KNIT



We Intend to Protect Our Old Customers

Seeing that all knitted goods are going much higher many large buyers are rushing to us with huge orders.

But we want to make sure our Old Friends have what they need. We are saving our output for you.

Won't you help us by ordering early? Only in that way will you be sure of your 1916 Fall supply.

Our travellers now are on the way to you with full range of "Bentro-Knit" Sweater Coats, Mitts and Gloves. You will be delighted with these and we trust you will estimate your requirements at once, thus saving future disappointment.

The Williams-Trow
Knitting Company, Ltd.

STRATFORD, ONT.

Agents: J. M. ROBERTSON & CO., 66 Wellington St. W., Toronto; J. B. TROW & CO., Birk's Building, Montreal; R. E. SMITH, Northern Ont., Hamilton; A. M. MOUAT, 46 Thomas Block, Calgary.

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

Canada Militia Brass Buttons
Special Prices Quoted

CLOTHING CONTRACTORS

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



Sales Booster

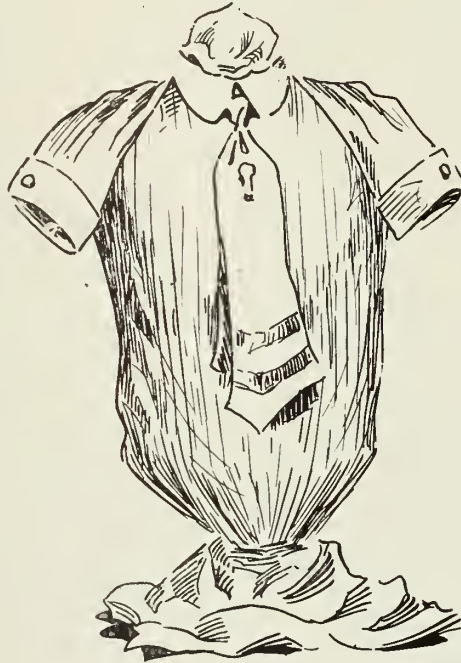
THE TWELFTH

After the holidays are over it's clean up odds and ends of old stock

You will no doubt go through your stock and pick out the lines you wish to clear, and put on a sale that will move them out quickly.

Of course you will sacrifice more or less of your profits, which is quite necessary, but then why not turn the increased sales into profit as well by getting to the front the lines that will appeal and on which you make a fair profit?

For example—in trimming up a window for a sale of men's and boys' shirts, show *Arlington waterproof collars* on your shirt forms, make a display unit of the various styles and call attention to their exclusive features with a showcard.



Here are a few of the points—

Arlington waterproof collars are service-giving collars, initial cost is the only cost (no laundry bill, simply soap, water and sponge), made with easy-sliding tie space, a third heavier than any other make at the same price: made with or without riveted buttonholes: a style and grade to suit every pocket-book. This will get you extra business, for the man who hunts bargains is a good prospect for the economical waterproof collar.

Plan now on your after-holiday business by writing for a stock of *Arlington collars*. Prices range from 70c to \$2.00 the dozen.

Samples on request.

Use this cut to illustrate your show cards.



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

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

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



KING

PRINCE

DUKE

KITCHENER

JOFFRE

THESE are a few of our popular Spring Models. We stock them in popular shades. See us for style and popular goods. Get one dozen of our Boys' Soldier Uniforms.

Helleur, Gariepy & Broderick, Limited, 16 CRAIG STREET WEST MONTREAL
 MANUFACTURERS OF MEN'S, BOYS' AND JUVENILE CLOTHES

MCA&R

QUALITY CLOTHES

Is Your Overcoat Stock Low?

We have a good assortment of overcoats ready for immediate shipment in the D. B. Style with convertible collar, also in Chesterfield and button through styles either with or without velvet collars.

Our travellers may not be in your district just when you need coats but you can order by mail or wire. In this way you come to us and we are willing to give you in addition to the regular discount the benefit of what it would cost to go to you.

The coats are excellent value, as prices are all based on costs before the recent sharp advances in woollens.

Sample coats gladly sent for your inspection.

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

Striking New Ideas

in "Crescent" Club Outing Shirts and latest novelties in fast-colored Harmony cloths just out. Will be presented to the Men's Wear trade during January for late Spring selling.

Crescent Mfg. Company, Limited

2 INSPECTOR STREET

Montreal

*The fully-guaranteed
Shirt*





Ready With Colonial Club Shirts

Our showing of the popular Club Shirts is complete. Long and short sleeve styles. Fine mercerized materials, in stripes and plain colors. The shirts are well finished throughout, have neat fitting collars and two flap pockets. Prices range from \$9 to \$15 a dozen.

We also have a full range of other fine quality shirts, latest patterns.

Special Discount to dealer handling over 25 dozen at one price.

You can assure your customers—
**EVERY ONE OF OUR SHIRTS IS
UNION-MADE**

Colonial Shirt Company

BERLIN, ONTARIO



CANADIAN GOVERNMENT CONTRACTOR



OFFICERS' KHAKI TRENCH CAPS,
\$25.00 Doz. and Up, with or without bands



WOLFE'S
M.I.C.
BRAND
NONE BETTER

TRADE MARK



OFFICERS' KHAKI FORAGE CAPS, \$30.00
Doz. and Up. Cadet Caps, \$5.60 Doz. and Up.

Worsted, Silk and
Gold

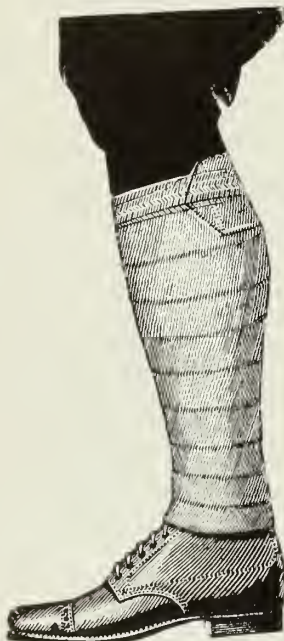
EMBROIDERED
BADGES

in all
Army and Navy
Regulation Designs.

Price list on advice of
designs required.

SPIRAL
PUTTEES

Guaranteed Non-frayable



PATENT APPLIED FOR
\$19.00 per dozen

**KHAKI KIT
KITCHEN**

PATENT APPLIED FOR

\$30.00 doz. complete.

Greatest boon and comfort ever
offered to the military
or sportsman.

7 x 7½ inches,
weighs 3 lbs. complete.

EXTRA

Lamps cooking nine hot meals,
\$2.50 per dozen.

GOLD, SILVER, SILK AND KHAKI AND RED, WHITE AND BLUE WORSTED

MILITARY AND NAVAL ACCESSORIES

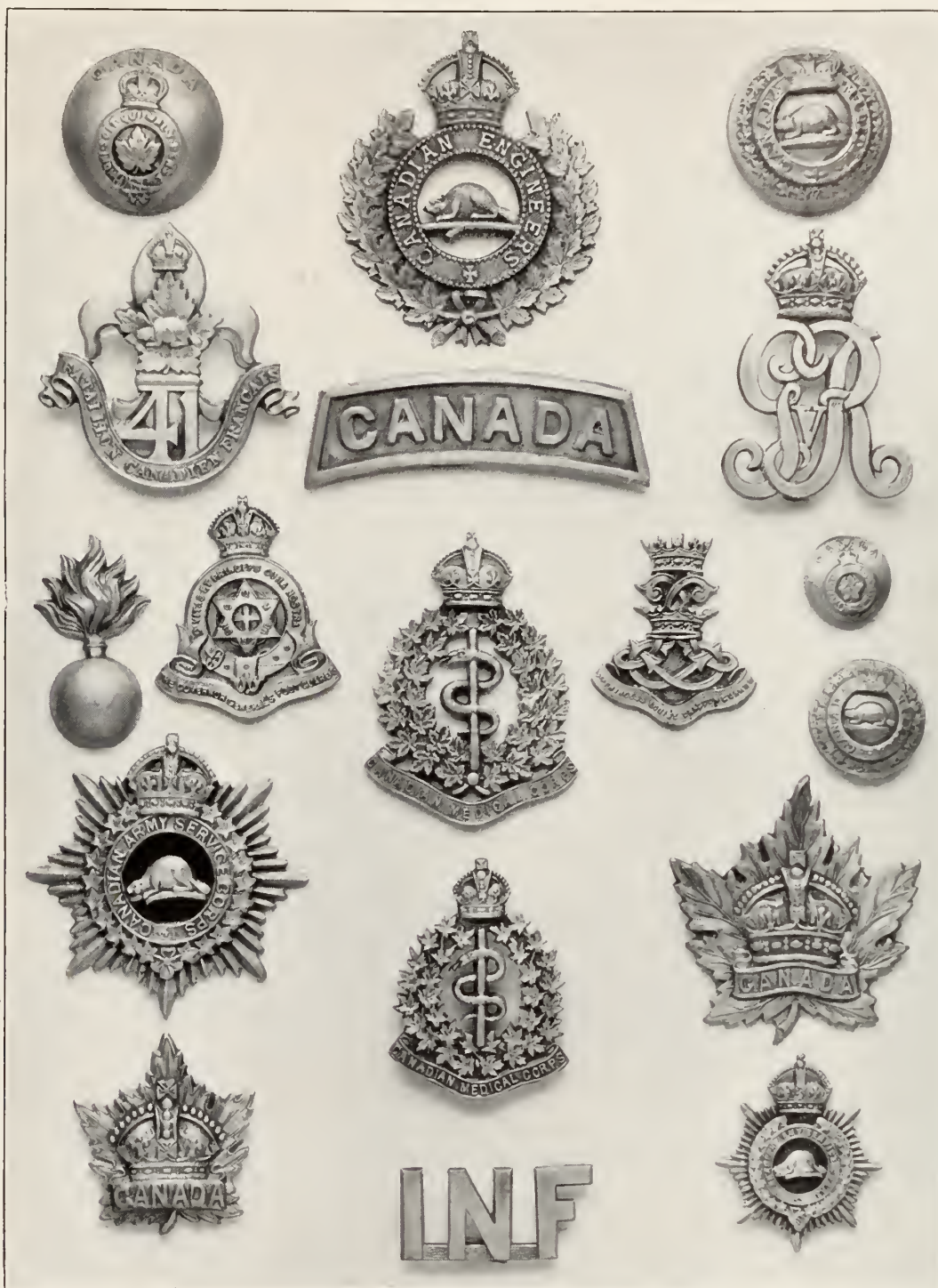
of every description carried in stock or manufactured to
order at shortest notice.

A. HARRY WOLFE

UNITY BUILDING

MONTREAL, CANADA

Get on my mailing list and keep up-to-date with military regulations.



Everything is Military

these days, and live merchants are looking after this business in almost every locality.

We are specialists on *Military Badges, Ornaments, Buttons, etc.* and have manufactured these trimmings for many Canadian Regiments.

Our plant is thoroughly equipped and our many years of experience in this class of work render us particularly capable of attending to your requirements. Whether large or small, orders will have our most careful attention.

CARON BROTHERS, Caron Bldg., 233 Bleury St., Montreal
 Manufacturers of Jewelry and Military Insignia

COMING YOUR WAY

Brock's Socks for Fall 1916

Brock's Fall Underwear for Men

Brock's Fall Sweaters for Men

Brock's Fall Flannel Top Shirts

*For Your Inspection and
Your Action*

THE W. R. BROCK COMPANY (LIMITED)
MONTREAL

Popular-Priced
**NEGLIGEE and
WORK SHIRTS**

We are the most expert manufacturers in Canada to-day of Men's and Boys' popular-priced negligee and work shirts.

Our 1916 values are even better than we have previously attempted.

Write for samples to-day.

**The Hercules Garment Co.,
Limited**

59 St. Peter Street

MONTREAL, QUE.

FACTORIES AT LOUISEVILLE, QUEBEC

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..260-262 Church St.	Baltimore..114 W. Fayette St.
Philadelphia ..324 Market St.	St. Louis...425 Victoria Bldg.
Boston31 Bedford St.	St. Paul...23S Endicott Bldg.
Chicago..223 West Jackson Blvd.	Toronto..14 Manchester Bldg.
San Francisco,	Winnipeg..400 Hammond Bldg.
Postal Telegraph Bldg.	Montreal,
St. Joseph, Mo.	Room 506, 489 St. Paul St.
Saxton Bank Bldg.	



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 complete range of shirts ranging in price from \$4.50 to \$15.00.

WRITE FOR SAMPLES

J. A. Haugh Mfg. Co., Ltd.
658 King Street West TORONTO

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
THE OFFICIAL TRENCH CAP

WE CAN FILL YOUR MILITARY REQUIREMENTS

"We need men, more men, until everlasting peace is assured for the world." Canada, like all other members of the British Empire, have formed and will continue to form battalion after battalion until this object has been attained. Every 25 men require a lieutenant—a commissioned officer who has to buy his own uniform and equipment, and every man needs additional comforts. Why not make your store the military supplies headquarters of your town? We can supply you with "British Warmes," Puttees, Slickers, Spencers, Neckwear, Stud Lace Leggings, Khaki Socks (Plain and Ribbed), Khaki Handkerchiefs, Sam Brown Belts, Tan Leather and Rubber Boots, Unshrinkable Flannel Shirts, Camelhair Blankets.

Wreyford & Co.
85 King St. W. Toronto

We expected it—

You can't blame the man who has been a canny buyer during the past two years. He has a "Safety First" sign over his desk.

But Old Man Canada has sold his crop and has money in his pocket. Now "Business as usual" is a fact instead of a policy. We saw it coming.

And we are ready

SHIRTS from \$8.00 to \$24.00 per dozen.

NIGHT ROBES from \$9.00 to \$16.50 per dozen.

PYJAMAS from \$12.00 to \$40.00 per dozen.

BOYS' BLOUSES from \$4.50 to \$16.50 per dozen.

ELK BRAND
COLLARS
at \$1.10 per dozen.

RED LABEL
COLLARS
at \$1.40 per dozen.

for the man whose stock is too light for heavy business.

Full W. G. & R. lines are on hand for immediate shipment.

A request for samples of fabrics or catalogue of white goods will be promptly answered— or if there is pressing need an open order can be trusted to our judgment of what timely and salable.

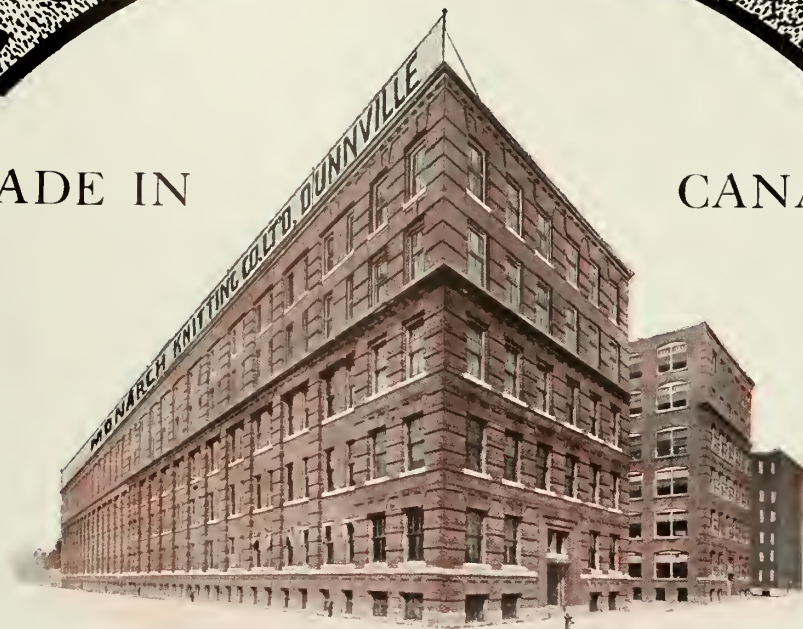
The WILLIAMS, GREENE & ROME CO., Limited, BERLIN, ONT.

WAREHOUSES: Berlin, Ont.; Winnipeg, Man., Cor. Donald and Cumberland Ave.;
Vancouver, B.C., 324 Seymour St.

MONARCH KNIT

MADE IN

CANADA



HEAD OFFICE, WAREHOUSE AND FACTORY, DUNNVILLE.

Monarch Knit Resourcefulness

THE wool that goes into Monarch Knitted Goods is bought in the raw state in the World's largest markets. It is spun into yarn in our own large Spinning Plant at St. Thomas, colored in our own Dyehouse, and knitted in our thoroughly modern factories. Tremendous quantities of wool have been procured by us and all available dyestuffs gathered in. That is why our extensive Organization is able to give, in the coming season, to our customers a service extraordinary, notwithstanding the abnormal conditions that prevail in the Knit Goods market generally.

Our 1916 range, illustrations of which appear on the following pages, offer a wide selection of accepted styles in Sweater Coats for Ladies, Men, Boys, Girls and Infants, also Fancy Knit Goods.

We cannot too strongly urge our customers to fully cover their entire season's requirements when our travelers call. Buyers in close touch with conditions realize that with the increasing scarcity of Dyestuffs many colors will not be available for repeat orders.

The Monarch Knitting Company, Limited

DUNNVILLE, - CANADA

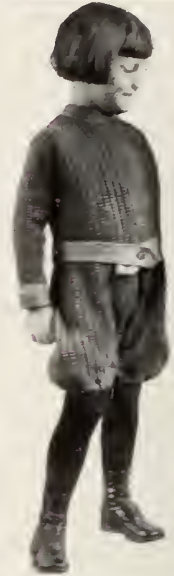
MONARCH KNIT



H2 Hockey



M 304



Suit 18



Motor 102



B 99



M 249

The Knit Goods that
Set the Standard
for
Style, Quality
and Workmanship.



The Monarch Knitting Company Limited

DUNNVILLE, - CANADA

MONARCH KNIT



M 272



H 32



Suit 60



M 325



B 108



H 85



Motor 112

The Monarch Knitting Company Limited

DUNNVILLE, - CANADA



MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6

TORONTO, JANUARY, 1916

No. 1

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Men's Wear Review

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

VOL. VI.

TORONTO, JANUARY, 1916

NO. 1

INCREASED COST OF RAW MATERIALS

Large Advances in Many Lines Will Interest Men's Wear Men — Dyes Jumping —
Wools Advancing by Leaps and Bounds—Acute Situation in Neckwear

Special Market Review Article

PROBABLY in no issue of Men's Wear Review for some time past, have we chronicled advances in so many different lines which have synchronized. It seems that, although, as the trade knows well, most lines in which they are interested have been gradually creeping upward since the war began, the really acute time so far as advances are concerned is the present. This issue of Men's Wear Review chronicles advances in hats, neckwear, hosiery, knitted goods, caps, clothing, suspenders and other lines. All these advances have, as we say, been a matter of gradual growth, but the impact has not been felt sharply up till now.

Let us deal with the advance in neckwear first. Raw silk has gone up from \$1 and \$1.25 to \$1.40 a pound. One of the best known silk buyers in America, writing to Toronto from New York, said "They do not know here where the market will go. Silk dealers say that higher prices can be looked for still. There is not likely to be any change in the situation until the new crops in May or June. All say that they never before saw such a rapid advance." Swiss and English silks which formerly cost 2/5 and 2/6—that is a month or two ago even—are now selling for 2/8, 2/9, 2/10. In other words, to put it in Canadian figures, what the manufacturers were paying \$1.06 for they are now paying \$1.16. That is a line which retailers usually sell at fifty cents. It is the same in the 25c stuff. Silks that formerly cost 1/2 are now worth 1/7 and 1/8. In other words, translating again into Canadian figures, silks that formerly cost 28c are now worth 40c. Worst of all, the American market is in exactly the same condition. There is no relief to be got from there. During the war a great many manufacturers who formerly bought from Switzerland and England have been buying from America, but silks are just so affected there, and it really does not pay them any longer so to do. A letter from a silk manufacturer says: "It will be a good idea to make your traveling men and your customers acquainted with the fact of these advances so that they will know that the price of neckwear should be advanced also. Either this, or else shapes must be cut smaller to meet the cost of raw silks."

Advance is Likely

We have discussed this situation with manufacturers. They all admit it means one of two things. Either neck-

wear which is selling for 25c and 50c will be manufactured in considerably lighter weight, in order to take care of the advance in raw material, or else the retailer will find the price advanced to him and will have to advance his price to the consumer. Manufacturers are not yet quite decided what to do. Some of them declare flatly, that in time—a period of a few months—they will definitely advance their prices. Some think that it is better to do this than to put in lighter weight material. Others take the view that it is better to put in a lighter weight material and keep the price standard. But whatever is done, the retailer should face the situation. Either in one way or the other he is going to get less for every dollar he pays the neckwear manufacturer than he did a few months ago, just as manufacturers are getting less. In order to cover himself the retailer will have to advance his prices to the consumer. Some advances in neckwear are talked of almost at once. A Montreal manufacturer says that he gathers that some time in the future there is bound to be an advance in the price of neckwear, amounting to about 10c, or else manufacturers will be compelled to put less work and less material into their \$4.50 range. So far as we can judge, at this writing, the manufacturers are not yet absolutely decided what course to pursue. It looks, however, as though there will be a definite advance in the price from the manufacturer to the retailer rather than a move toward cheaper material.

Dyes Situation a Factor

The dyeing situation in America is increasingly serious and this is also a factor. It enters, too, into the situation of wool and cashmere hose. In this connection, wholesalers are unable to supply many of the old lines as these have been cut out. Whereas formerly, heavy supplies were coming from England, these are now very limited. Dealers cannot be sure of getting their full supplies any longer from over the water and are buying where possible in the American market and taking a chance on securing full ranges. The price of wool and the very tight situation in dyes have so affected the market on hosiery that we are told by one manufacturer that the 25c stock of next season will be half cotton. The wool market, of course, has been going steadily up for one year. There has not been the

slightest sign of a let-up and there is none at present. The London wool sales in November resulted, on the whole, in an advance of about $7\frac{1}{2}\%$. Heavy buying in the United States and Russia was held responsible. Makers of hosiery are working on their price lists at present and big advances are certain. In many cases larger percentage of cotton is being used in an effort to hold prices down, but even cotton yarns themselves are high and rising, partly through the greater demand as a substitute for wool; partly owing to the condition of the raw cotton market which recently took a jump. The unfortunate contretemps in dyes is a factor, too, in higher prices. There are some manufacturers who go as far as to say they would not be surprised if it were necessary to advance prices to the retail trade still further. Either this must be done or the only other alternative is to put cheaper material into the make-up of products. This would appear to be the resort at present. Some manufacturers, however, will definitely raise prices.

Clothing in Same Case

We come now to the situation in clothing and it is the same story. Woollens have gone up 40 to 50¢ during the war. The story of the market which affects clothing prices since the beginning of the war has been simply higher prices all the time. Woollens coming from England, in the main, have shown an increase in price during the last year of anything from 40 to 75¢ higher and probably more than that. A prominent manufacturer gives some details regarding this. He says that during the last few months, medium cloths have increased 30 to 40¢; very low grade cloths are up 80 to 100¢. Higher grade stuff, worsted and the like are up as high as 50¢. There has been somewhat of an attempt to stem the rising tide by putting in cheaper materials and so keeping the prices the same to the trade. Nevertheless, not even with this resource, can higher prices be delayed very much longer. A manufacturer, speaking to *The Review* the other day, says that there are certainly no reductions in price; in all probability there will be higher prices in the near future. The fact that many manufacturers have stocks to last them for some time has enabled them to keep prices more or less where they were, despite the condition of the rising market up to this present, but these stocks do not last forever and the condition now is this, that manufacturers are definitely having to pay a good deal more in the open market for their materials and obviously the retailer and the public, together with the manufacturer must share the loss. We have been talking largely about the British market. American prices are just as unfortunate, they have been advanced just as much as in Great Britain. Not only, in this connection is there to be considered the fact that the American is dealing with the same hard and awkward wool situation, but added to that, there is a tariff on goods coming over from America, already amounting to $42\frac{1}{2}\%$. There is some talk on the street of increasing this by an extra 5¢. It is a mere rumor and of course nobody prognosticates at all. Nevertheless, manufacturers are expressing their opinions strongly and one and all hope that nothing of the sort will come to pass. The situation is already irritated sufficiently by trade conditions. The moral of all this talk about the clothing situation for the retailer, is, as was the case with the neckwear situation, that we may confidently look forward to higher prices in the not very distant future. The dealer will therefore be wise if he gets in what stock he needs at present. This is essentially a buying time. By buying now, the retailer

may avoid the increased cost which he will probably have to pay later.

Suspender Products Higher

A similar state of affairs exists in regard to suspenders. Here, of course, the scarcity of dyes, especially the high-colored dyes which are wanted for suspenders, have advanced so materially during the last few months that there is necessarily forecast an advance in the price of suspenders to the trade. Some prices are being raised already in this as in other lines that we have discussed in the foregoing. Other manufacturers have gotten over the difficulty for the time being by reducing the quality of material, but this is a resource which can only be carried so far and then it becomes acutely necessary to make prices higher.

Probably no advance has come more sharply, in any line which interests the men's wear man, than in hats and caps. In this issue, in our regular hat department, we reprint an article from the "American Hatter" which deals excellently well with this situation. To sum it all up in a sentence, never before in the memory of the oldest hat man living has there been such an extraordinary advance. Practically every item entering into the making of a hat has gone up this late October and early November. In one case of dyestuffs alone, those used for hats, an advance is recorded of 600¢ within a few weeks. Think of it! Fur, shellac and other items which enter into the manufacture of hats are all higher. We refer you to the article from the "American Hatter" and suggest you read this intently and carefully. It is very informing and will show exactly how, in every line of hats, chemicals used, materials used and dyes used are all higher.

Serious Condition as to Caps

So far as the situation in caps is concerned, one manufacturer states quite frankly that where dealers can possibly arrange to do so it would be well to place their orders for 1916 Winter caps at once. Otherwise, they may not be able to get them at all. An index to the serious situation in caps is the fact that manufacturers are now bringing out and sorting up all sorts of old cloths which at one time were not good enough, in their opinion, to use, but which are now valuable, because materials and dyes are so high. Shortage in dyes is causing great trouble. Goods which until recently have been bought by hat manufacturers for 29¢ are now worth 57¢. A still more striking example has come to our notice of a case where a manufacturer was offered material at \$1.50 per yard for which previously he paid as low as 40¢. Dealers have found some difficulty in understanding this cap situation and they have been possibly a little inclined to complain because the discount formerly offered them has now been reduced. Some manufacturers have had to reduce discounts from 10¢ to 5¢. From what we can learn, there will be a further change which will probably wipe out the discount altogether. As a matter of fact, manufacturers claim now that they are selling some of the goods which have been ordered some time at a positive loss.

Knit Goods Jumping

We dealt fairly fully in our last issue with the materials which are concerned in knitted goods. In our knitted goods department this time we show still further increases. Sweater coats are advancing hand over foot. Sweater coats which sold this Fall for \$36 will probably be \$42 or even \$44 for next Fall. Prices on a percentage basis will probably show in the neighborhood of 20 to 30¢ advance. This, of course, is owing to the advance in the wool market. Larger percentages of cotton are being used in an effort to

(Continued on page 58)

A STUDY IN CONTRASTS



Such is this trim, by Balmer, who knows the appeal of high contrasts in colors. The black ties display the light shirts, and the light shirts the black ties. Shirts are not an easy thing to make up into a trim of this kind, but this display demonstrates that even they may be made attractive. The usual folds of velvet form a good fundamental; the items displayed being built upon the velvet. Ties are neatly tied across the soft collars of these flannel shirts, and not even the bar pin which fastens the collar in each instance is missing. So that each of the three shirts forms in itself a unit trim of power. A couple of eanes, as et ceterus, complete the whole.

SELLING TO MEN OF ALL AGES

The Young Man is Not the Only Buyer—The Man of Mature Years Spends Just as Much Money—Getting After Other Than Young Men—Circularize, Advertise and Secure the Business.

THERE is a vague but an increasingly well defined idea amongst men's wear retailers that the mainstay of their business is the young man. This is so to some extent. The young man likes a good deal of novelty, he will come in and buy a tie when it looks new, and a shirt, if the style changes overnight. The latest thing in scarfs has an attraction for him. As soon as the style switches in any little particular in a suit or an overcoat, he feels he ought to have the newest thing. Half a hundred little accessories, such as handkerchiefs, suspenders, jewellery, canes and so forth all interest the young man and so far as these are concerned there is no doubt that the men's wear trade has, as a large percentage of its customers, the young men of the town in which the store is located.

An Example—

Nevertheless, it would be folly, and it is folly, to neglect to cater to men of middle age and more just because they do not buy things which are novelties all the time. On the cover of Men's Wear Review this issue there is a photograph of The Right Honorable Lewis Harcourt, who is first Commissioner of Works in the British Government. The Right Hon. 'Lulu,' for so he is always called, is a man who is known and has always been known in English public life as exceptionally well dressed. By now he is not on the sunny side of 50 and is getting older every day. Despite this, there is no better dressed man, not even among the younger set in the House of Commons. From the top of his hat to the sole of his boot he is immaculate. He must be a good customer for some men's wear man in old London.

—Which Points a Moral

This is an illustration of what we are saying. It is not wise to regard the young man as the only customer to your store. Older men have to buy too. Ed. Mack has an article in this issue in which he makes a statement that now-a-days men want to look young. He says himself that he is no longer a boy, but likes to dress as youthfully as possible. Taking this trend as one side, and the bold fact that whether he dresses youthfully or no, every man has to dress, we may draw a conclusion.

There is real business for the men's wear man who notes this sign of the times and plays up to it. The average man who is middle-aged or older wants to look as young as he can. Clothes, while they do not make the man, go a long way towards it. Are you looking after the man of middle age and more who is a customer at your store?

Buying by the Half-Dozen

If this class of customer does not buy novelties in the way of the latest thing in ties, shirts and all that sort of thing—and some men are conservative—he does buy solid

stuff and good stuff. It has been proven over and over again that the average man of middle age, say the man who is anywhere from forty to fifty, or older, when he comes to buy shirts, will buy them half a dozen at a time. When he buys underwear, he will buy the best—not necessarily flashy or freakish, or in the nature of a novelty, but good, solid, reliable and, if anything, expensive stuff.

Some men, when they get middle age, are not at all concerned about the very latest. They don't care whether they wear khaki silk handkerchiefs because they are fashionable. The set of a tie, the exact shape of boots, the peculiar tilt of hat, very often does not matter. Of course, in a good many cases it does, and as Ed. Mack says, some men want to look young. For instance, the Hon. 'Lulu' Harcourt thinks a good deal of these things and, as we say, there is a growing tendency for men to want to keep young. Still there are a great number of middle-aged men and older who do not bother with the little idiosyncracies of fashion.

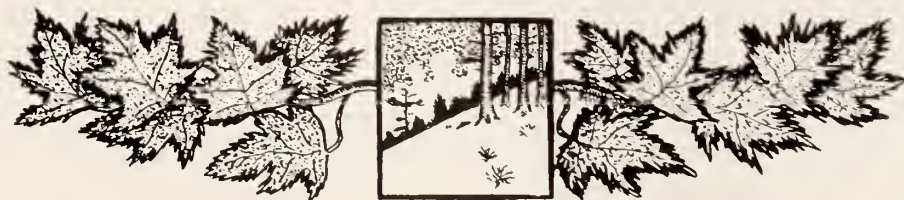
Nevertheless, they represent a real solid trade and one which can be developed. If it is true that the young man will buy anything and everything because it is new, it is also true that he probably does not buy things in as great a quantity nor spend as much money on them as the man who is older. For instance, we were in a store ourselves the other day in Toronto. A man came in and asked to look at some shirts. He was a man over fifty. He looked at these shirts and ordered half a dozen at \$3.50 each. A young man is not inclined to do that sort of thing. If he sees a shirt that is new or has some novel feature he may go in and buy it or possibly buy a couple, but he certainly would not set his hand, that is in the majority of cases, to the outlay of \$21.00 for half a dozen shirts at \$3.50 a throw.

Dress Your Windows to Appeal

Do not neglect the trade to be had in men of middle age and more. You might now and then very well dress a window to feature stuff that will appeal to men of this class. That is, not new stuff or novel stuff or freakish stuff, which interests the young man, but good, solid, reliable, more or less expensive wear for the man who is getting along. Advertise in the daily paper in your town along that line too. Don't always make out that you can only take care of the young man; put in a paragraph in your ad. in the daily paper and show that you can take care of the older men as well.

Then if you are in a small town you can select a circular list of men who come in this category. Send a circular to them now and then telling them what you have that will fit them peculiarly.

In fact, cater to the man of middle age and more. He is worth while remembering.



IT'S THE LITTLE THINGS THAT COUNT



One of the most attractive trims we have seen for some time is this one by Mr. S. Morgan, of the Oak Hall Store, in Hamilton. Evening dress is a trim which, while it looks well because contrast is easily secured, is nevertheless a hackneyed subject and any new way of treating it is looked at critically. But—it's the little things that count. The art of this trim is that it reveals by concealing. It throws up in quick relief the different articles of dress by setting them off against a picture, some flowers, a curtain and the like. Note that the trim is balanced successfully. The cane is used as a centre line and on either side different things are arranged to give the look of poise. It is a somewhat new idea to have a trim and miss out some of the usual accompaniments in the details of the subject treated. For instance, it is unusual to see just a dress vest, without the coat or the pants. But the unusual is welcome, variety is the spice of dress trims! Note the importance placed on et ceteras; cuff links, studs and so on.



Attracting Attention To The Military Window

THERE is a growing feeling among the trade, both manufacturers and retailers that the military business has come to stay for a long time. There was a good deal of reluctance at one time on the part of retailers to take up this end of the men's wear business because there was a feeling abroad that the war would be over very soon and it would be merely trade of a day rather than a more or less permanent trade. That viewpoint seems, however, to have been relinquished and we find that both manufacturers and retailers agreeing now that if they have not already taken up the military end of the men's wear business it is high time they did. For instance Men's Wear Review the other day in conversation with a manufacturer, was told, "So far, I haven't taken up the military business because I did not know whether it was worth while or not.

Now, however, it has come to stay for a time at any rate. Indeed I believe there will be a certain amount of men's wear business to be gathered by the dealer in Canada after peace is signed. Certainly at present there is a good deal of trade to be gotten and I feel that I can't stay out of the manufacturing any longer."

Take, too, the retailer who is wide awake, alive and go-ahead. He feels the same thing about the military trade. Wherever the men's wear man is he is probably somehow accessible to would-be officers. Probably there is a battalion in the town or city and each succeeding week there are more men's wear retailers throughout the country taking up military lines, exploiting them for all they are worth, composing their stores into the happy hunting ground for young officers, and making up, incidentally for the trade they have lost through the preponderance of the men at the front.

The Use of the Honor Roll

Now there are several ways of attracting attention to military windows and this article proposes to tell about one in particular; that is, the simple but effective use of the Honor Roll. This is a scheme which has been adopted by the G. Hawley Walker Limited store in Yonge St., Toronto. This store has shown itself consistently to the front with different stunts for corralling military business and this use of the Honor Roll is the latest. The Honor Roll which was in the window when we saw it is that of the Bell Telephone Company.

Mr. Walker became alive to the fact that he wanted something unusual in that window to make people stop and look at it. Nothing earns publicity more than something which is entirely personal. The way to attract people is to put some sort of name before them, either the name of a man or town, which would recall something to their memory. The mere sight of this would cause them

to stop a minute because they are probably either connected or at least acquainted with it.

How to Use It.

The way the Honor Roll is used is this. This particular window we are talking of has three compartments. The Honor Roll which belongs to the Bell Telephone Co. is a big framed document, is illuminated and very well gotten up. It is placed in the middle of the window. It is draped about with a flag or possibly with khaki, and of course forms the centre of a window which deals entirely with things military. This can be used to better advantage in smaller towns. Probably in your town no matter if there are only a thousand people there there is a factory or some big business which has sent men to the Front. A great many business houses, indeed an increasing number, are getting out an Honor Roll. Why not go to them and tell them you will give the Honor Roll publicity in your window which will please them and you on the other hand will gain publicity and the fact of the Honor Roll being there will point indubitably to the Military window. Here are two or three reasons why this stunt might be very well worked by you.

In the first place it would show that you were doing something to bring credit on a lot of your townsmen who have gone to the war. By giving this Honor Roll space in your window you would be deliberately boosting for your own town. This is a great point with us Canadians. Give all the publicity you possibly can to the fact of the boys in your town going to the Front.

It would boost for the town in another way, too. It would reflect credit on the extent and largeness of the concern whose Honor Roll you show. In the case of the one we are talking about there were 1,900 names. The manufacturer or business house whose Honor Roll you show is a member of your own town community and in boosting for him—in return for his allowing you to use the Honor Roll— you are boosting your own town.

A Good Business Resource

Then there is a more concrete reason. It will attract a great deal of attention to the window and probably the attention of the friends and relations of the soldiers who have enlisted and whose names are on the Honor Roll. This will mean trade in the way of buying warm things at your stores, mufflers, sweater coats, puttees, etc., etc., to send to the soldiers whose names are mentioned. Supposing you had John Smith mentioned on this Honor Roll in your window, isn't it likely that John Smith or his mother or his wife or his sweetheart might be walking on the road and see John's name up there and enter the store and buy something for John? So that from a business point of view this displaying would be a good stunt.

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One view of the interior of the store of V. L. Evans, Toronto; it shows the roomy character of the store.

CLEANING AND PRESSING DEPARTMENT

This is a Useful Adjunct—May Be Worked During the Day, Leaving Evening Free for Sales—The Methods of a Bright Men's Wear Man.

DURING the last few weeks, Men's Wear Review has received several letters from its subscribers, saying that they are opening a new department in their stores, a cleaning and pressing department. Incidentally this is a tribute to Men's Wear Review, since all the letters announce the determination to install such a department "after reading your articles from time to time."

Among recent cases where a cleaning and pressing department has been instituted is that of Mr. V. L. Evans, of Toronto. Mr. Evans is, above all, a hard worker.

To be able, even, to hold one's own during the financial depression that has been upon the country since the beginning of the war was generally considered satisfactory. But it is not enough for Mr. V. L. Evans. So energetically has he worked, so good a service has he given the men of High Park—one of Toronto's residential districts—that to take care of his increasing volume of business it was necessary for him to double the size of his store and to add a new cleaning and pressing department. To give an actual instance of the growth of his trade, Mr. Evans had an increase of 69% of this November over November, 1914.

Increasing Service to Clients

When Mr. Evans decided to enlarge his store, he also decided to increase the service to his customers by establishing a cleaning and pressing department, for he believes service and success go hand in hand. When asked by a representative of Men's Wear Review, why he decided to start this new department, he replied: "It's a matter of service. When I sell a man a suit, I want to continue to look after him—please him—so that he will remember me the next time he needs a new suit."

This is the right idea. Mr. Evans evidently regards his work as a matter of service to the public. This service, he insists, must not begin and end when he sells a man a suit or some shirts or a hat. It must be continuous.

"Constant dripping wears away a stone," says he. "If

I keep after my customers by looking after a suit when once I have sold it, they will remember my name and when they are buying anything new they will come to me for it, to the man who is giving them constant service."

Not an Expensive Venture

"Instituting this department," he went on, "is not expensive either. The pressing and cleaning I can do during the day, leaving the evening free for selling haberdashery. So that what the new department brings in is in the nature of velvet. With very reasonably-priced equipment, I have no extra rent to pay, no extra lighting and now—when the department is well under way—no extra help. Installing this department is thus simply adding, at very little expense, a new string to my bow."

Thorough Initiatory Methods

Mr. Evans' methods for getting his new line off to a good start were thorough. "I had a neat, engraved announcement printed on four-leaf correspondence paper and sent out to a select list of names. I employed an expert cleaner and presser at first until I got on to the ropes. While I don't know the exact amount of trade this announcement brought in, still I may say that this new business has been exceptionally brisk."

"I also sent out a number of cards, about the size of a business card. Moreover, I had a supply of these in my store, and handed one out to each customer as he left."

The card used was very attractively gotten up. It was white and the printing was in green ink. In the middle was a little crest, with an old English initial "E" in the centre. "For First-Class Cleaning and Pressing" was on the top, and the full name and address of Mr. Evans. On the reverse side was a complete list of prices. This card was slipped into packages and given to customers, and sent broadcast, proved a business-getting stunt.

Mr. Evans is a great believer in circulars. From time to time he sends one to a select list. His missives are al-

Mr. V. L. Evans

announces the enlargement of his haberdashery at

111 Roncivalles Avenue

and now has better facilities for looking after the requirements of his patrons

A Wardrobe Department

has been added for your service and consistent with good workmanship your Cleaning and Pressing needs can be attended to in the shortest possible time.

Phone Junction 960

Type of circular used by V. L. Evans to commence his new cleaning and pressing department.

He comes right alongside the customer instead of talking to him across the counter. To enable him to do this, Mr. Evans hasn't a counter in his store, but uses rich, dignified oak tables and glass showcases, to display his goods. His stock room is very small. He thinks it is a better policy to have the merchandise out in the store where it can be seen.

We must add one word congratulating Mr. Evans on his altered store. On entering, one is immediately impressed with the exclusive appearance of the place. Rich, quarter-cut oak floors, mahogany and glass display cabinets, on the walls neat colored posters of the newest suits, palms placed around the store and, lastly, the high quality goods displayed, certainly make it an attractive looking store.

The customers have ready access to the collars on the shelves and if they choose, they can just help themselves to their style and size. Everything is made readily accessible for people to examine. In half an hour the tables and showcases can be changed in position and give the store an entirely different appearance. The office and wardrobe department are in the rear.

One other thing. There is an air of hospitality so evident there. Mr. Evans makes the young men perfectly welcome to come in and chat with him and meet their friends there. He is considering opening a little club room at the back of his store, putting in some easy chairs, displaying a couple of his suits and some men's trade papers for them to read. He has the right idea.

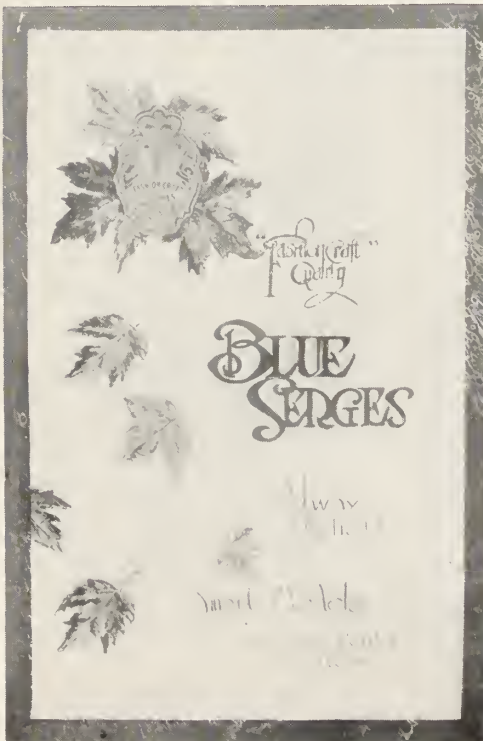
His story of comparative success, so early, with his new cleaning and pressing department, will probably impel others to take up this work.

ways attractively gotten up and again and again have proved their efficacy.

He believes, too, in the new-method salesmanship. He gets directly in touch with his clients.



Cards That Fulfil Their Mission



Here are two samples of the cardwriting proficiency of Mr. E. E. Bell, of the "Fashion Craft" store in Hamilton, Ont. We have had occasion to compliment Mr. Bell before on his work. These cards were worked in red, gold, and black. The crest in the corner is a neat finishing touch: the leaves are intertwined by faint lines about the messages, in both of which the primarily important word stands out. Both these cards proved effective as drawing-power. They give the "little extra" which makes a well-dressed window mightily effective.



SOMETHING NEW IN MILITARY WINDOWS



This window was dressed for F. W. Beebe & Son, of College street. It is remarkable for two or three things. First of all, it points what seems to be a sign of the times in window dressing—the use of a table as a centrepiece. The idea of the three units of khaki, placed as they are placed, is good. It focuses attention three times, always on the same kind of object, but each time set out rather differently. Boots, too, are used, and are a good finishing touch. The big flag and the smaller one are et ceteras, which round the display. Kitchener's portrait in the centre is as good a centrepiece as one may wish. Altogether a good trim; the trimmer and Mr. Beebe alike are to be congratulated.

GOTHAM APPROVES THE FANCY VEST

But it Should be Worn With Double-Breasted Coat—Something New in Derby Hats—
Having Decided to Skate, New York Dresses Itself Accordingly.

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

Coming

The cross stripe in shirts has been revived. It was not dead; it only slept.

Stiff shirts with stiff cuffs are coming into their own again.

Not a spat but a super-spat is worn in a six-button gaiter affair, for golfing and country wear.

The squarest-crown Derby of our fathers is de rigueur once again.

So is a curious hat which has a crown wider at the centre than it is at the bottom.

Rolled and not flat lapels on the newest collar, please!

A cross between a lounge and a cut-away is a new coat for the extremist.

Silk-faced lapels on a black velvet collar are chief features of a new double-breasted coat.



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

THE cross-stripe in shirts has been revived. You can only kill a fashion of this sort every year or so; you can't kill it dead; it rises again. At the recent Horse Show here there were several of these shirts with stripes shown, and they were invariably stiff shirts with stiff cuffs. They were to be seen in various colors, but the chief seemed to be a fairly thick, black stripe. Occasionally, these stripes were doubled; the two stripes running closely together at intervals down the shirts of about three-quarters of an inch to an inch. As these have been sponsored by many of our best dressers down here, I should not be surprised to see them have a good run for late Winter and Spring wear.

Talking of shirts, by the by, in regard to what was being worn at the Horse Show, very few men seemed to be wearing double cuffs. Apart from stiff shirts the majority were wearing pleated and starched, but comparatively few had double cuffs. There seems to be a tendency towards getting rather simpler shirts than heretofore; possibly the pendulum has swung diametrically opposite from the rather elaborate shirtings which we have had for the last few months. At any rate, the new ones are usually on more quiet and conservative lines. A plain stripe is hard to beat, and for all that, lots of people knocked it so heavily, this cuff is pretty hard to beat too.

The New Spat

I said in my last month's letter that several people were still wearing spats but that they were not so much seen as last year. A variation on somewhat the same theme is now offered in a six-button spat which is worn for golfing. This should be worn with low shoes and not with high boots. These high spats are supposed to shield the ankles and are both smart and sportsmanlike on the links, or for general country wear either. This high gaiter, for so it is, should be worn with knickerbockers and topped or plain stockings. The customary shoe to wear with this is the brogue and is one more indication of the English habit. Brogues have been worn for golfing in England for years; indeed I believe two or three people cling to them in Canada and have done so for some time. This is therefore one instance where America is following—for the sake of argument—even Canada. The boot people tell me that a number of the smarter men are buying these brogues altogether now for country wear.

Something New in Derbys

We are apparently on the eve of change in styles of Derby hats. Recently, both in the streets and down at the Horse Show, I noticed two or three freak styles which may nevertheless not be freaks in a few months. I mean to say, by that, that they will possibly "catch on" and become the rage. One of these is a squarish-crown Derby for younger men. This is returning to the fashion of last century with a vengeance. As a matter of fact, this square-cut Derby for younger men is a rather becoming hat. I don't suppose and I don't think anybody supposes that the main run of men is going to wear this kind of hat; it is rather a hat for the few, for the people who can wear it, but it is a mighty good hat to wear with an overcoat and is very dressy, as well as being just a little bit distinctive and odd. The crown should be fairly high and the brim is broad and sufficiently curved. The hat I happened to notice in Fifth Avenue, was a brown one of this type. Black, I suppose, would be more popular, but men who would be ultra-exclusive would secure a brown Derby.

Another extreme model in a Derby has a crown which is wider at the centre than it is at the bottom. Yet one more style which is much affected at present has a medium crown with narrow and flat brim. This style was very recently fashionable and I am somewhat surprised to see it being worn by smart men so early after it was discarded. Nevertheless, a man is entitled to wear what sort of a hat he likes, and I suppose the fashion leaders figure on wearing something which is rather new even if its novelty consists in its being only just too old.

A New Collar

You will remember that some time last year I was discussing a collar which was brought out but which did not go. This was not pressed flat in the tabs, but was rounded and rolled. This style of collar appears to be au fait this Winter. It is worn

NO! THE SPAT IS NOT YET DEAD

The Six-Button Variety is the Newest Thing — The Very Latest Collar is Rolled, Not Flat—The Tabs Overlap—Increasing Vogue of Stiff Shirts.

Authentic and Authoritative Resume

in both day and evening dress and as a novelty and attractive collar it is certainly becoming. One extremity of this fashion is to have the tabs overlapping one another. The lapels may have rounded or square corners. This means, of course, that the tie must be very tightly drawn. The correct tie to wear with this, by the by, is a very broad one, so that it covers up the bottom of the tab. Whether or not this collar will become very popular I cannot say at this juncture. It is worn in the majority of cases by fairly young men and in my estimation it is really a smart collar. Whether, however, the majority of men will be able to affect it without giving the impression that it is a collar which is too tight and that the tabs are overlapping without any intention on the part of the owner, I don't know.

A Curious Coat

There is little new in lounge suits. The main lines remain the same as when I was last writing and will do so probably for two or three months yet. There is, however, one exception, and that is a curious kind of lounge suit. It can neither be said to be a lounge or a cut-away entirely. It is rather a cross between the two and it resembles in some sort, a riding coat. It should be worn with grey, hair-lined trousers after the manner of the cheviot. It is considerably longer than the ordinary sack or lounge suit, but on the other hand, it is much shorter than the cut-away and is not built at all upon the same lines. The lapels on a sample of this kind of coat which I noticed at the Horse Show were short and narrow; the coat was a three-button affair, having a fairly high waist and the usual breast pocket.

A rather natty dress overcoat which I have seen lately at different functions, is a double-breasted coat. This is shaped very slightly at the waist and has a black velvet collar with silk faced lapels. It is a coat that is 'different' by reason of the fact that the inside line of the collar is curved and not straight. If we had a coat like this last year we should have said that it was a back number belonging to some former fashion. However, it is now being worn by one or two of the best dressed men and I suppose we can take that as a fashion indication. Talking of dress overcoats, a number of people are wearing single-breasted, which are loose and hang very straight. This is more or less following the mode in England at present. A few people are still wearing the Inverness; indeed this seems to be the preference of men of middle age and mature years.

Velvet Collar and Cuffs

Quite the smartest evening dress I have seen this year yet is the swallow-tail which has a velvet collar and cuffs. A number of these are in evidence, worn by a number of the smartest men and the younger men in New York at present. The velvet collar and the velvet cuff—the latter are rather tight and narrow—give a distinctly new appearance and are quite chic and smart. There is comparatively little new about the shape of the coat, but the velvet is the real thing. I saw this kind of suit, by the by, about three years ago on Mr. Alfred DeMamby, at Covent Garden, in London, and apparently it has just gotten over here. I haven't seen this kind of suit in New York before.

Fancy Vests Strong

The vogue of fancy vests which I have referred to two or three times in these letters appears to be growing instead of waning. The fashion is now definitely established and there is no longer any doubt about it. The best men here are wearing them and usually with a double-breasted sack suit. Many of these are in flannel and the vest itself is single-breasted, although worn with a double-breasted coat. It may have patch lower pockets and five or six buttons, in which case the last button of all should be left unbuttoned. This is an old English whim, which has been the thing over there now for some years. By the by, the cut of a vest of this kind should be very severe and straight, leaving quite a narrow opening at the bottom and bringing the bottom of each side of the vest to a sharp point. This is then cut sharply away to the back of the waist. A good color in a suit to wear this kind of vest with is brown or blue. In each case, as I mentioned before, the sack coat with which it is worn should be double-breasted. This kind of vest doesn't look at all well with a single-breasted coat.

(Continued on page 58)

Going

Comparatively few men at the Horse Show wore the double-cuffed shirt.

Elaborate shirtings have had a good run. Bury them now.

The trend of sack coats is towards a slighter, slendever, shorter lapel.

No longer may you wear a fancy vest with a single-breasted coat.

As dancing is waning, and skating is gaining, there will be lots of flannel shirts worn and fewer dress shirts.

The wide-shaped, once-over tie gives place to the narrower and newer.

Clocks on hose have stopped. Thin and neat drop-stitch stripes are the only thing for dress wear.



THE FORGETFULNESS OF MR. PANDER

By E. A. Hughes

KENSINGTON sat at the breakfast table one morning munching toast and drinking coffee. At the other end sat Mrs. Kensington, engaged upon similar tasks. Mr. Kensington, between bites, was looking over the morning paper. He turned to the stocks and shares page, not because he had any stocks and shares, but because he once had. Besides, it impressed his wife. She gathered from his earnest interest that he was concerned with big business. It was something to talk about when she took tea at Mrs. So-and-So's. It was pleasing when any of the wifely visitors mentioned their husbands, and how they were interested in some deal or other, to say, casually, "Yes, dear Henry has a few thousand tied up in some stock exchange deal."

Surreptitiously, however, Kensington skipped quietly from the financial page to the back page of all—Mauder's Bargain News. Kensington liked to look this over before his wife got the paper. It fortified him. He knew what to expect. He was prepared, if he had already glimpsed at the list of bargains, for the remark from his better half that Mauder's had some "perfectly lovely hats on bargain to-day, and so cheap, dear:" or, Mauder's were disposing of a bankrupt stock of furs at "absurdly low prices, Henry," the kind of remark which was inevitably followed by a request for enough money to buy what was "perfectly lovely," or "absurdly low-priced."

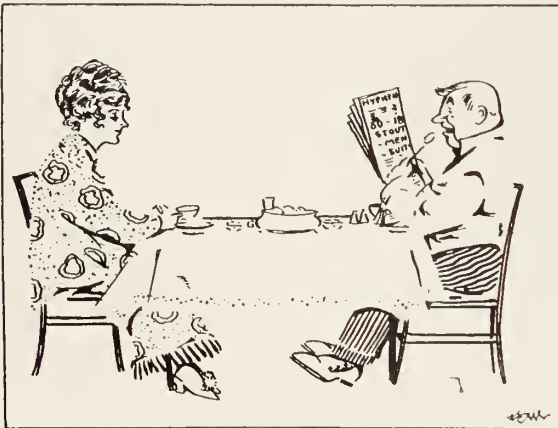
It chanced as he turned the pages this morning, however, that Kensington's eye lighted on a quarter-page advertisement, which announced that Wilson, the men's wear man, had, as bargains to-day, "Some smart suits for stout men." Kensington allowed his eye to travel downwards for a couple of feet, and re-assured himself that he came within that category.

"And I need a suit, too," he murmured softly.

"What was that Henry," said his wife, somewhat sharply.

"I was observing, my dear, that there are some suits on bargain to-day, particularly suitable for stout men. I-I-er-think I shall buy one."

"But, Henry, I'm sure you don't need a suit; why, you've only worn that one you have on for about two years, haven't you?"



Mr. Kensington, between bites, was looking over the morning paper.

"That's all," very deprecatingly.

"And you know, Henry, I need a new afternoon gown. Mrs. Talbot called me up last night and said that there are some perfectly lovely —."

Kensington coughed. "I don't doubt it, my love," he answered, "but," and he became firm, "I need a suit and you don't need a gown. So I shall look in and see what these suits are that Wilson is advertising for \$18.00. And if they look good, I shall buy one. It's not often suits for stout men are on bargain."

And with that Kensington got up, dislodged with his napkin any fragments of toast which might have attached



He came back, puffing and blowing, with a copy of the "Hyphen" in his hand.

themselves to his face, kissed his wife, and left the house.

At lunch time he ate his meal quickly, so that he might go to the Wilson store to see what the suits for stout men were like.

Wilson had two stores, one on Main Street and the other on Locke. Mr. Kensington made for the former. Neither had been mentioned specifically in the ad. There were several clerks, for Wilson had an ever-increasing trade and employed a staff of ten.

Kensington stopped at the first department he came to.

"You are advertising some bargains in suits for stout men to-day, I believe?"

The clerk, a junior, stared at Mr. Kensington.

"Stout men?" he repeated.

Strange, how many people will try to answer a question by repeating it.

"Suits for stout men," said Kensington again.

The clerk stared, "Not that I know of," he said, after a while.

Kensington looked puzzled. "Oh, yes, you are. The ad. is in this morning's 'Hyphen'."

The youth gazed blankly at Mr. Kensington. "Naw," he said (doubtless he intended "No") "we can fit you, of course, but we haven't any bargains in suits for stout men." Then, as an afterthought, "Have we, Hank," he yelled to a clerk at the other end of the store.

"Have we what," queried that gentleman in suave and polished tones.

"Bargains in stout suits to-day."

"Send the gentleman up here" was Hank's reply, delivered in a stage and supposedly confidential whisper.

"Will you walk up to the salesman at the top there?" queried the clerk of Mr. Kensington.

Mr. Kensington went. He was beginning to be rather annoyed. He had imagined it a very simple thing to go in and look at what he knew was advertised in that morning's paper. Mr. Kensington was a rather fussy man.

This may have been a by-product of efficiency, for above all he was systematic and methodic. He arranged everything by rule and regulation. He liked to have affairs and happenings cut and dried. To him nothing should be haphazard. Action, business, pleasure—life itself, were departmentalized. He expected others to run to schedule, too. Anything that broke in on his ordained, methodic and systematic procedure of affairs upset him and annoyed him.

Thus, as he walked down the store he felt he had some right to be annoyed. He had seen an advertisement that morning, and he came expecting to follow the regular and natural course of action, which was the objective of the ad. He came to look at some suits for stout men. Yet, that fool of a clerk—for so Mr. Kensington anathemized him—didn't know anything about suits for stout men.

He got to the top of the store.

"What is it you were wanting," asked the salesman, older and more suave than the first.

"You advertised this morning some suits for stout men," said Mr. Kensington. "They were to be \$18, reduced from \$30.00," he added.

"Suits for stout men!" The suave salesman elevated his eyebrows and was surprised. "Oh, I think not, sir. I don't—"

"But I tell you they were advertised in the paper this morning," said Mr. Kensington, hotly. "Think I can't believe my own eyes? There they were. Stout suits for some men—no—I mean—er—stout some—Oh! confound it, you've got me mixed now. But I tell you they were there. And I want to see what they're like."

The suave salesman came right back. Positiveness gleamed in his every feature. His smile was tolerant. Doubtless his customer had mistaken the name of the store. Curious chap, rather. Natural enough to make a mistake. The fellow must have got the name wrong. Certainly Wilson's had had no such ad. in the paper that morning. The suave salesman was quite sure of that. His tone was still more suave, quite silky and pleasant—as if he would indicate that he felt nothing but pity for Mr. Kensington's delusion. He came a step nearer, brushed an imaginary speck of dust from the shoulder of Mr. Kensington. "Sorry sir," he said, good humoredly, "but you're in error. We had no such thing advertised for sale this morning. I can show a very attractive thing in a \$30 line."

We have said that Mr. Kensington was a fussy and somewhat nervous man. "Great Scott," he cried, "Is the man mad?"

Not receiving any answer from the person or persons unknown to whom he addressed his query, he said, "I'll tell you, I'll run into the office of the 'Hyphen,' next door, and bring the ad. in here and show you."

As an afterthought, he added, "Darn you!" as he retreated down the store.

He came back, puffing and blowing, with a copy of the "Hyphen" in his hands. He rushed up the store to where the suave salesman was still smiling in a spirit of broad toleration, and held the "Hyphen" close to the nose of the suave salesman.

"There you are," he yelled, "there you are. Read it for yourself."

The suave salesman read it and gave a start. There it was: Wilson's quarter page ad. featuring suits for stout men.

"This is very surprising," murmured the suave one, "very. I never heard anything about this ad. Pardon me. I'll go and see what the manager knows of it."

He came back in a moment with the news that the manager knew nothing about the advertisement at all, but that probably it was in connection with the other store, the one on Locke Street.

Mr. Kensington, who had been pacing up and down the aisle in an attempt to work off his choler, glared at the salesman and walked out of the store. As he passed the first clerk who had attended him that gentleman cried, "Did you get fixed up, sir?"

"No, I did not," answered Mr. Kensington. "That other fellow knew as much about it as you do, you-you-chucklehead." And Mr. Kensington left the store in a rage.

II.

He hurried up to the Wilson store in Locke street, and repeated the sentence that he had learned by heart by this time. "You are advertising bargains in some suits for stout men to-day I believe."

The salesman appeared to be puzzled. "No. I don't think so," he said, "Not to-day."

Mr. Kensington looked round, despairingly. Was this a conspiracy. Did 'no-one' know anything about this ad?

"But you are," he spluttered, thoroughly roused again, "You are advertising suits for stout men. Why here's the very paper, this morning's 'Hyphen.'"

He spread it out on the counter.

"And here's the very ad." he said.

The astonished salesman looked at the ad. Yes; there it was. Wilson's were certainly advertising "Smart Suits for Stout men. \$18. Reduced from \$30." The salesman continued to stare at it.

"Why, I've heard nothing about this," he said, "We've got no sale of suits for stout men to-day." He paused. "Then I'll tell you," he went on. "I guess it's our other store, the one down on Main street who—"

Mr. Kensington cut him short. "Now see here, I'm going to get to the bottom of this. I pick up my paper this morning at breakfast and I see these things advertised. I go down to your Main street store. I see two people there and I ask for what I have seen advertised. They know nothing of it. They suggest that it must be this store that advertises this special sale. What is this foolery?" said Mr. Kensington, angrily. "Do you people know what you're doing?"

The salesman said he was very sorry. Clearly, there had been some mistake. Clearly, too, he was not to blame, was he? He put it to Mr. Kensington, fairly. He wasn't to blame personally, was he?

"Well," said Mr. Kensington, "is there anybody in either of these two stores who knows why this ad. was



"Say nothing," said Mr. Kensington, "only listen to me. You've lost a good customer."

put in the paper, and who can tell me where those suits are that have been advertised."

The clerk made inquiries of his fellows in the store. All of them gave the same answer. No, they had no idea

of what stout suits were on bargain, nor who was responsible for the ad. in question.

The salesman returned to Mr. Kensington and said, apologetically, that apparently nobody knew anything about the ad. in question.

"Who looks after your advertising," asked Mr. Kensington.

"Mr. Pander, sir."

"Is he in?"

"No. He's out at present. I——"

At that moment a gentleman entered the store. "There he is now," said the salesman, and he made a bee line for Mr. Pander.

Mr. Kensington paused only to get his breath. Then he started in on Mr. Pander. "Did you advertise some

and we've a right to quick, courteous 'full' service. After you put those suits on bargain you should have so prepared your men here that if you shuffled off this mortal coil—if you died—next minute, a man could still come in and be served, quickly and easily, with one of those suits. You fell down here to-day on what is pre-eminently your job, service. And you've lost a good customer, who has not only wasted his time here but who has also been displeased, made sore, made mad. Do you get me?"

And Mr. Kensington walked out of the store.

But the junior, overhearing the colloquy, made a mental note of it and re-started his career in the men's furnishings game with the maxim, writ large and bold, SERVICE.



"Do you get me?" And Mr. Kensington walked out of the store.

suits for stout men in to-day's 'Hyphen'?" he asked.

"Yes," replied Mr. Pander. "They were reduced from \$30 to \$18."

"That's the ticket," said Kensington. "Well, do you know that your ad. first of all, had nothing to indicate that it was this store and not the Main Street store that was selling these suits for stout men?"

"No. Is that so?"

"Yes! It is so. And do you know, too, that nobody either in that store or this knew a thing about those suits being on sale to-day?"

"No. Is that so?"

"It is so. And do you know?" here Mr. Kensington's voice developed into a shriek, "that you don't know your business? Do you know that you have wasted the valuable time of a business man,—? Do you know that it would be more common-sense in you, more business-like in you, if, when you advertise anything in the daily papers, you tell your men here in the store what it is so that they are in a knowledgeable and fitting position to take care of any trade that comes as a result of your ad. Do you know that you are no advertising manager? Do——"

"I beg your pardon. I——"

"Then you don't get it. Listen to me," went on Mr. Kensington. "What is the sense in advertising bargains and then leaving the store with not a single man in it who knows that you've advertised these bargains. What——"

"Well, let me say——" interpolated Mr. Pander.

"Say nothing," said Mr. Kensington, "only listen to me. You've lost a good customer to-day. I don't want even to look at those suits for stout men. They may be cracker-jacks, but I wouldn't buy one if it were reduced from \$30 to \$8 much less \$18. But get this truth firmly fixed in your mind, the public pays the piper and the public has got to be studied, to be treated fairly, to be kept faith with. I, and the fellow in the next flat, pay your salaries.

THE RED TAG SALE

When Wiles & Quinlan, of Brantford, who carry an unusually complete stock of men's and boys' clothing, start out on a semi-annual sale they do it on a big scale, and in a way that brings big returns. Such a one is the "Red Tag Sale" held every year in the month of January.

Not only do they cover the city with special four-page circulars as well as advertising in the daily papers, but they cover the county in a thorough manner. The method usually adopted is to use one's own mailing list, prepared from lists of old customers and rural mail delivery lists. Sometimes, as in Peterborough, a local paper is able to supply the list and take charge of the mailing. Wiles & Quinlan, however, secured 5,000 names from a company that prepares lists of business men, stores, etc., and this included the towns and villages in the county as well as the householders in the rural parts. House to house visitations are made in the villages and sometimes the schools are called on specially.

The idea is kept up in the store where every ticket is of red, and a large streamer is used in front.

The circular itself consisted of a four-page folder, each page about 12 by 18 inches, with a liberal but neat use of red ink to accentuate the "Red Tag" sale. The firm have a slogan which has become well-known and has a growing value attached to it, "Brant County's Greatest Clothiers."

On the opening page enclosed in a neat border was a general announcement illustrated by a good sized cut of a young man. There was only one drawback in this page, a light tendency to exaggeration in the words: "This great RED TAG SALE will be one great event of the 20th Century." This did not add any information and nowadays would tend to detract from confidence in the rest of the reading matter. However, this was not a fault of the rest of the announcement. The reductions were quite reasonable and the reputation of the firm for good values in previous sales had been growing steadily. After all the former may be called permissible—it is a matter of opinion only—but where a price is exaggerated no easy excuse is ready.

The second, third and fourth pages were very brightly arranged. The main display lines were in red ink and the reduced prices in red also; the rest of the print was in black so that these important points stood out prominently. With each item the words: "Red Tag Sale" were used. A different slogan ran across the top of each page and cuts broke up the solid appearance.

TAILOR TO BE FIRE CHIEF

Following the sudden dismissal at Berlin of Fire Chief Cook, Ald. C. C. Hahn, chairman of the fire and light committee, has been appointed fire chief. He has been a tailor all his life.

ED. MACK TELLS YOU HOW

He Blends Special Order Tailoring and Ready-to-Wear—Range, "Snap," and Quick Service Are Reasons—The Man of To-day Dresses to Look Young

Specially written for The Review by Ed. Mack



"ED." MACK.

EVERYBODY knows Ed. Mack. He has long been regarded as a sort of dean amongst men's wear men in the City of Toronto and in his long innings in the men's wear game generally has gathered for him, by the way, not only a large clientele but also a large number of friends.

The Review was lucky enough the other day to get a talk with Mr. Mack about the blending of special order tailoring and ready-to-wear in the men's wear store. This will interest a good many who have this problem.

"The blending of special order tailoring and ready-to-wear," said Mr. Mack to The Review recently, "is a mood of the times but in my estimation it is a mood which will always have a present tense. The old days when merchant tailoring was sufficient are gone; they were succeeded by the day of the ready-to-wear garment. That, however, is not sufficient now, special order tailoring, combined with ready-to-wear tailoring, is the ideal state of the clothing end of the men's wear store. Special order tailoring has come to stay. It has proven just as successful in its own way and for its own purpose as ready-to-wear tailoring. It is impossible to relegate either method to the limbo of things tried and forgotten. Special order and ready-to-wear alike, though along different lines have proved so much more efficient than merchant tailoring, that the well dressed man of 1915, unlike his prototype of 1900, would

buy first at the store which handles these two methods of tailoring rather than at an ordinary tailor's."

"Take the ready-to-wear clothing trade first," said Mr. Mack to Men's Wear Review. "There are two or three reasons for its popularity. The first is that the customer may see the actual clothes he is going to wear. This is undoubtedly a great point with a number of men. In the old days of merchant tailoring they saw the cloth and they saw the style but they did not see the finished product. Now with ready-to-wear clothing they can see the actual suit or overcoat they are going to put on.

"The second point is that ready-to-wear tailoring gives quick service. A man goes in there, sees a number of suits, picks on the one he wants and goes out with it under his arm. There is no waiting at all. The quick service is undoubtedly a factor with a number of men to-day when time is the essence of their necessity.

"The third point, and a very important one too, is the snappy style. This is undoubtedly an appurtenance of ready-to-wear clothing. It was not ever thus. In the old days it was difficult to sell ready-to-wear tailoring because the public had been trained to believe that a suit, unless it was actually laying in a tailor's workroom for 3 weeks and being cut out specially and specifically for every customer, could not be worth wearing. It is not so to-day. There is no doubt that ready-to-wear tailoring has been brought to a point where styles are essentially snappy and attractive.

"Turning to the other side the special order tailoring there are two or three reasons for its popularity also. Special order tailoring is a new development, and it is one that I am quite sure is here to stay. I think that special order tailoring probably appeals, for one reason among others on account of the fact that it provides a big range of materials. Take this question of range; there has never been a time when the average man's wardrobe has been so extensive, so various in its contents as now. There has never been a time when the average man, who wanted good material, but material that was a little different, could get it so easily as at present. This is because the



Exterior of the attractive Yonge street store of Ed. Mack Limited.

manufacturer is able to do business in a much bigger way than the ordinary merchant tailor. He can afford to carry a much bigger range of material which embodies alike comfort and worth. True the merchant tailor can have good cloth, but he cannot have as many as the special order manufacturer and therefore the special order representative in the retail store is able to make a better showing. The tendency in our time is for men to want something different from their fellows. They are getting away a good deal, during these last three or four years from being like what Sydney Smith called 'The muddy giltitude.' A man likes to be individual and distinctive, not only so far as style is concerned, but also on the question of the actual material he is wearing. The special order representative is in a much better position to cater to this demand than the ordinary merchant tailor. In fact the only man who approaches to the special order representative in his ability to cope with this demand is the one who sells very snappy ready-to-wear products. That is the first point, therefore, a wide range of material.

A Compromise

"Then you come to another point and that is, special order tailoring is in the minds of those who are still conservative enough to like merchant tailoring a sort of compromise. It is more or less, merchant tailoring, only merchant tailoring on a bigger scale than ever before. There are still some men who are prejudiced against ready-to-wear tailoring, for these special order tailoring fills the bill: it is neither one thing or the other it is an in-between sort, it is the middle of the road. It combines the snap and the catchiness of the ready-to-wear suit with a wide range and worth which were formerly the distinction of the merchant tailor.

Men Must Look Young

"Then you come to style. There is another tendency in our time and that is that every man should look young. The old man wants to look young. The middle-aged man wants to look young; the young man wants to look as young as he may be consistent with being manly. I am not exactly a boy myself," said Mr. Mack laughingly to *The Review*, "but I do my best to look as near one as I possibly can by dressing in styles that are snappy and young-mannish. There is no doubt at all in my mind nor I think in the mind of any sane men's wear retailer that the special order manufacturers and the ready-to-wear people have much more snap in their production than the merchant tailor. Of course, they are able to spend more money on their designing. The special order people have now such an immense business that they can pay remarkably high salaries to the men who are designing their clothes, and there they have a real advantage."

"Look at these suits and overcoats which are the products of some of the manufacturers I represent"—and Mr. Mack showed us some samples. "No merchant tailor has the same snap to his productions as there is to those. It is because the newer tailoring has now become so huge a business, dealing not in hundreds of dollars but in thousands of dollars per month, that the special order people are able to employ first-class designers who can turn out first-class clothes, which have first-class styles and with whom the first principles are snap and a catering to the tendency of the time, that is, to make men look as young as may be instead of as old as they are. And the same applies to ready-to-wear manufacturers."

Come to Stay

"And make no mistake," said Mr. Mack, "the newer tailoring has come to stay. Men have found that it gives them too well, exactly what they demand, for them to give up either ready-to-wear or special order tailoring for the old merchant tailoring."

AVOIDING FROSTED WINDOWS

THE other day, in one of our smaller towns, we came across a couple of windows of men's wear stores rendered entirely useless because they were frost-bound. You couldn't see a thing in them.

A frost-bound window is worthless. The front of the store might just as well be boarded up so far as the selling properties of the window are concerned.

Frost can be prevented from forming on the windows in many ways. But probably the only permanent method is to so construct the window that the same temperature can be maintained both inside and out. This necessitates a current of air from the bottom to the top. When the air inside is warmer than that on the outside the moisture which forms comes in contact with the colder glass and is frozen on it. Occasionally in very mild weather the air on the outside becomes warmer than that inside, and frost forms from the same cause outside the glass.

To bring about this it is essential that the background be built clear up to the top of the ceiling and be as nearly airtight as possible. To insure a good supply of light at the same time, it would be advisable to board up the back of the window five or six feet, and use glass in the rest of the space.

The boards in the background can have a couple of thicknesses of white unbleached muslin pasted to them or a painted background. If white unbleached muslin, with two thicknesses, is used, an excellent effect will be obtained and the muslin can, when desired, be covered with crepe paper or cloth.

Proper Ventilation

The proper ventilation of the window is of the highest importance and the window should be so made that holes can be bored along the frame at the bottom, also at the top. The cold air will go in at the bottom and warm air go out at the top, thus keeping the temperature practically the same as that outdoors. If there is sufficient ventilation frost will not form on the glass. The holes should be covered with a screen to keep dust out. In the hot months the holes can be covered with strips of wood nailed on the back.

When the windows are not modern ones, or if the floor is even with the lower part of the glass, another plan will have to be used. This consists of boring a hole in the wall under the glass and placing in it a tin tube, or piece of elbow stove pipe, covering the outside with fine screen to keep out the dust. This should open up through the floor. Then bore holes at the top so as to get plenty of circulation of outside air.

Paper or cloth must not be placed over the openings because that would prevent the circulation of air.

Gas Flame at Window Base

There are many other methods in use. Butcher shops frequently use a gas flame. A gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass on the outside so warm that the moisture of the air does not freeze on it. This method, however, is rather expensive.

Another plan is to use the electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

MAKING THE WINDOW OF DOUBLE VALUE

Blending Furnishings and Clothing Yet Keeping Both Distinct — The Final Display a Bazaar of Novelties—Crowding the Window May Be Permissible for the Holiday Trade

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

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

THE heart of the display man warms as December approaches. It has been so December after December, and it was again this year.

December has ever been a welcome month to the display man, not that his work is increased but he has at hand a wide assortment of attractive stuffs rich in color and handsome in pattern. This year more than usual bright colors predominate particularly in cravats which of all accessories are most appropriate for holiday gifts to men.

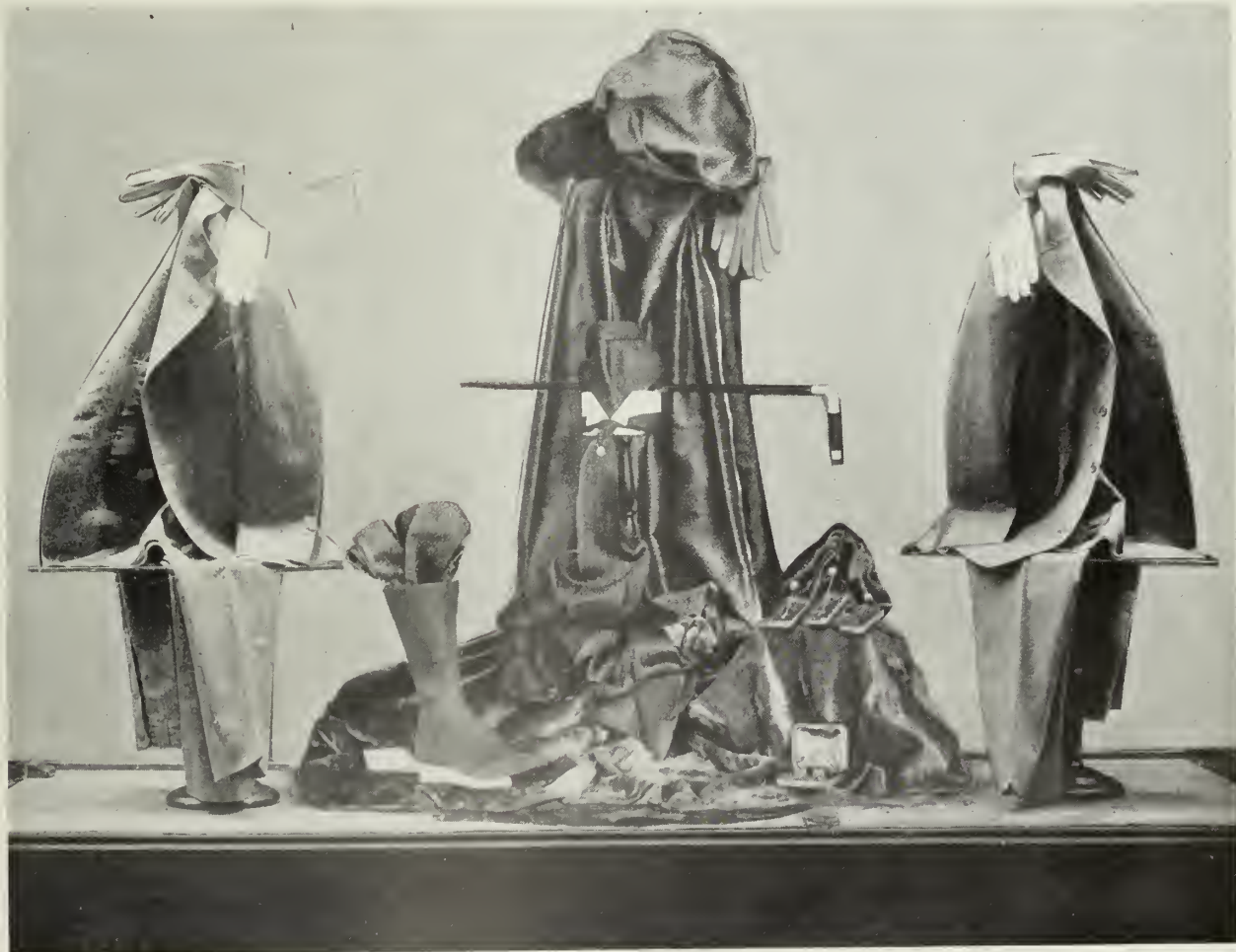
In the illustration herewith are two attractive trims from the Weber & Heilbronner shop which have been combined into one for the purpose of demonstrating the idea of showing haberdashery with clothing during the holiday period. There are few clothing shops nowadays that do not have a haberdashery department and the advantage of showing some accessories appropriate for holiday gifts in every window is obvious. The plan here suggested is intended to prevent a hodge-podge effect of clothing and small items, such as is the case when they are scattered throughout the window. By grouping the accessories in the centre and allowing the two clothing units to stand out

as clothing units distinctive in themselves the shop would still call notice to the clothing and at the same time draw attention to such goods as are generally selected for gifts. In this way every window would have practically double value.

The Old Idea Right

The old idea of putting a little of everything into every window is not far from the right track when belated Christmas shoppers hurry along the street from shop to shop looking for something—but they know not what. If neckwear would answer their purpose it will take more than a few cravats, however, strung through the window to make an impression. On the other hand if a striking array of neckwear or a collection of miscellaneous small items such as hosiery, jewelry and handkerchiefs, is featured individually it will produce good results. Most of the store windows the last three weeks have contained a grouping of specials. It proved a good idea to use a striking display card in each instance directing particular attention to the group.

Featuring a certain line of goods in a single window is generally conceded to be more efficacious in making sales than is a trim of miscellaneous articles, but, there are ex-



Combining the furnishings and clothing end is a wise move, upon occasion. Weber & Heilbronner, of New York, show a sample.

ceptions to all rules and holiday season is one. In fact the average shop finds it necessary to show a wider assortment than the exclusive shop where but one quality, one color scheme and often but one object is presented. The average shop has to make its appeal to nine out of ten men while the exclusive establishment is perhaps content if its window actually influences a tenth man.

It is the practice of some shops just preceding the holidays to transform their windows into a bazaar of novelties, wholly overlooking the importance of suggesting to the gift-seeker some really useful garments such as top-coats, raincoats, mackinaws, etc.

There is no period of the entire year more prolific in the sales of men's requisites than Yuletide. It is at this season when the general public looks to the various shops for some hint in the way of an appropriate gift and there are many items in clothing most suitable for the purpose; but unless they are specially featured they will not impress the passer-by.

To help the display man in varying his methods, I am sending two striking unit displays, especially posed by Mr. W. H. Horwich of the Yorke shop, New York. Each of these beautiful groupings is worthy of careful study not only from the viewpoint of artistic pose but from the fact that they are the latest of seasonable goods.

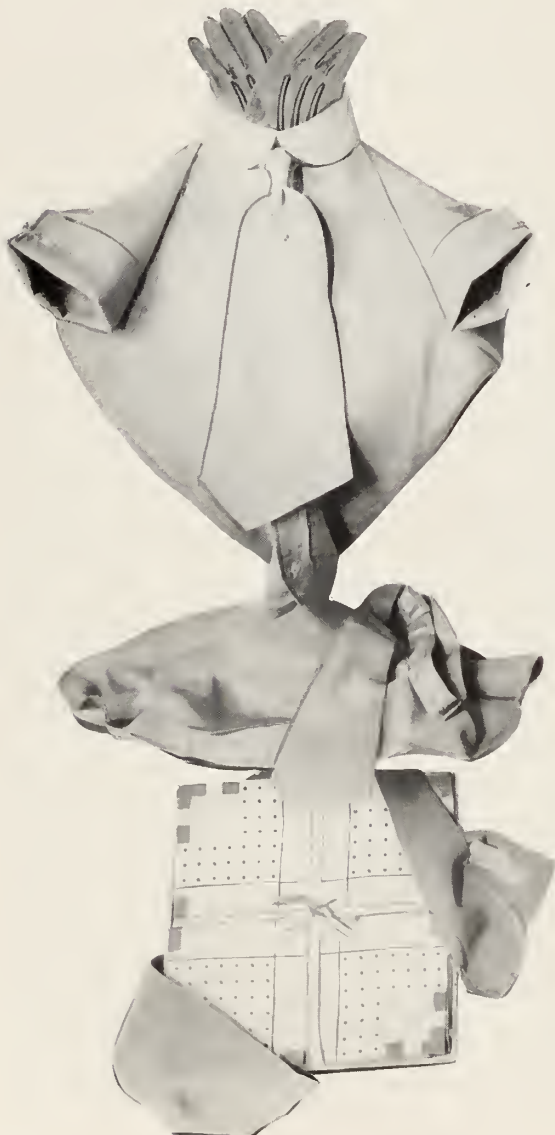


Not only because the one who sees it has a good fashion pointer is this trim to be commended but also because it is excellently well gotten up.

Attention is called to the trim consisting of three handsome mufflers, jewelry sets, white kid gloves and a white dress tie. This group makes a stunning unit and the simplicity of the treatment in pose merits unusual praise. A semi-circular glass shelf and a mahogany pedestal are used for the foundation. The mufflers are folded with both ends showing and draped over the shelf. The other accessories are carefully arranged to balance. There is nothing intricate in the adjustments and nothing used but what is available in practically every shop.

The other photograph shows a very effective unit consisting chiefly of a smart shirt of French grey mohair, rose colored cravats and a box of fancy handkerchiefs. The distinctiveness of this trim is largely due to its simplicity in composition. Every line has been carefully studied to obtain a pleasing design and for part of a window display or for a table exhibit the arrangement is ideal.

The various objects shown in these two individual trims are selections especially appropriate for Christmas gifts. These articles are attractive in themselves and yet their unusual effectiveness is largely due to their clever presentation. Good taste in displaying merchandise is quite as important as attractive goods. The two go hand in hand when the attention of the general public is to be drawn to the merchandise shown in the window.



Shirts, ties and handkerchiefs, collar and gloves in a trim that is "different."

*Macleam
New York.*

MEN'S WEAR REVIEW

THE RECOGNIZED

AUTHORITY OF

THE CANADIAN

MENS WEAR TRADE

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HAPPY NEW YEAR!

THE oft repeated phrase cannot be improved upon, as the occasions of its usage multiply. "Happy New Year"—it means all of the very best in the way of wishes from one who utters it for the one to whom it is expressed. So we wish you, our readers, a happy new year, the happiest yet.

The turn of the year is a good time to put on one's considering cap. It is a good opportunity to think things over. Well, we have much to be thankful for. If 1915 did not bring all the good things we wanted, neither did it bring all the untoward things we feared. And the balance is on the right side. We have much to be thankful for. Chiefest, the return of business so quickly to normal, after the staggering blow it received eighteen months ago is cause for mutual congratulation. Not only has the wheel of business, in all its cycles—the importer, the manufacturer, the wholesaler, the retailer—kept running, and yielded grist, but the structure of returning business has been built on a safe and sound basis. The wild cat, in other businesses besides real estate, has been eliminated, and if the process was painful, the fact of a safe, healthy, essentially strong set of business fundamentals resulting was worth what travail business went through to secure it.

Our trade has had some knock-down blows, but it is still in the ring! Thousands of the fellows who support it have gone to the front. A good deal of custom has thus been lost. But the trade has learnt, from a seeming adversity, the need of getting out and hustling, and considering all things, it has done both pretty thoroughly and kept the wheels running well. Scores of our subscribers proclaim this last year away ahead of the year before. We have their letters in front of us. And they predict a better year still in 1916.

Let the men's wear trade make this 1916 the best year it has known. The best is yet to be! More power to the man who lays hold of that, and at the same time tries to bring that best every day of every week of every month of every year to realization.

"Let us then be up and doing
With a heart for any fate,
Still perceiving, still pursuing,
Learn to labor and to wait."

HOW TO FIGURE PROFITS?

IN a few weeks' time the majority of the retail men's wear dealers throughout Canada will be taking inventories, and balancing up their books for the year to see whether or not the business of 1915 has yielded the desired profits. At inventory-time there is always considerable discussion regarding the correct way to figure profits. It is a well-known fact that many merchants fail in business because they do not figure their profits correctly. There is a variance of opinion regarding the correct way to figure profits, some merchants claiming that profits should be figured on the cost price of goods, while others state that profits should be figured on the selling price. Authorities who have made a close study of the question claim that it is scientifically correct to use either the cost or selling price as a base in figuring the percentage of profit, as long as it is stated and made clear on what base the percentage has been calculated. The vital issue, however, is the showing of net profit in dollars and cents at the end of the business year, when the inventory has been completed and the books are closed. And in order to make a satisfactory showing, it is necessary that a proper method of figuring profit should be followed throughout the year. Where many men make their mistake, and fool themselves, is in refusing to see or acknowledge that any per cent. of a smaller sum is a smaller per cent. of a larger sum, or in other words, if 25 is twenty-five per cent. of 100, it is only twenty per cent. of 125.

Let us quote an instance showing how a retail merchant erred in figuring profits. "A merchant bought an article at \$1. His cost of doing business, so he said, was 25 per cent. (based on gross sales), and he wanted to make a profit of 10 per cent., so he marked the article to sell at \$1.35. His price should have been \$1.54 to make a 10 per cent. profit."

This merchant's cost of doing business was 25 per cent. of his selling price, but in pricing his goods he made the frequent and fatal mistake of only adding 25 per cent. of the invoice price. He also made a similar mistake in regard to his 10 per cent. profit.

CLEANING OUT

THIS month and next are the two first months of the year and the two big sale months. A great many dealers seem to prefer February to January for their sale, but what we are going to say applies to both. This year you have an unusual opportunity for "cleaning out." The high price of everything in the men's wear line which the retailer is going to pay means higher prices for the customer. We deal with this in detail in our leading article this month. Now, the older stock you have in your store can be sold reasonably low and yet it will pay you to get it out of the way, and start your business year with newly-stocked shelves. This is a good chance to clean out.

WHAT THEY ARE WEARING & IN LONDON

MACLEAN,
LONDON

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

EARLY impressions are not always the right ones. I shared, in common with many other men, the idea that so many men being in khaki would more or less annul any attempt at keeping up modish dress. It was so for some time, but I think things are changing over here in that regard. We have now had fifteen months of war, and from time to time men are coming over from the front, I notice, in these returned officers, who stay here only for a few days leave, a distinct tendency, when in mufti, to dress just as smartly and just as modishly as they did before the war. For instance, a friend of mine, who was at the theatre the other night, seeing that new play by Sir Arthur Pinero, "The Big Drum," was wearing an exceptionally stylish dress suit. The conservative note was there all right, but the lines of this suit were new and very smart indeed. It was, by the by, a very dark blue instead of a black suit and this is something somewhat startling in England at present. The collar was velvet, the coat was rather highly waisted and the trousers were cut a little more widely than has been the case for two or three years. I was rather surprised, too, to see that my friend was wearing the breast pocket on the left side of the coat. He has always expressed himself as being against this detail either in lounge or formal or dress attire and therefore I was somewhat surprised to see that he has succumbed to the trend of fashion at last and have his tailor include it.

There was quite a distinguished audience, by the by, at the performance of "The Big Drum." Sir Herbert Tree sat with Sir Johnson and Lady Forbes Robertson. Sir Herbert is a man who does not care very much for dress, that is not for modish dress. He is always well groomed but his dress suit looked as if it might have been worn five years ago, so out of the way was it when compared with the styles we are accustomed to from our smarter dressers in London this year.

One of the gentlemen who was in a box is a man who has become very famous in literature, Mr. E. Temple Thurston. He is rather a dapper man and I suppose he is now somewhere about thirty-six to forty, but I am not sure. He was wearing very immaculate dress and I noticed one thing about his dinner jacket and that was that the collar was of the shawl variety.

The Black Vest Still

By the by, nearly all of the men who are wearing dress suits at all this year, are wearing the black waistcoat still. Some few are still wearing white and I saw the other day—on a gentleman who is a theatrical light—a purple and black, interwoven. But for the most part the black is *au fait*.

What I was saying in the first paragraph about the returned officers from the front certainly booming stylish dress again, applies particularly to the silk hats. I have seen more silk hats during the last week in London than

I have during the whole year that preceded it. I don't doubt that after the average officer has seen service at the front for a period of weeks or months and he gets two or three days at home he is anxious to forget khaki for a little while and get into ordinary civilian dress again. If that be so, supposing him to be monetarily able, he naturally goes to see what his tailor has to offer and gets something smart to wear.

The Silk Hat Revived

I have seen quite a number of men, as I say, in silk hats again lately. There have even been a few solitary specimens of morning coats and frock coats. I don't remember when I last saw a frock coat before last week; hardly anybody is wearing them except Cabinet Ministers and gentlemen of the cloth.

The dominant note besides blue serge is grey and a dark grey at that, that is for lounge suits. I remarked on this, as your readers will know, about a year ago and stated then that I thought grey would be the color for such part of England as was not in khaki. My tailors tell me to-day that to one suit of any check or colored variety they make half a dozen of grey and possibly four of blue.

More Ready-to-Wear

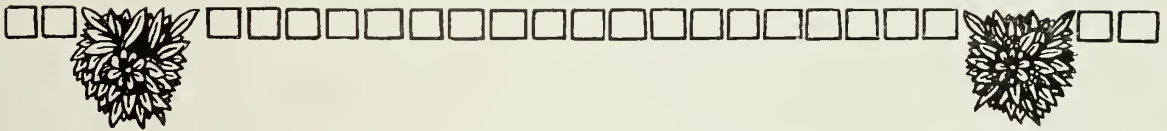
I notice here a trend, which is becoming more marked every day, despite the fact that this is a bad time for any new trend to show itself and that is towards the wearing by well-dressed men of ready-to-wear clothing. As doubtless you know England has never, up to the present, been able to get out anything sufficiently decent in ready-to-wear clothing for anybody who thought himself at all smartly dressed to bother about buying. But that of course is not so in your country where some very good stuff is now shown which can be bought ready-to-wear. The trend is coming in and I think after the war will be more marked, because a great many men will find that they need what money they have for building up enterprises which possibly have lapsed. So they will save half a sovereign where they can on a suit. One or two manufacturers are putting out now, really first-class stuff in the way of ready-to-wear suits and I am not at all surprised that conservative London, that is the well-dressed men of conservative London, are actually putting their hands in their pockets and paying cash down for ready-to-wear suits, where formerly they would have paid more cash, some time afterwards for a tailored one. I don't mean to say, of course, that this is absolutely general, it is not. But the tendency is there and it is being more marked every day.

*Maclean
London*

THIS MONTH'S PRIZE-WINNING WINDOW



Begg & Shannon, Hamilton, had this and another exceptionally good window. Both displays were the work of Arthur Keelor, window trimmer with Begg & Shannon.



THE COMPETITION

In accordance with our notice in the December MEN'S WEAR REVIEW readers from far and near sent in photographs of their windows as entries for our window trimming competition.

There were many excellent windows, most of them dealing with Christmas; some not. They reflected great credit, all of them, upon the men who dressed them and the stores who showed them.

The award has been made, and the prize is won by a Hamilton window trimmer. To him has gone the five dollars, plus a dollar and a half for the photograph.

Several other photos have been retained, and to the men who sent them in has gone a dollar and a half for the picture.

This competition continues every month. Get busy and send in your window. We don't mind if you have only small window-space; if the display is good, if you have made the most of it, you stand a chance of the prize. Whether you are in a small town or a big city, it's all the same to the judges. The man in the small town can do just as much, pro rata, with the facilities he has, as the man in the large town.

Send in your window, and send it EARLY.

—The Editor.

THE PRIZE-WINNER

The man who won the prize for this month's competition is

Arthur R. Keelor,

c/o Begg & Shannon, Hamilton.

We reproduce his window here, and are only sorry that the photograph did not do it better justice.

This was one of two windows combining the Christmas and the patriotic ideas. The back of the window was marbled canvas, on which was painted three scenes, the home of the soldier, the boat that carried him away, and the camp. This last was the centre, and Santa Claus is depicted as giving the gifts, what time Father and Mother, and Sis, and Brother are thinking of the boy to whom they have sent. The faces were dim and shadowy. The Canadian ensign is prominent. The floor of the window was white felt; holly, Japanese art rope, decorated pillars, and frosted mirrors finished off the whole. The window in common with the other two, displayed every conceivable kind of gift. We have not had time to hear what results it had, but we are willing to warrant it proved a big drawing card.



WHAT IS BEING SHOWN IN MONTREAL SHOPS . . .

By MACLEAN, MONTREAL

YOU can form a pretty good idea of what is coming on the market by asking one or two of the leading haberdashers what they have recently bought, and which way they think fashions are tending. I put a question of this kind regarding neckwear to Max Beauvais last week, and he told me that he expected neckwear to be brighter than usual, as clothing was being made in quieter colors. He has always found, he says, that when clothing is plain, people brighten up their appearance around the neck. He sees a tendency towards smaller ties. The public have discovered that the large ties of the past season had all their bigness at the useless end. There is a tendency towards a bigger knot compared with the rest of the tie, which is permitted by the rather extreme cutaway collars which have been in vogue for a year or more.

Beauvais has been going in stronger than ever for silk squares, and he is one of the few retailers in Montreal to go after the business. It requires a man to be in a position to make the ties, and make them well; and the cost of such neckwear is rather high—two dollars, or three for five. These are being cut on the bias, which prevents a tie from being pulled out of shape. Usually they are cut on the straight, which is more economical.

Brighter Ties Selling

Brighter ties have been selling during the past two weeks owing to the fact that women have been buying them as gifts for Christmas. The big tie has also appealed to them: it looks more for the money. New neckwear being shown in Montreal stores is mostly of nice, bright, flowery designs, with few light grounds. The important exception to this rule is the case of black and white effects; here the ground is lighter than it has been, the black stripes being few and thick (usually two), or where there are two or three, they are thin. The stripes are on the bias in most cases.

There is nothing new on the market in the shape of collars with the exception of the lightweight, which is having an unusually good sale. Many retailers already have it on their shelves, and there will be more as Spring approaches. Retailers will be interested to know that one of the largest collar manufacturers in the country is on the point of introducing another linen collar of a decidedly novel design. They are also hinting at something very new in soft collars, but are jealously guarding their secrets.

Judging by the orders retailers tell me they are placing, there should be as good a demand as ever next Spring for the soft cuff shirt. At least, judging by the way orders are being placed, no dealer can go wrong by laying in his stock as usual. Max Beauvais states that in colored shirts there will be more square stiff cuffs worn next season than round ones. He goes to a high-class trade, and what he says may not apply generally. It has been gratifying to the trade that functions have been more frequent and earlier than they were the year on which war was

declared. October and November were away ahead of the corresponding months of last year in this respect.

Difficulty with Underwear

Hosiery and underwear have been quite a problem for the retailer this season. Where this stuff is imported from England direct, many dealers had not received their supplies on the first of December, which is very late, to say the least. On medium weight underwear, there has been an advance of a shilling per garment, which amounts to from four to six dollars a dozen, laid down. This means that underwear retailing at three dollars a suit will now cost the public four dollars. Dealers tell me there is a further increase on that for Spring, and that deliveries will be very uncertain. In the case of American 35c socks, they will not be all wool by any means; dealers will have difficulty in getting a 50c all-wool sock for Spring.

As it is, there are few stores in Montreal carrying a complete range of wool and cashmere socks. Wholesalers are unable to supply a full range of sizes; all their lines are broken, and they say that practically nothing is coming from England. Dealers are buying what they can get here and there, and thus taking a chance on securing a full range. The 25c sock of next season, I am told, will be half cotton, and it will be American. Travellers from the United States are swamping the market with this class of goods, and retailers will have no alternative but to buy them for their Spring trade.

Two-tone Hats Strong

I notice that quite a number of dealers are showing velours hats, and are getting good prices for them. It is not difficult to make sales; in fact, some of the stores who have them are not displaying them at all. A good Austrian velours is bringing six dollars and more, easily. Two-tone soft felts are being introduced into more stores, and it begins to look as though these are going to be strong for some time to come.

Two New Collars

Among the new collars put out by a firm of cotton manufacturers is an inserted tip wing. The wings are rather large and almost true triangles. The front spacing at the top is moderate. This is an exceedingly nice-looking collar and is being favored for wear with a soft shirt as well as for evening dress. The makers claim that the inserted tips strengthen this collar. The collar is 2 $\frac{3}{4}$ inches high.

Another collar recently added to the firm's line is a high-banded fold collar with moderate spaced front and square ends. It is 2 $\frac{3}{4}$ inches high.

Maclean,
Montreal.

WHAT IS BEING SHOWN IN TORONTO SHOPS

By MACLEAN, TORONTO

THE question of what they are wearing in Toronto might very well be answered more and more as the days go by, by the single word 'Khaki.' There are several very good windows in the men's wear stores in the city and one of the best we think is that of G. Hawley Walker Limited, on Yonge St. This store has consistently, during the last month, taken advantage of the big amount of trade to be secured from military influence, by a succession of military windows, and the one at present, as we write, is the best of the lot. There is indeed a good deal of trade to be gathered from this military trend because people have got the idea that the war is not going to be over in a week or a month, nor yet six months or a year. What they are wearing in Toronto is becoming, increasingly, "Khaki;" more and more men are going to the front; more and more are taking commissions and there is a good deal of business for the men's wear man in this movement.

An Attractive Tweed

We have often talked in this article about the vogue of tweeds for Fall and Winter wear. Once more Bilton's have an exceptionally nice assortment of cloths and one that impressed me very favorably was a tweed in fawn and blue. It was a Harris and was certainly exceptionally nice. For country and walking wear there is nothing to beat this kind of cloth.

As to Bath Robes

Toronto seems to be taking a leaf out of the book of New York, because two or three stores are displaying some very attractive dressing gowns and bath robes. One of the nicest things we have seen of this sort is on view now in the Jaeger window. This is a bath robe of oriental design, much similar to the one illustrated in the last issue of Men's Wear Review, and is a combination of grey, mauve, terra cotta, green and yellow. The design is Persian and Oriental; a few birds are scattered about and a good deal of leaf and flower work is woven in. It is of wool and combines warmth with novelty.

Some other stores are showing bath robes and dressing gowns in silks.

Trend Towards Color

There is a noticeable trend this Winter toward color in every possible article of dress. I have remarked on this before in this letter and it is further emphasized by the fancy vests which are obtaining considerable vogue for men who can afford this sort of thing. In the main it is expensive and of very fine material. An instance, for example, is a purple and black vest which is in the window of Score's. This is a closely woven silk vest with purple predominating in a very, very narrow stripe. The vest is exceptionally attractive and is lined with black silk. I understand it can be secured in other colors too, and in other combinations of colors. When this harmonizing tone is aimed at, the vest should not be at all loud or too conspicuous.

The "English Shop" have just got in a shipment of French stuff, and they have a display of scarfs and mufflers. One line I saw was made of woven, pure silk, and was a design in Roman stripes. Purple and canary yellow are one combination; champagne and dark maroon are another; and greens and black, and light and darker blues are all included. The price of one of these mufflers is \$9.

and certainly the man who has this sort of thing can be sure that it is very exclusive.

Silk Spun Like Wool

Another new idea is a two-tone silk which is spun like wool. This is a very unusual material. It is something like camel hair wool, but the fact that it is made of silk, although it is spun like wool, means that it is softer and finer. The design is a stripe in two tones. A light blue is blended with a darker blue color and a light green with a darker green and a light mauve with a deep purple. Certainly these mufflers are very fine, because they are at once novelties and so high priced that they will not be duplicated elsewhere.

English Sweater Coats

I see Wreyfords are showing some sweater coats which are all wool. I was particularly attracted to one which was of a dark green color and rather unusual shape. It was certainly a well made garment and of a nice, warm shade. This was practically the same sort of thing we have here in Canada, but it was made in England. It is interesting to note that in England they don't know the meaning of the word sweater coats for men, and they don't sell very many for women. I have often wondered whether the Canadians wearing them on the way to the front might not popularize them in England.

Ties of Rich Color

The rich coloring in ties is emphasized in Fashion Craft's window. Ties of rich, full coloring, such as red and green and brown and purple are very prominent. The designs are leaves or flowers and are generally big. The minuter and smaller patterns have been relinquished and the all-over design is taking the place at present. Certainly these ties, although somewhat spectacular and singular, are of rich and luxurious design and should have good sale for Christmas gifts.

A rather unusual color in a knitted tie, by the by, is one that is being shown in the Annexe to Eaton's store at present. This is grey. Grey is rather a difficult color for a tie, but they have some greys of different shades in the Annexe at present which I understand are selling very well. This is a good formal tie for a man who can wear the color.

A Khaki Novelty

One of the stores here shows rather a novel unusual thing in a khaki tie; it is not wholly khaki. A red or a blue or a green stripe, at intervals of about one inch, appears, and it makes a nice variation. I don't know whether or no this can be worn by officers, or whether they must stick wholly to khaki. But for the man in the street it is at once a snappy and a novel kind of neckwear. The store selling it, by the by, tell me they have had quite a lot of business for it.

*Maclean,
Toronto.*

THROUGH OTHER SPECTACLES

HOW UNCLE SAM PURCHASES CLOTH

From the "Journal," St. Catharines.

IT is possible to find out just how much clothing costs by watching Uncle Sam's reports on how much the soldiers have to pay for their clothes. The soldiers of the United States army wear good clothes—that is clothes suitable for which they are designed, and clothes that with ordinary protection will stand a great deal of wear and yet continue to look well.

The new olive drab woolen uniform, consisting of breeches and tunic, costs the soldier \$7.40—\$4.57 for his coat and \$2.83 for his trousers. His linen collar costs him four cents. His woolen drab gloves cost thirty-seven cents. His canvas leggings cost fifty-seven cents, and he can purchase woolen mittens for thirty cents, and overalls for fifty-seven cents. His stockings cost him from eight cents to fifty-seven cents. The most expensive item of his equipment is his drab overcoat, which costs \$12.38.

These coats are sold to the soldier at cost plus a very tiny additional price, which the government has to pay for storage, and in the case of the organized militia, with the cost of the packing added. The reason for these rock-bottom prices is that the large quantities of cloth and material required in the manufacture of clothing for the army by the government is purchased after advertisement inviting competition, awards being made to the lowest bidders. Furthermore a large quantity of uniforms and other garments forming part of the soldier's clothing is made under contract, after advertisement inviting competition, awards being made to the lowest bidders.

This method eliminates the middleman's profit and results in the government obtaining the lowest possible prices, both in materials as well as for the cost of manufacture. The fact also, that the cost of machinery, wear and tear in making is not considered in computing the cost of clothing, also results in apparent lower cost of the articles manufactured by government as compared with individual manufacturers.

* * *

TIGHT SITUATION IN HOSIERY SUPPLIES

From the "Journal of Commerce," New York.

Merchandise is scarce in many of the important grades of hosiery, both cotton and wool, a fact which selling agents state has just begun to be realized by the greater part of the jobbing trade. The exceptionally large export business done by hosiery mills with markets like South America, England and Australia apparently has not been considered seriously by the buyers up to this time who have had in mind conditions existing the preceding two years. In addition to the export outlets the handicaps to manufacturing of recent months notably through dye-stuffs stringency, of course, has had an influence in keeping down ordinary production.

It is the opinion of some leading agents that this condition in merchandise supplies is to continue and perhaps increase rather than improve. It is at present a question, agents say, of ability to do business rather than to get orders in many lines of hosiery.

In the cheaper cotton hosiery buyers are finding it al-

most impossible to secure goods which they have been accustomed to secure in the past as wanted. The export business in this grade of goods which has been done, and at very good prices to manufacturers, is reported to have been large.

Prices on the staple lines of cotton hosiery are gradually being raised both for nearby and future delivery. The ladies' full seamless goods, for example, which during the spring sold at 65c a dozen for the pound, lightweight is now understood to be quoted at 72½c a dozen. The heavier boys' goods, such as the 3-pound stockings, which a year ago were around 97½c to \$1 a dozen, are now priced at \$1.05 and \$1.07½ a dozen, the latter price representing spot business and even some future business, although some lines are taking orders at \$1.05.

In the wool lines the market sentiment is that conditions are even tighter perhaps than in the cotton hosiery. Some important lines of wool goods are through taking orders for the time being, having put a prohibitive price, it is claimed, on further business. The general understanding is that a considerable business in wool hosiery has been booked for next season at exceedingly low prices, though confirmation of such reports is impossible to secure.

* * *

ONLOOKERS OR BUYERS?

From "Hardware and Metal," Toronto.

It is all right to run freak windows occasionally, but window display space at Christmas time is too valuable to be used for exhibitions which simply amuse and do not have selling force. Place a couple of turkeys, rabbits, or some other freak display in your show window, during the next week or two, and the chances are you will attract the attention of tremendous crowds, but in all probability, your sales as a result of the display, will be practically nil.

During the first week of December last year, a retailer had a live bear on exhibition in his show window, and it attracted the attention of hundreds of people. This freak attraction, although a splendid crowd puller, did not sell goods. The chances are that if the merchant had arranged his window with a good display of Christmas goods, neatly arranged and price ticketed, he would have sold several hundred dollars' worth of goods as a result of the display. There is a big difference between a window display that attracts a crowd of on-lookers, and a display that attracts buyers.

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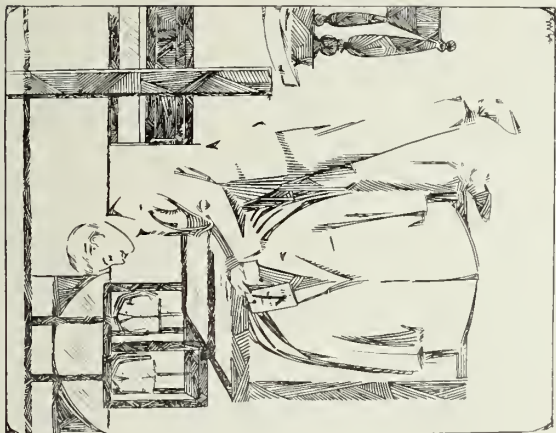
Tale of a Shirt

Tooke Bros, Ltd., are putting a new line of crepe shirts on the market. In a circular issued to the trade, they wish to emphasize that these absolutely will not shrink, and tell a pointed little story about another shirt, in a very few words. It is worth repeating:

"There's an old story about a crepe shirt that upon being washed shrank so badly that it was immediately turned over to the eldest boy in the family. Every time it was washed it had to be transferred to a still smaller brother. When the baby could no longer wear it they used it for a lampwick!"

Good Copy for Your Ads

Here are three advertisements drawn up by an advertising writer for Men's Wear Review that should prove helpful for the Winter 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 illustrations may be purchased through Men's Wear Review at the low price of 50 cents each, postpaid. Cash must accompany order.



We've just blue-pencilled your suit

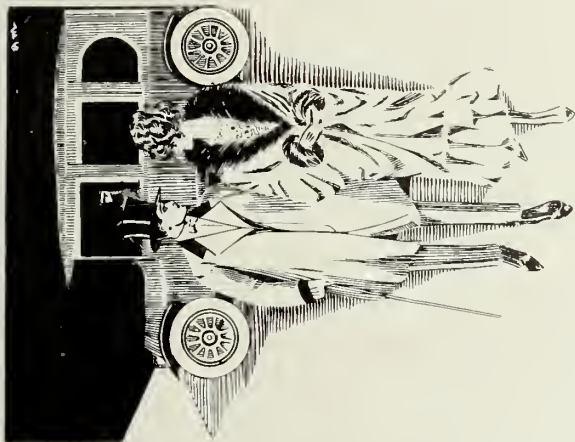
and we have checked off scores beside for your friends, as a late season effort to clear out the tail ends of our stock of men's suits.

The sacrifice is ours, the benefit is yours.

When you see a suit with the blue pencil mark on the ticket, you know you can have it sent home, all finished up in perfect shape at **ONE-HALF THE REGULAR PRICE**, which is marked in plain figures.

Come in and look through our cases and judge for yourself. Bring a friend with you, for we have a suit that will "just get you both."

(Firm name and address)



Those Swagger Togs

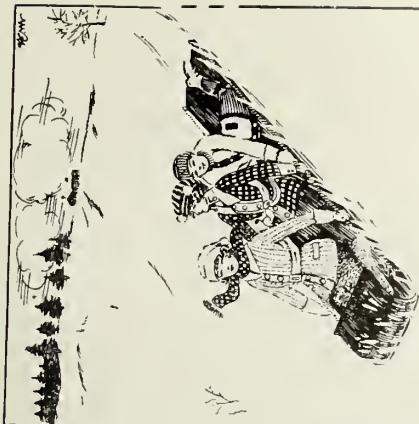
you envy so much, do not grow on your friends, they're made by real flesh and blood beings and they're made to fit figures that are not as easily fitted as yours.

You can look just as good in your **EVENING DRESS SUIT AND OVERCOAT** if you let us fit you properly.

That certain, undefinable style touch which you feel your friends have, is yours at no more cost than your pocket-book can stand.

We're open to-night. Step in and be convinced.

(Firm name and address)



whiz—

twenty below, icy snow, lots of go, cheeks all aglow, the walk back slow—that's tobogganing in Canada.

That's the sort of out-door sport that gets into the very fibre of Young Canada and which demands proper clothing, such as **THICK WOOL SWEATER COATS, TOQUES, MUFFLERS, SASHES, MITTS AND GLOVES.**

We have them all, as a glance at our window display to-night will indicate. Our stock is most complete and prices and styles are right.

(Firm name and address)

OF A PERSONAL NATURE

Messrs. Belleneau Limited, of Winnipeg, have opened up a "Fashion-Craft" store in that city.

* * *

C. A. Dalton, for some time engaged in the men's wear business at Neepawa, Ont., has enlisted for service overseas.

* * *

W. Sterling Richardson, men's furnisher, of St. Thomas, has added to his business a cleaning and pressing department, and has installed all the very latest equipment.

* * *

Mr. J. M. Mawhinney, manager of the Broadway clothing store, in Nokomis has left for Saskatoon where he has accepted a position with the Cockshutt Plow Co.

* * *

P. J. O'Connor, of Hespeler, two years ago purchased the stock and business of a men's wear man. Through steady increase of trade the old premises are too small, and Mr. O'Connor is moving into a new store.

* * *

A. S. Goldsmith, formerly manager of the Oak Hall store, Woodstock, and late of London, has accepted the position of manager of the St. Thomas branch of The Tip Top Tailors.

* * *

Geo. H. Campbell, formerly in the gents' furnishing business in Swift Current, has accepted a position of store manager at Bertins' Limited, of the same city. Mr. Campbell was until recently in business in Calgary, where he was unfortunate enough to be burned out in a fire.

* * *

Mr. James C. Kelcher, one of Guelph's best known business men, died recently. For a number of years he was the senior member of the firm of Keleher & Hendley, and was engaged in tailoring and men's furnishings. He had always taken an active interest in the city's affairs. He retired from business several months ago.

* * *

Loss was caused recently by smoke and water to the stock of Beal and Martin, clothiers, and C. E. Sanders, dry goods merchants, of St. Thomas, these stores being on the ground floor in the same block as one in which a fire took place. The loss is covered by insurance.

* * *

A Patriotic Window at The Robert Wright Co.'s store in Brockville, attracted a great deal of notice.

The scene depicted a wounded soldier with bandaged head in his hospital cot, attended by a Red Cross Nurse. All the small details were admirably carried out, and reflect credit on the designer of the display. Mr. J. V. Dickenson, the firm's window dresser.

A handsome card executed by Mr. R. H. Lindsay carries the familiar legend in large letters, "England Expects."

* * *

Four more young men in connection with Dundas & Flavelle's men's wear, Lindsay, Ont., have enlisted with the 109th Battalion. Mr. Albert Train, of the carpet section; Messrs. Michael Dovey and Hilton Brown, of the men's furnishing department, and Mr. Norman MacDonald, of Flavelle's office staff. This is a great showing from one business house, and the firm have recognized the pluck and patriotism of its boys, by keeping their positions open for them when they return, and giving them

half their salary for six months. This makes a total of five young men from this store who have enlisted for overseas service.

* * *

Morris Greisman, manager of the King Suspender Company, was married on December 7, and is across the border on his honeymoon.

* * *

The friends of Mr. Dale, of the Dale Wax and Figure Company, will regret to learn that he has been confined to the house for some three weeks. Coming to the office he contracted a chill which delays his complete recovery.

* * *

Cluett, Peabody & Co., Inc., have decided to carry stocks at Toronto, Winnipeg and Vancouver, and will be in a position to make shipments from these points after the first of the year. While this firm has always maintained offices in these cities, they have never before carried stocks.

* * *

James C. Keleher died at his home in Guelph, after an illness of nearly two and a half years. For almost half a century he has lived here. Until a few years ago he had been actively engaged in the firm of Keleher & Hendley, tailors and haberdashers, and was very successful. He was a member of the Board of Trade and had been its President for some years.

* * *

Once again the employees of the W. E. Sanford Manufacturing Company, of Hamilton, have been pleased to present a wrist watch to one of their number who has enlisted for active service. The presentation was made to Mr. Robt. W. Rimmer by Cyrus Oliver on behalf of the employees.

* * *

Mr. Neil McPhail, merchant tailor, of Orillia, has been forced to move into more commodious quarters on account of the steady growth of his business. It is gratifying to know that Mr. McPhail is conducting such a progressive tailoring business, and it is to be hoped that this further evidence of his enterprise will meet with added success.

* * *

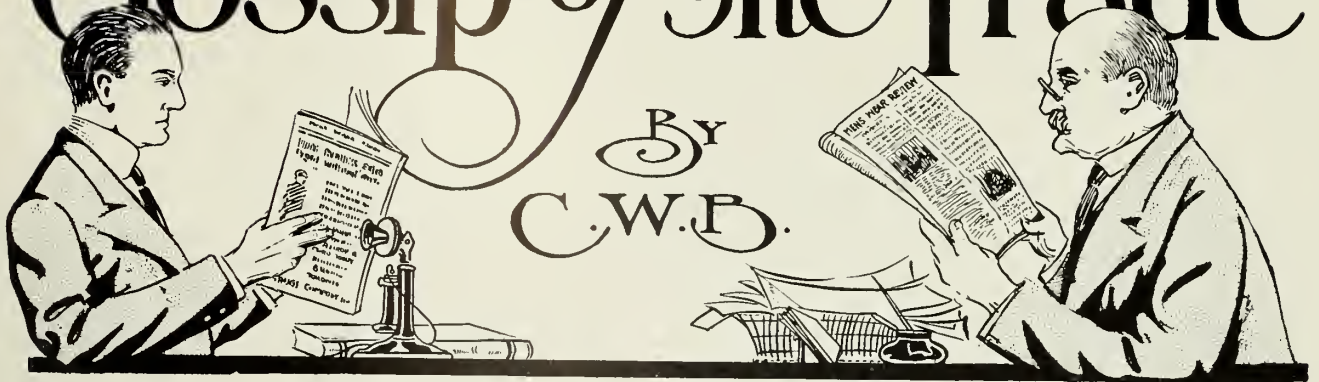
At the quarterly meeting, held in Montreal, recently, for the nomination of officers for the Dominion Commercial Travelers' Association, Mr. Robert C. Wilkins, of Farnham, was unanimously chosen president for 1916. The membership of this organization is over 8,000, and this is the first time the presidency has gone to a man residing outside of the metropolis or its suburbs. Mr. Wilkins has taken much interest in the organization, and the honor is regarded as having been well placed for 1916.

The many friends of Mr. Wilkins throughout the Townships will congratulate him upon his election. Mr. Wilkins was one of the organizers of the Eastern Townships Associated Boards of Trade and its second president.

* * *

Belanger & Gregoire have opened for business on St. Joseph Street, Quebec, handling clothing and furnishings for men and boys. J. L. Belanger was formerly a traveller for A. Amyot & Co., clothing manufacturers, St. Hyacinthe, Que., covering the I.C.R. as far East as Chatham, N.B., and the Quebec & St. John's Railway, up to Chicoutimi. A. G. Gregoire was for nine years head clerk in the furnishings department of The Quebec Syndicate and during the past year held the position of manager in the store of J. H. Turgeon.

Gossip of the Trade



By
C.W.B.

IN OUR last issue, we timidly referred to the fact that women sometimes prefer to trade at men's wear stores. We all know they do this at Christmas time when in search of gifts for their male acquaintances. I know many ladies who always purchase their gloves at the haberdasher's, but who ever heard of a woman going into a man's store for a pair of garters?

It is a curious fact that the haberdasher is in a far better position to cater to the demand for this delicate piece of wearing apparel than he ever dreams of. A lady (name only on request) informed me in a confidential way the other day that, whenever she needs a pair of garters, she always buys them at the haberdasher's. She does it unblushingly too. More curious still, while she never entered a men's wear store yet that did not carry a stock, there never was a dealer who knew the use to which she intended to put these elastic arm bands. Not only do they make better garters than those supplied in the women's store she says, but they only cost about half the price.

An Old Trick

I was talking to the manager of one of the largest haberdashery stores in the country last week, when a ponderous colored gentleman entered. The manager approached him, shook his head, and the colored one went out. I was curious to know what his errand was. "He wanted a suit of Blank & Co.'s heavy underwear," said the manager. "We don't carry that make." Then a smile broke out on his face. "It's a funny thing," he said, "that Blank's traveler has only left the store after failing to land an order."

Both of us smiled at the coincidence. Tricks such as that, (if it was a trick) used to be very common. Travelers from obscure but ingenious manufacturers of suspenders and other small furnishings, usually from across the border, would call upon a dealer an hour or so after two or three persons had asked for their particular line of goods. The unsuspecting dealer, not anxious to be caught again, hailed the traveler with joy, and gave him an order.

The trick itself has been shelved, and is old and covered with dust. Only the street pedlar can try that game successfully to-day. If the underwear traveler (who represented a well-known Canadian manufacturer) had stooped so low as to resurrect this trick, I think he would not have chosen a colored gentleman as a bait for a store which counts among its patrons the very best in the land.

In the window of one of our leading hatters this week, I saw a cowboy hat, a silent reminder of the good old days when people paid eight dollars for such things without a whimper. I would not advise any of my readers to get in

a stock just now unless they are located out in the wild and woolly West. A Montreal dealer, who has always carried a dozen or so, thanked the Kaiser the other day because some of the men going out to fight him required cowboy hats to complete their kit. One or two more such acts of Providence, and he will be out of stock, and his placing order will not go in again until the good old days return, when men go West in search of gold.

Prospectors were about the only men who bought this expensive line in the East. Out West it was the cowboy, fastidious as regards his footwear and his headgear, who bought them. It was not unusual for him to pay as high as twenty dollars for a hat. They have brims on them like boards.

An Interesting Letter

The precautions taken in shipping troops to England are indicated in a letter from Pte. Dower to his brother.

Pte. Dower was a hat salesman in the R. Simpson Co. store before enlisting.

Pte. Dower says:—

"On Saturday, we had to wear the life belts as we were in the danger zone and all eyes were watching the ocean. The night was rather an anxious one for all on board. All lights were out and the boat's grey coat was invisible. It looked strange to see the Metagama steaming without a light of any description. No smoking was allowed aboard after 6 p.m. On Sunday we had religious service, we kept a sharp lookout for "subs" but I guess they knew the "crack 35th" were on that steamer. The patrol boats gradually drew nearer to us and kept with us until evening, when our escort appeared about 11 p.m. It was a grand sight, as we sailed up Plymouth Sound with all the search lights centered on us.

"We were taken off just inside the breakwater on a Great Western Railway tender and got into Millbay Docks at mid-day.

"We stayed around there until 2.30 but could not go out anywhere. We just had a sandwich. We left on the London and South Western Railway. When we got to Exeter the Mayor and Mayoress had a bunch of ladies waiting to meet us with tea, sandwiches and apples with a neat little card inside the parcel. There were lots of friends of the boys at the different stations and all kinds of girls wanting badges and buttons and anything you had to give. We arrived at the small station Liphook at 12 o'clock and had to walk to Bramshott Camp, it's a dandy camp and has everything to make you comfortable.

C. W. B.

Cardwriting Made Easy

by R.T.D. Edwards

TWELFTH OF A SERIES

ONE show card suggestion shown in this article is particularly suitable for any of the after stock-taking sales which are common at the beginning of the year.

A description telling how the card is made, is given in the underline below the card.

The accompanying chart and description, explains the style of lettering used in preparing the show card suggestion. The new feature in this lesson is the heavy brush width spurs. They require a great deal more care than did the spur making in the brush stroke Roman lettering.

THE CHART

THE chart shows an alphabet and numerals of bold-faced Egyptian. This sort of type is exceptionally adapted for use on sale cards where a quick-reading type is desired. This class of letter is somewhat the same as that illustrated in lesson No. 5, with the exception that it has the heavy brush width spurs. These letters and numerals are entirely of brush stroke formation, which means that each line was made with one stroke of the brush. The size of the brush to use is determined by the size of card employed and the size of letter required. For instance, if you desire about a two- or three-inch letter on a half-sheet card, a No. 8 red sable will be required. On smaller work use a No. 6 brush.

As in previous work, it is absolutely necessary to keep the brush flat and chisel pointed. All the ends of the hair must be even.

A is a six-stroke letter. This letter should be evenly balanced on both sides of the dotted line shown to represent the centre.

B.—A continuation of the two strokes, 2 and 4, form B's spurs. Note that the upper loop is smaller than the lower.

C is a three-stroke letter and needs a great deal of practice. Care must be taken to get the spur at the right angle.

D.—The spurs on the "D" are made in the same manner as explained on the "B".

E.—This letter is of straight line formation. The main thing is not to allow the spur (stroke 5) to extend to the right quite as far as that of stroke 6.

F is similar to E, with the exception of the lower line.

G.—Stroke 3 of G, as you will notice, does not extend out as far as stroke 4. This letter takes a great deal of faithful practice to get it balanced properly.

H.—The cross-bar of this letter is nearer the top than the bottom of the letter. Little points like this make hand work look different from type.

I.—Care must be taken to have all upright letters at right angles with the guide lines.

J.—The curved part and lower spur of this letter are strokes with which you must take particular care. This part of the letter is difficult for the beginner to make gracefully and needs much practice.

K.—Note, stroke 5 of the K does not project out to the right of the letter as far as stroke 7. Stroke 2 of this letter should join stroke 1 a little above the centre.

L.—Note the angle of stroke 4 on this letter.

M is another letter of which one side must balance up the other side. The lower ends of strokes 3 and 4 must be an equal distance between strokes 7 and 8.

N.—This letter is composed of 6 separate strokes. The one that beginners find most difficult is stroke 3. The point in making this stroke is to start the upper side of the brush at the upper right-hand corner of stroke 1 and finish with the lower side of the brush touching the lower guide line where stroke 4 will finish.

O.—The O is the same as in previous alphabets. You cannot give this letter too much practice.

P.—This letter differs from B because stroke 3 joins stroke 1 midway between the two guide lines.

Q.—This letter is the same as the O with the tail added.

R.—This letter is of similar formation to the P with the two strokes added. Stroke 7 projects more to the right than does the curved stroke above it.

S.—Much practice is needed in order to get this letter balanced up gracefully.

T.—Strokes 3 and 4 of this letter must be at the same angle and are an equal distance from stroke 2.

U.—Strokes 1 and 2 of this letter do not come to the lower guide line. They join stroke 3 a little above it.

V and W are of similar formation and need a lot of practice. You will have some trouble in balancing this letter up as in the case of the M.

X.—Strokes 1 and 2 of X cross each other a little above the centre.

Y.—Strokes 1 and 2 meet stroke 3 nearer the upper guide line than the lower.

Z.—Take care to get strokes 4 and 5 of Z the proper angles.

I will not enter into a detailed description of the lower case alphabet. The strokes are all numbered and the arrows show you the direction in which to make the strokes. If you watch carefully you should experience very little difficulty.

Of course you must remember the new thing this month is the heavy brush width spurs. They require a

great deal more care than did the spur making in the brush stroke Roman lettering.

After Stock-Taking Sale.

A great many retail firms conduct January, or after stock-taking sales each year. This is particularly noticeable in the dry goods trade. Many men's wear firms conduct sales during January and February. In large and small stores alike sales are carried on in an effort to stimulate business.

Keep Sale Name Prominent

These sales are run under various names, but the most popular are: "January Sale," "Mid-Winter Sale," "Annual Clearing Sale," "January Sale of White Goods," etc. The main thing which should be emphasized is to keep the name of the sale continuously before the public. It should be worked in on all price cards, both large or small. It also should be used on show-cards and paper posters throughout the store and in the windows.



The above "after-stock-taking sale" card has been prepared on the poster plan. The heavy band is of light green. The lettering is black with a white outlining, and dark green shading. The edging on the band, and the outer border line are of the same shade of green as the shading. The color used on the inner border is of light green. The style of lettering used in preparing this card is described in the accompanying article.

It can be put on in dozens of different layouts or designs, either by printers' type, plates made from hand work, or the actual hand itself. If a great quantity is wanted,

it is advisable to have them printed, but when the store is small and the quantity of cards used does not run up into the hundreds, they can be written by hand. Many designs that are of an exclusive nature can be made up easily and quickly.

Many stores have a striking design made up and use it year after year and the public becomes so familiar with this that as the season of the year approaches they look for these tickets.

Different From Any Other Cards

The coloring of these cards is a thing which must receive careful attention. Care should be taken to have them entirely different to any other cards used at other seasons of the year. A bright, striking card is necessary, but the colors used must harmonize with one another and also with the surroundings.

Color Combinations

Here are a few suggestions for the price ticket color combinations:

- White card with green headline and price.
- White card with red headline and price.
- Green card with black headline and price.
- Blue card with black headline and price.
- Yellow card with black headline and price.

Never use red color on blue cardboard or blue ink on red cardboard, or yellow color on green card, or green color on yellow card. Red color on pink card is also not permissible.

Posters or Big General Cards

Posters or large show-cards are a necessity in connection with a big sale. These should be used to stick on windows and to put in prominent places throughout the store. If posters are desired, make them on good tough strips of paper. They should be made as attractive as possible, as these are the means by which you announce to the public that something out of the ordinary is going on inside. Half-sheet cards displayed throughout the store in prominent places announcing the sale also keep the customers' interest up. These can be made with the same design as that which is used on the posters.

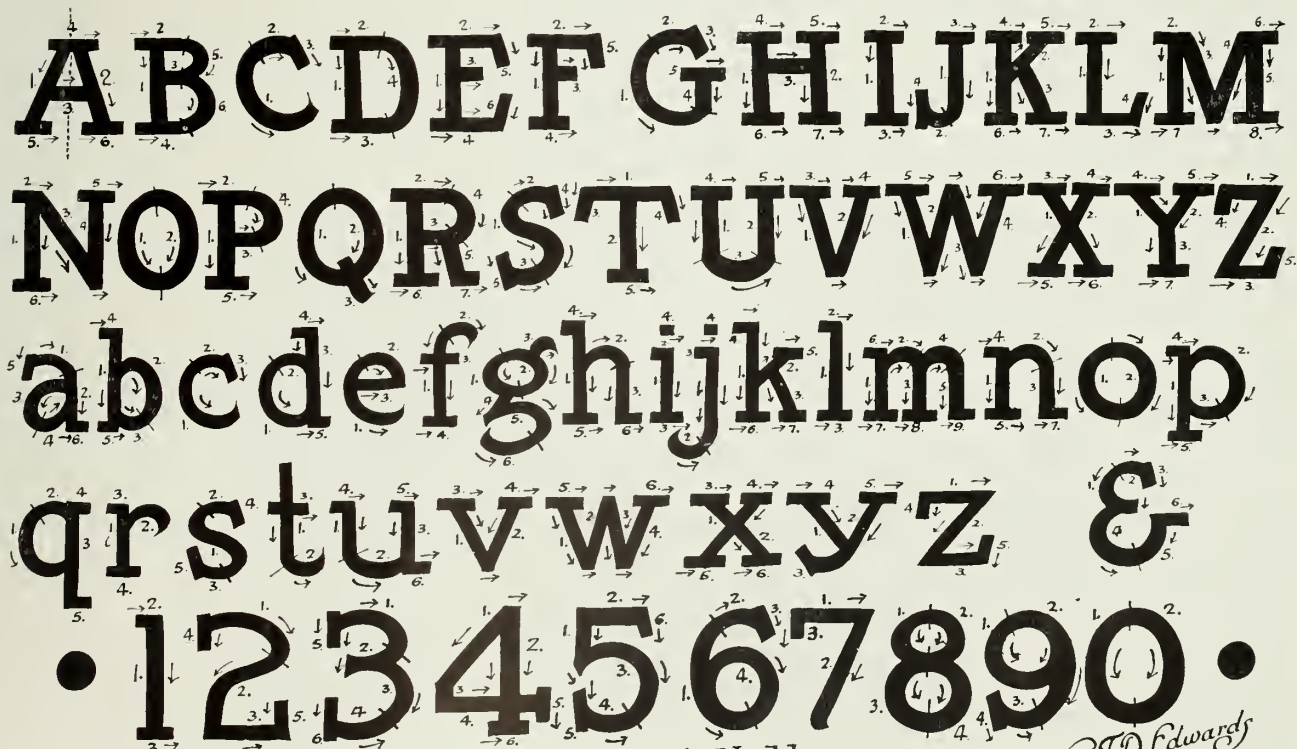


Chart No. 11.

R. T. D. Edwards

BOYS' DEPARTMENT

WE have from time to time in The Review gone into the importance, the increasing importance, the boys' department is attaining in the average men's wear store.

We now want to devote a little time to discussing the ways and means of cashing in on this business. It is a good time to start, at the beginning of the year. You are making a fresh resolution now, why not make one, amongst many other good ones, that you will devote more time and attention to making the boys' department in your store a more paying proposition than ever before?

In Your Ads.

There are three or four ways of doing this which are of first importance. There are many others which are subdivisions of these very important ones, but in the main a few first principles may be enunciated.

First of all, supposing you do any advertising at all—and what wise business man does not nowadays—be sure and include in your ads. every now and then (in every ad. that you write, if possible), something which will interest the boys. Now, it may be a question whether the boys read the ads. in the daily papers in your town. Probably a great many boys don't. Some other ones, bright ones, who are being trained gradually sometimes unconsciously, to appreciate the value of advertising, read them. But whether the boys read them or not, the mothers and fathers of the boys read them. If you devote, say a quarter of the page you use in your ad. in the daily paper towards giving more detail as to what you have in your store to interest boys and the parents of boys, it will certainly bring good results.

Use the Window, Too

The next important thing, just as important, is the use every now and then, of window space for the Boys' Dept. Some men's wear dealers have something to represent their Boys' Dept. in every window they dress. Others every now and then put in a special compartment for boys' stuff. We show on this page the window of a prominent retailer in Hamilton, who has

three compartments in one of his windows. You will notice that he devoted the centre one to his boys' department. An attractive display of goods, showing a good wide range, using as many models as possible—for models are really the only way to show clothing—nicely carded with window cards and ticketed plainly has certainly a good deal of selling power. There are, it seems to us, as we go up and down the country, an increasing number of men's wear stores doing this: featuring the boys' department in their window. Not only have they got everything a boy can need inside the store, but the window, they believe with every sensible men's wear retailer, that the window is the index of the store. The passer-by sees something in the window and immediately knows that he can find a duplicate in the store. You would not think of leaving out, every now and then, a display of your shirts, ties, suits, hats and so on. It would not occur to you to neglect to display these in your window; then why should it never occur to you to give the same consideration to the boys' department? It is just as important and will pay just as well.

The third basic principle which should be observed with regard to the boys' department forming part of your New Year's resolution, in this regard is to circularize the boys themselves, every now and then. This may be done in several ways. The best thing to do is to get a select list of boys. Build this up from what customers you have and get out and get fresh names. Then every now and then keep in touch with these boys by sending them a circular. If the boy does not read it himself the mother and father will. Have the circular attractively gotten up. Have it appealing to the boy himself and have it full, stating exactly what you have got to sell.

It is becoming axiomatic these days that it is business wisdom, in the conduct of the boys' department, to give prizes or to somehow provide something for which the boy himself will hanker and which will, therefore bring his trade. Sometimes boys do not take any notice of attractive ads. in the papers. They are deaf to the appeal of a circular and they don't pay particular regard to a good



The boy's department is getting more and more important. In this store in Hamilton he is given the centre window now and then.

(Con. on page 58)

SUITS & OVERCOATS

IN conversation with a manufacturer whose representative has just returned from the Old Country in search of cloths, we have corroboration of our leading article in this issue of Men's Wear Review in so far as it concerns the excessive prices now being demanded for clothing materials and the difficulty in getting dyes. This gentleman was in England for a period of six weeks and during that time was unable to locate anybody who seemed at all anxious for his order.

"All they would say," said he to The Review," was that they would do their best to fill my order. They would not, however, guarantee any delivery at all. Apparently they are working there all the time on Government orders and are not any too anxious for civilian stuff. Indeed, so much was this so that, although I spent about six weeks there and was in the West Riding of Yorkshire, down in Wiltshire, in Scotland, and in Ireland, I was unable to locate anybody at all who displayed any great keenness for my order or anybody who would guarantee me delivery by such and such a date."

Cloth Where Possible

Thus, the representative of this manufacturer secured cloth wherever he could. He distributed his orders amongst ever so many men rather than giving the whole to one, as it was impossible to find any one manufacturer who would undertake to supply him with the materials he wanted, or all of them. Furthermore, this gentleman had to rely upon picking up odd pieces of cloth where he could see it displayed very often, because there was such a shortage.

Still more important, and just as important too, for the retailer, was the fact that prices had increased variously from 40 to 60, 70 and 80¢.

"What one year ago we were giving 5/6 and 6/6 for," he said to The Review, "I found when I was in England I had to offer 8/6 and 9/6 and 10/- for. You will see that this represents an advance of anywhere from 40¢ to 70¢. At that, as I say, they were not at all keen on taking my order."

Real Scarcity

This has two direct bearings upon the situation for the retailer. One is that there is a real scarcity of cloth. Perhaps it is better to say there is a

scarcity of designs and patterns. Several manufacturers agree with this. They say it is impossible to get out the novelty features they had in other than war times and they are relying more or less upon staples and a few novelties that they have by them. Indeed, one manufacturer told The Review that so serious was the situation with him that he was picking out every available piece of cloth he

had in the building and getting it made up. He says in ordinary times he would not think of offering what he was now offering and what some retailers were mighty glad to get. There is no doubt the seriousness of the situation is going to be reflected in this dearth of novelties. We shall have to rely upon staples, upon designs which are more conservative and less conspicuous. Whether this be a good thing or bad is a matter of opinion.

Acute Price Situation

The second way in which this situation affects the retailer is that we are rapidly coming to the time when prices on clothing must definitely be advanced. Manufacturers have done their level best to stave off the higher prices as long as ever they could. They have been able to do so for some time by reason of the fact that they had good stocks and had bought largely ahead before the outbreak of war. But we have had now eighteen months of war and it is not to be expected that the acuteness can be avoided altogether. The policy of the manufacturer has been rather to put off the evil day as long as he could and he must be congratulated on doing this. The time has come, however, when the retailer must face fairly and squarely the situation that higher prices are in the offing. Indeed, some manufacturers have already raised theirs.

As an index to the state of the clothing trade in the country, a manufacturer told us the other day that he has done a business which is about 40 to 50¢ better for next Spring and Summer than was the case for the Spring and Summer of this year. This is a fairly good inkling that the buying power of the country has increased and is, at any rate, something to be thankful for.



A variation on the Glen Urquhart theme, a somewhat extreme model from New York.

KNITTED GOODS

Sweater Coat, Underwear and Hosiery Manufacturers Announce Heavy Increases for Equal Quality

THE knit goods manufacturers advise that we must be prepared for a big advance in prices for next Fall, such that will make the increase for the Fall of 1915 over the Fall of 1914 seem very small. So far from there being any improvement in the situation of the cost of the yarn, it is much more serious, and the prices are rising considerably, often week by week. Not only is yarn keeping very firm and advancing, but even more so is there a difficulty over dyes, and no relief from this trouble is in sight yet, either in England, the United States or in any other of the neutral or allied countries in Europe.

The Review wrote to a number of the knit goods firms in Canada, and the universal reply was that they were figuring on very heavy advances for their Fall lines which will go to the retail trade about February 1. One firm wrote as follows:

"Prices will be raised considerably. The \$2.25 lines will go up to \$2.75 and \$3, the \$3 to \$4, the \$4.50 to \$6. Sweaters must be advanced \$8 or \$10 per dozen for the popular-priced ones, and even more for the higher-priced ones. Of course this will mean many more cotton mixtures in all lines, but the dealer cannot expect to get anything very cheap in that either, for with worsted yarns around \$1 a pound and cotton on the jump, the average per pound of cotton and wool mixture going in all knitted goods is now higher than what wool was a year and a half ago."

Another firm wrote mentioning an advance of 15 to 25 per cent., and followed this up with another letter stating as follows:

"Since writing you we have been compelled to make a further increase in our prices (that is, for Spring), so that the figures recently given you do not apply and we now prefer to say 20 to 30 per cent. as being nearer correct. The increase in the price of a \$36 garment will not be less than \$6, or up to \$42, and we rather expect that it will have to go to \$44."

Conditions of Supply Steadily Getting Worse Yarns and Dyes Higher

MERCHANTS will at once see the wisdom of placing their orders well in advance for next season's requirements in sweater coats. To postpone ordering until there is an actual demand may bring them face to face with the impossibility of securing goods. There are good reasons for this assertion. Wool is still at high level prices and very scarce, and in addition to this, the dyestuff situation is exceptionally serious. When it is considered that dyes that formerly cost 30 to 40 cents a pound are now bringing from \$4 to \$6 a pound, the merchant will

realize that he cannot hold off until the eleventh hour and expect to make satisfactory arrangements. Assortments in blues and reds will be most difficult to those mills that have not been able to cover their requirements in dyestuffs, and for this reason greys and white will likely have a prominent showing.

Conditions in the worsted yarn market may best be judged by the fact that some lines of pure worsteds have advanced from \$9 to \$12 a dozen, and wool that 12 months ago averaged 30 to 33 cents a pound is now selling up to 55 cents. No improvement is in sight, and confronting even more difficult conditions it would appear that the merchant who places early is likely to make no mistake.

Underwear Much Higher—No Sign of Any Let-Up

A CANADIAN importer who has just received shipments of samples for Fall, 1916, was not in a very hopeful mood when The Review dropped in on him.

"Next Fall," he exclaimed, "we can't get pure wool imported cashmere in underwear at any price. Not only is it out of range but no spinner will guarantee to supply the yarn. It is the same with union suits.

"In hosiery we are quoted prices for fine, pure Saxony that will compel their being sold at 50 and 75 cents, which is materially higher and hardly as good even at that as this last season's.

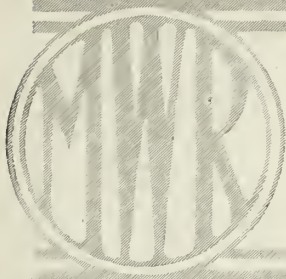
"Mixtures in underwear will range 25 to 30 per cent. higher. When there will be any let-up, no one knows.

Difficulties of Underwear Makers

Stanfield's Limited, call our attention to the fact that owing to the scarcity of underwear and the high price of raw materials, merchants are already buying for 1916. A number of large orders have been booked by them, and it looks as if the trouble for 1916 is not going to be selling woollens or underwear, but the making. "There is another feature," they say, "and that is the loss of men. A number of men who are experienced operators are enlisting and the new ones that are put in their places are naturally inexperienced and do not produce one-half the amount of the old operators. It looks to us as if merchants will do well to anticipate their future requirements very far ahead and even after the war is over there is bound to be a scarcity of both raw materials and the finished goods."

SALESMAN WITH FIRST-CLASS CONNECTION IN THREE provinces, desires high-class line on commission basis for January 1st, 1916. Apply Box 7, Men's Wear Review.

WANTED—ONE OR TWO GOOD AGENCIES, FOR MONTREAL, having office, and good connection, best of references. Apply Box L. C. Men's Wear Review, Montreal.



NECKWEAR



THIS month has seen the arrival on the market of more regimental fashion effects. The vogue for regimental cravats is by no means new. They arrived with the war, they came a second time, and here they are again in about thirty different combinations—the pro-



Stanley & Bosworth show a range of "spots" which are different. Black, grey and silver make a good combination, especially when the product is from "Parce."

duct of one the best makers in the country. They are the regimental colors of the famous British regiments, with which not a few Canadian units are affiliated, and are in tone with the season's approval for restrained vividness in color.

What For Spring?

The question is repeatedly heard, "What is going to be good for Spring?" It seems as though there are going to be so many good things next season, it is difficult to pick out one and single it above all others. Now black and whites, for instance, have every appearance of being with us again, of course, not in the same glaring effects of a year ago, but, nevertheless, black and white. We are told there will be figures, stripes, and everything else in black and white. One of the new things that will be seen on the market for Spring is a narrow black and white stripe in the knot of the tie, and a check in the apron. This is decidedly new, and it remains to be seen how it will take.

Manufacturers think that printed failles and embroidered effects will be good sellers for Spring. With a better demand for embroidered goods, there is also an improvement in the sale of small tissue patterns, which are almost the same thing. Mogodores, hair lines and club stripes are all expected to have a good sale when the next season comes around.

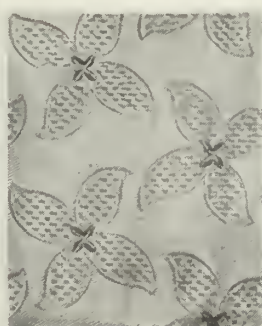
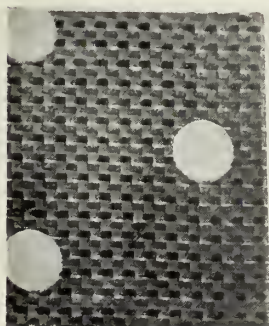
It will soon be time to think about the sport tie again. As there is not the shadow of a doubt that the sport shirt will be good again next year—probably better than it was last Summer—there will be a large number of sport ties sold. The silk ring will make its appearance again, in a variety of colors.

There will be a number of combinations for the sport tie—sports, neat stripes, etc., in foulards, grosnoble cords, etc., with or without the sport shirt.

One of the largest makers of neckwear in this country has received a letter from a silk manufacturer, of which the following is an excerpt. He gathers from this that at some time in the future there is bound to be an advance in the price of neckwear amounting to about ten per cent., or else manufacturers will be compelled to put less material and less work into their \$4.50 range. The extract from the letter reads as follows:

"The price situation is more acute than ever. Raw silk has gone up from \$1.25 to \$1.40 a pound. The dyeing situation is exceedingly serious. The price of goods for \$4.50 neckwear will now be 85c per yard. I am writing

(Continued on page 58.)



Some of Crescent Manufacturing Company's selection of silks for Spring; flowers and spots alike are popular. Natté cheque too, still appear to be favored and are selling well.



COLLARS & SHIRTS



AT the present time manufacturers are very busy looking after the shirt business for next Spring, which is expected to be very heavy. This shirt took on exceptionally well last year, considering that it was a new idea as far as Canada is concerned. Now that it is known the demand should be exceptionally good.

The style of shirt being put on the market resembles that of last year in the main, but each manufacturer has some detail peculiar to his own product. Stripes will be seen more this year. One firm is making a line in a very fine mercerized material, in strong, striking designs, being white grounds, with black, blue, helio or pink stripes. In one design the pink, helio and blue stripes are inch and a half wide, the white stripe being about the same width. It is known that this design will be good for negligee shirts, and made up in sport shirts, it is confidently predicted the demand will be just as good.

More Stripes

On the same mercerized material there are blue and black pencil stripes in groups of two to seven. There is also a 1/2-inch bar stripe with a white stripe, measuring 1 1/2 inches. These will retail for \$1.50, and are really beautiful goods. This firm will put out a white sport shirt the same as last year, retailing at a dollar.

Makers are now in the market for material from which to make negligee shirts for Fall, and are having difficulty in securing it at satisfactory prices. The chief difficulty is that cotton has gone up, but further difficulty is faced now because some mills are refusing to guarantee colors. Manufacturers made the significant statement that retailers will possibly have to take just what they can get in colors for next Fall.

Dress shirts are moving much better than they did last year, the number of functions being far greater. However, they are not selling as well as manufacturers would like. Mushroom fronts, both plain and fancy, are selling comparatively well. French pique is the de luxe dress shirt this year, as they are practically off the market. A Montreal maker has just disposed of his balance of French pique collars at \$2.00 per dozen. These are made from

goods which now cost a dollar per yard. It is almost impossible to secure supplies of French pique.

Square Cuffs

A prominent retailer who was asked what was the most marked change he saw ahead in negligee shirts for Spring, replied that the only innovation as far as he could see was that colored goods would have square cuffs instead of round.

Some excellent zephyrs will be available for next season's trade to sell at a dollar.

As to Collars

The feature of the collar trade for Spring, and in fact, for early in the New Year, is the lightweight collar, which has links, and the appearance and comfort of a soft collar, yet is much more dressy. This is being put on the market by several makers in both two and three-ply cloth. While the lightweight collar has features which some people think might militate against its success, it is nevertheless, one of the biggest sellers of the season. The firm which introduced this line first to the Canadian trade is rushed to death with orders, and it would appear from the way things are going that no retailer can afford to neglect this novelty when placing his order for Spring.

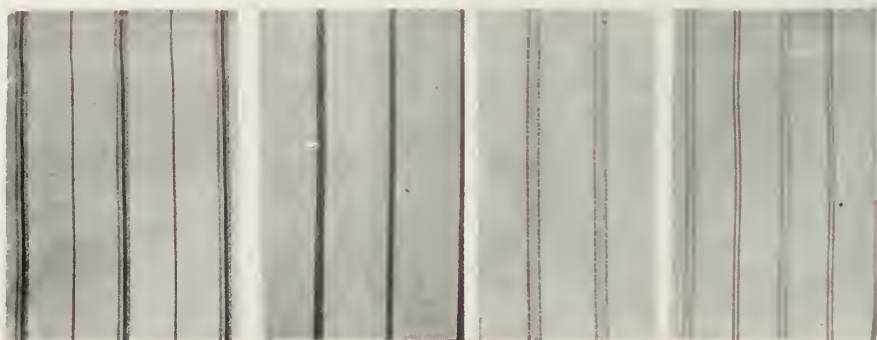
This is the season of the year for wing collars, and dealers are evidently feeling the demand, as a large number of orders are being placed for immediate delivery, the wings being both round and square.



Much has been written against the practice of retailers of selling collars two for a quarter, maintaining that when the retailer pays \$1.10 per dozen, he is allowed little profit. A Canadian maker, speaking to *The Review* recently, argued in favor of this retail price, maintaining that it was standard, and that the public would not pay more for them. He quoted a retailer who told him that he would pay \$1.25 for his collars if he had to, as he relied upon them to a great extent on bringing men into his store. He also drew attention to the fact that many collars were sold singly, in which case the profit was much higher.

The best selling collar at the present moment is a medi-

(Continued on page 58)

New erepes from which Tooke Bros. are making shirts; in both cream and white grounds. The quiet cerise water stripe is an attractive shirting and is significant as a swing of the pendulum.





HATS *and* CAPS

SUDDEN ADVANCE IN HAT MATERIALS

From the "American Hatter"

NEVER in history has the hat trade faced such a critical situation as that which now presents itself.

Peculiar conditions prevailing at various times in the market for some certain commodity have occasionally produced a big percentage of increased cost in some simple material. In the years gone by we have seen hatters' fur advance in the course of a few weeks, 20, 30, 40 per cent.; at another time shellac advanced gradually but rapidly from 15 to 75 cents per pound; during the period of great prosperity and industrial expansion beginning in 1896 there was a gradual, steady advance in costs of everything, with a continual upward tendency, for over a decade.

But never before in the memory of the oldest hat man living, has there been such an extraordinary advance, practically over night, in the price of every item entering into the making of a hat as that which the trade experienced late in October.

No Warning of Advertising Prices

Coming without warning, the remarkable advancing prices visit a trade all unprepared. The brisk Fall business depleted the manufacturers' stocks of all raw materials and before there was time to place orders that would replenish the supplies, prices of everything were advanced, without preliminary notice, 10, 20, 30 per cent.—in the one case of dyestuffs, 600 to 700 per cent.

The natural result of this situation of course is that manufacturers will have to place heavy orders for all their supplies so that the increased costs will enter at once into the hats now being produced—in fact, has already taken effect.

And not only have quotations been so sharply increased, but there is every evidence that prices will continue upward. Another element, and one still more serious, is the threatened scarcity of materials and the actual danger that there will be a shortage of some materials, so that they may not be obtainable even at high prices.

Further Advances Assured

To make the situation still more acute, prices have advanced so substantially notwithstanding that the trade has not yet emerged from the business stagnation of the last few years.

The American business man is now on the verge of the greatest measure of prosperity that he has ever witnessed, the rising tide of good times has only just now set in and with the revival of trade activity and the consequent increased demand, prices will surely advance still further and the supply of materials will be just that much less adequate in proportion to the increased demand.

Impossible to Maintain Former Standards

Inferior qualities and higher prices in all varieties of men's hats on all future deliveries are assured.

In the matter of coloring, dyestuff conditions make it

absolutely impossible to maintain the standards of the past, no matter what the price.

Dyestuffs are not a matter of quality; there is only one grade of dyestuffs and it is used in all grades of hats and the dyeing difficulties of the future will apply to fine hats as well as to cheap hats.

Colors may not be as clear, nor as fast, and it will surely be impossible to match shades.

All the manufacturers generally will have similar difficulties, and buyers will have to be satisfied with any imperfections of color, realizing that the manufacturers have done the best they could under the circumstances.

In the manufacture of straw hats similar conditions prevail. The bleach will not be up to the former standard and possibly there will be many hats showing mottled braid.

Necessary to Anticipate Orders

All this means that manufacturers will have to, so far as possible, guard their sources of supply and take measures that will protect themselves and give some degree of assurance that they will be able to secure their raw materials. This means the placing of contracts early for future deliveries—but hat manufacturers are unable to make such contracts until they know what they will require and they won't know what they require until after they have their orders in hand.

Of course there is only one logical solution of the problem—in order to guard their source of supply and be assured of sufficient stocks when the season opens, buyers will be compelled to take the same precautions that the manufacturers find necessary — anticipate their requirements to a much greater degree than they have been doing, and place heavy initial orders in advance.

For instance, when buyers place advance orders for hats the manufacturers place their contracts for the materials which are required to produce those hats. If those initial orders are light in volume, in view of the prosperous business conditions, which mean active sales for retailers, it would be necessary for them to place heavy duplicate orders, which, of course, would require prompt delivery. When the manufacturers would receive these duplicate orders they would have to place contracts for the necessary materials and would be compelled to wait several weeks for deliveries before they could put the orders in work.

It must be remembered that there are no stocks of materials in the market that the manufacturers can draw upon, because such stocks have been exhausted and orders that have been placed on a contract basis are so big in volume that it will be impossible to make goods for stock for a long time.

Buyers will certainly be unable to secure prompt deliveries of duplicate orders.

Another factor of no small importance in this connection is the railroad situation. It is reported that already there is a serious congestion of freight and with the growing industrial activity the facilities for shipping merchandise will be wholly inadequate and serious delays will result.

Skeptical Buyers Will Suffer

There are certain buyers in the trade—by no means few in number—who invariably pooh-pooh any idea that does not suit their own convenience and that is in opposition to their lethargy and habit of procrastination in buying.

Proud in their position as buyers with an exaggerated sense of the power of money, they freely boast that they never yet have seen the time that they could not get merchandise somewhere when they wanted it whenever they might get ready to place their orders.

They are proud of their skepticism and freely express it; proud of their power to place orders when they please and secure prompt deliveries.

Yes, they are correct in their assertion that they "have never seen the time when they couldn't get what they wanted, no matter how late they might place their orders"—but they are going to see that time and they are going to see it right now!

Let us remind them that they have never seen the time when nine-tenths of the governments of the world were engaged in a gigantic struggle—a war that has disturbed all precedents and is daily making new ones—a war that has upset all records—a war that has caused an upheaval in industry and commerce.

The new conditions in the trade are the direct result of the war—and as relentless as are the new forces that have been set in motion, just so relentless are the conditions which they produce and no man will be able to oppose them or overcome their effects.

Ocean Transportation a Serious Situation

One of the important consequences of the war affects ocean freights.

For instance, imports in the United States are practically as great as before the war, while exports have about doubled—therefore, there is an increase of ocean shipping amounting to 50 per cent.

But there are fewer ships available to carry this wonderful increase in freight. A large number of German and Austrian liners are interned and idle in neutral ports; many have been diverted to military purposes, such as transports, and others have been destroyed by hostile war vessels.

As a result of the consequent conditions, ocean freights have advanced 200 and 300 per cent.

Dyestuffs

The most serious element in the new conditions relates to the supply of dyestuffs and readers will find elsewhere in this issue an analysis of the situation that will give some conception of the problem.

Although that report points to an American manufacturer of dyestuffs who expects to be able to supply the necessary coloring materials for hat manufacturers, yet his contracts are so drawn that he does not give absolute assurance of deliveries. Owing to the critical conditions presented by the war, it is entirely possible for some new situation to develop which might make it impossible for him to produce the dyestuffs even at the enormous prices which he now quotes.

Trimmings

Hat bands and bindings have already advanced 20 or 25 per cent., due to the increased cost of materials entering into the production.

Raw silk has gone from \$3.40 a pound a year ago to

\$5.00 to-day, reaching a higher point than in 15 years, and like a roaring bull market in Wall Street, there seems to be no top in sight and it is impossible to hazard a guess how much higher quotations will go.

Egyptian cotton, the only kind that can be used in weaving silk hat bands, is up 35 or 40 per cent., dyes are advanced 500 per cent., and it is impossible to secure certain colors.

Here again is not only great increased cost, but also a threatened shortage, not only of the materials that enter into the production of bands and bindings, but in the restricted output of American mills. Formerly a large percentage of the hat bands came from Germany and this source of supply is, of course, eliminated now.

Referring to trimmings, another element of increased cost for hat manufacturers is the fact that between 50 and 60 per cent. of the soft hats are now ordered with bound brims and the hat manufacturer must not only pay the price of the binding, but also the cost of labor in putting on the binding and the much greater expense of flanging the hat twice—once before binding and then again afterwards.

Hatters' Furs

Substantial advances have been quoted in furs, not only on account of conditions in the market for the material itself, but on account of the big increases in the cost of mercury and other chemicals which are so largely used in the preparation of hatters' furs.

Leathers

On account of the war, which has restricted the supply and occasioned an enormous increased demand, the price of leather has gone up and in consequence hat manufacturers will have to pay the advances for the leathers required.

Miscellaneous

Other essential supplies, chemicals, shellacs, glues, gelatines, etc., have all been substantially advanced in price—in fact, no single item is an exception.

Straw Hat Materials

Similar conditions present themselves in the manufacture of straw and body hats.

Straw braid has been sharply advanced. The greatest factor in the cause for this is the big increase in the cost of ocean freights. In proportion to the cost, straw braid is perhaps the bulkiest commodity of commerce and on the present basis of rates the cost of shipping is perhaps greater than the price of the braid itself.

Oxalic acid and other chemicals for bleaching straw braid and body hats, are several hundred per cent. advanced and are daily becoming scarcer.

As in felt hats, the increased cost of leathers and trimmings is an added burden in the production of straw hats.



SOME WINDOW-DRESSING RULES

Contrasts or graded shades of one color are correct.

Dark colors should be used below light, never above them.

Never use more than three colors in one scheme.

Use light colors in dark places.

Use soft shades where permanent coloring is pronounced.

Never put two floral designs very near together.

Blue contrasted with yellow appears more brilliant.

Blue contrasted with violet appears more green.

Blue contrasted with green appears more violet.

Blue with red is better than blue with green.

Blue with scarlet is a good combination.

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

January

DAY WEAR

1916

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETERAS
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted jacket or cut-away plain or braided	To match fancy fabric cut medium or else double-breasted, with long roll.	Like jacket or in case of cut-away coat, striped grey	Black derby or green or grey soft	White or colored negligee; plain or pleated; studded cuffs.	White wing or double fold; square cut	Four-in-hand or bat-wing	Yellow chammois or tau cape	Cotton, lisle or silk, black or subdued colors	Black or rich brown, plain black with white or light spats	Chesterfield loose or form-fitting; grey or black or cravenette	Single pearl, gold or jeweled links. gold chain, light cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed sport overcoat.	To match coat or fancy fabric.	Same as suit or flannel; knickerbockers with strap or buckle, knickerbocker breeches	Tweed hat or cap.	Negligee; Cambric or fine flannel	Soft, cutaway, or fastened or kerchief	Four-in-hand, knot or stock	Yellow chammois or sporting cape	Wool stockings plain or fancy tops or puttees	Brown low brogues or russet high	Raglan loose-fitting or cape or Burberry	Plain gold bar or pin gold links.
WEDDING, MAJINÉE, CALLS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away black or grey, braided or plain.	To match coat or white or fancy check.	To match coat or grey striped worsted	High silk 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 silk, plain	Patent leather buttoned kid tops	Black Chesterfield	Pearl or opal or diamond pin; gold chain; plain gold links

EVENING WEAR

EVENING, WEDDING, BALL, THEATRE, FORMAL OCCASIONS.	Swallow tail coat.	White s. or d.b. of pique or linen or black or grey fancy silk	Same material as coat, with or without braid	High silk with broad felt or corded silk band	Stiff, with single cuffs, white, plain or smart stud showing	Poke or wing	With straight ends, plain white or small pique pattern	Plain white glace kid or cape	Black, grey silk or other subdued color	Patent leather pumps	Frock Chesterfield or Inverness in black	Pearl or moonstone links and studs platinum bar chain
INFORMAL DINNER OR DANCE, STAG DINNER AT HOME, ETC.	Evening jacket, black.	Black silk or linen, single or double-breasted.	Same as above	Silk Alpine plush or derby	As above or soft pleated bosom	Wing or fold	Same as above in black	Chamois or tan cape	Same as above or gun metal pumps	Same as above	Same as above	Same as above

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ATTRACTING ATTENTION TO THE MILITARY WINDOW

(Continued from page 26)

The idea to be worked extensively might be followed out something like this. There are several firms in your town who would reciprocate with you in this way. Why not run each Honor Roll for about a week, changing once every week. You would therefore have a fresh list of names all the time and a fresh list of sympathies. Also the more Honor Rolls you can show from the business houses in the town, the more you are boosting for your own home town.

As to display, ordinary rules of display will suffice. The central thing in the window is the Honor Roll, which might be draped with the Union Jack or the Canadian Ensign and centred in a sea of khaki cloth at the bottom of the window. There are half a hundred ways, in fact, in which this Honor Roll might be displayed to good advantage.

We suggest this device for attracting business for your military department as a mighty good idea for the man in the smaller town as well as the man in the bigger town.

And here is a last word with you. Photograph your window and send it in to us here, we should like to see it.



WITH OUR ADVERTISERS

DURING the past two months there has been considerable talk about light-weight collars. It may be interesting to remind the trade that this is not a new idea, nor is it new to Canada, and as a matter of fact light-weight collars are also being extensively sold in Canada by the Williams, Greene & Rome Company, who put on four collars, the Pilot, Admiral, Baron and King, in the Spring of 1913, when they were practically unheard of in the United States. These numbers are still selling freely, and, together with new styles to be put on at the first of the year, constitute a very strong range of light-weight collars under the W. G. & R. trade-mark.



NO! THE SPAT IS NOT YET DEAD

(Continued from page 31)

Everybody is swearing that dancing will be a back number this year compared with skating. I think it was about twelve months ago, in one of these letters that I expressed my surprise—being myself a European by birth,—that New York did not go in for more ice skating after the fashion of St. Moritz, Berlin, Petrograd and even London. It looks, from what we hear nowadays, that the moneyed few are taking up skating in real, good earnest, and, in this connection, several novelties are being introduced in the way of dress. One of these for men is a skating cap which has a back drop piece.

This is a sort of guard which protects ears and neck against cold. The cap is ordinary tweed of the Harris variety. By the by, the best outfit for skating, I think, is a warm flannel shirt with a flannel collar attached, which might be fastened with a gold bar pin. A dark tie should then be worn, preferably a black. The simpler the costume the better, and flannel shirts and collars to match are a fashion much beloved of Englishmen, which is getting some hold here in America.

The once-over tie seems to be coming back again and this time it is narrower than it used to be last year and the year before. It should be worn with formal or afternoon dress.

INCREASED COST OF RAW MATERIAL

(Continued from page 22)

hold prices down, but even at that big advances are certain.

Now, the moral of all this long discussion of advancing prices in so many different lines, which affect the men's wear business, is simply this: where it is possible the retailer will be well advised to get in his buying early. In almost every line, as we have shown in the foregoing, advances are due and they are going to be fairly big advances at that. That retailer is wise who, having resources, buys before the advances take place and gets in on the ground floor. In all the lines which we have discussed there is certainly no chance of any reduction in levels and every chance of an increase. The retailer who bears this in mind and who acts accordingly will save money.



BOYS' DEPARTMENT

(Continued from page 50)

But if somehow in these ads. and window display circulars and window displays and in general methods of publicity you point out to the boys there is something they can get if the money for their suits and furnishings is spent at your store, you will certainly get the boys' interest and custom. Many manufacturers all the year round now, on different occasions, are putting out highly attractive gift inducements for boys. Such things as cameras, books, watches, constructive toys for building and developing, pocket books, pen knives—all these and many other things, which while they are inexpensive, will certainly interest the boys in your store, are good methods of getting business. The idea is not to give these gifts all the year round. The best way is to use them occasionally to compel trade.

Use your advertising, your circulars and the window cards in your windows to display the fact that you are going in for this sort of thing every now and then. Some retailers handle it by means of coupons with goods. Other, notably in the larger cities, give something with every purchase aggregating \$10 or more. You can suit yourselves exactly how you handle it but these are schemes which it will be wise to hold in your mind for reference and use every now and then to develop to the fullest extent and to get the best possible results, so far as your cash box is concerned, in the boys' department in your store.



NECKWEAR DEPARTMENT

(Continued from page 53)

this to you in full detail, so that you are posted in regard to the American market, although I know you are not interested at all at the present time in buying any merchandise. It would probably be a good idea to make your traveling men, as well as your customers, acquainted with these facts, so that they will know that the price of neckwear should be advanced also, or the shapes cut smaller, to meet the price of raw silk."



COLLARS AND SHIRTS

(Continued from page 54)

um cutaway, which it appears, seems to suit the average collar wearer better than anything. Some time ago, the best selling line on the market was close-fitting, and about 2³/₈ inches deep. Since the introduction of the cutaway this has taken a very secondary place.

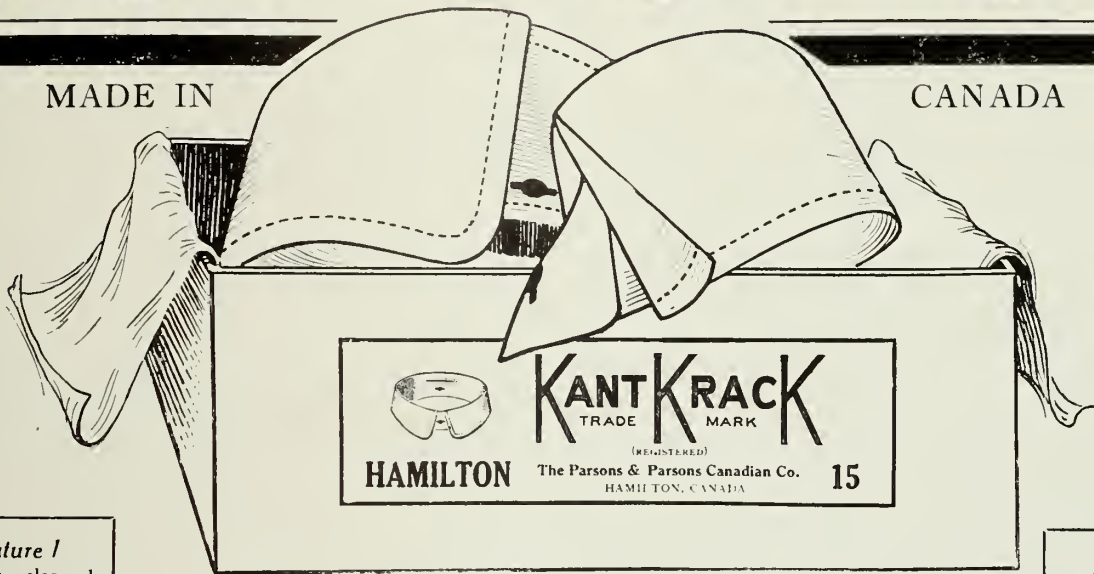
KANTKRACK

Trade-Mark

Registered

MADE IN

CANADA



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"

REMEMBER THE 3 K.K.K.

CANADA'S POPULAR COLLAR WITH THE EXCLUSIVE FEATURES

—the waterproof coated linen collar that fits right into the daily necessity for a dressy collar that can be worn "in the weather" and always looks good, easily and quickly cleaned without laundering, just with the application of soap, water and sponge.

KANTKRACK coated linen collars appeal to a vast army of men of all classes because of their adaptability to all kinds of outdoor as well as indoor uses.

The price of **KANTKRACK** collars is the same now as before the war, notwithstanding the fact that all raw materials have advanced in price.

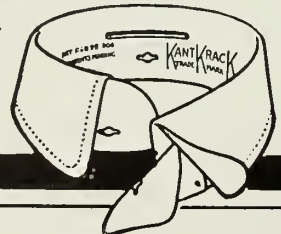
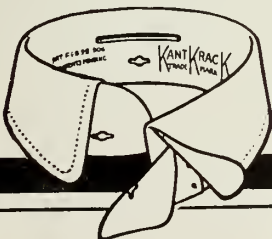
KANTKRACK collars are made in one grade only and that the best. Sold direct to the trade.

Remember the 3 K.K.K. in ordering your stock.

The Parsons *and* Parsons Canadian Co.

Makers of the famous **KANTKRACK** Waterproof Collar

HAMILTON, CAN.



ODD TWISTS AND FANCIES IN MEN'S FASHIONS

THE BUCKSKIN JACKET OR WAISTCOAT now so popular in New York, is designed to pair off with the familiar jacket of angora, shetland or llama wool—it is appreciably softer and lighter. Such a garment is capital for skating, shooting, golf and, indeed, every cold-weather sport. It is made of gray or tan buckskin, belted or beltless, and is usually worn with knickers. Side and breast pockets fasten with a button to keep pipe, bacey and small articles from tumbling out. The collar may be flipped up around the neck in rough weather. The sleeves are finished with a wind-strap. Unlike most jackets or waistcoats of leather, this one is tailored with all the figure-flexing shapeliness of a smart lounge coat and even has raised or puffed sleeve-tops.

* * *

SOMETHING NEW and popular in New York at present is cloth hats. These hats are soft-stitched, non-shrinkable and very light in weight. Checks and homespuns predominate, and English tweeds are also very good sellers. The cloth hat has become very popular lately owing to the increasing vogue of soft collars and other articles for negligé wear. They are hand-tailored, and will retain their shape. Retailers can sell these cloth hats with an attractive margin of profit.

* * *

EVENING HALF-HOSE of sheer silk with new drop-stitch clockings are the thing in New York just now. The clockings frequently consist of several vertical stripes with large fancy design at the top. Some of the younger chaps wear patent leather pumps, always with flat bows. An extreme evening boot is on the order of the old Congress gaiter, wrinkling at the instep and entirely of patent leather.

* * *

OVERLAPPING WING COLLARS with butterfly ties are a new mode. Many styles of wing collars are worn in addition to the poke. Most of them have medium-sized tabs, rather than small tabs, and some rounded corners. The butterfly tie in fine pique, often matching the shirt in weave, is omnipresent in Gotham. It is noticeable that only the elderly men wear the black tie and waistcoat with the swallowtail, the younger set invariably affecting white accessories.

* * *

A NEW FAD IN NEW YORK is a rounded cuff, white and starched, with pearl button instead of links. Evening gloves are either without embroidery or with white stitching, indicating that the black backs are taboo because of excessive popularity.

* * *

DINING COATS, if they are up to the minute, in New York, are not only satin-faced to the lapel edges, but also satin-faced to the buttonholes, as one sees in the old-fashioned frock coat. The waistline is placed high and, to tally with it, the lapels are a bit shortened. Shoulders are less narrow than hitherto and the hip-line is less hollowed out. Skirts are seant at the top and taper to fullness at the bottom, clinging closely. No fullness is put into the chest—on the contrary it is tailored flat. The effect of chest-fullness is gained by the soft-rolling lapels which stand out high. Sleeve-tops are still puffed or raised whenever a clean-shorn look is aimed at.

ONE ON US!

The December issue of "Tooke Talk," evidently feeling that Christmassy spirit of goodwill to men, extends it to Men's Wear Review, and picks a bone with the Montreal Editor of the same in connection with a note on a certain lightweight collar. We print an excerpt from "Tooke Talk" below. The Montreal Editor doesn't know yet what course he will pursue, but is thinking of sending a note to his critic, holding him to a "strict accountability." Meanwhile, here is the excerpt in question:

"Our attention has been called"—as they say in the newspapers—which means that we found it ourselves without any help—to an editorial on the Lightweight Collar in our esteemed contemporary, The Men's Wear Review, of Toronto.

The gentleman who wrote the article in question is probably one of those youthful geniuses who scorns to descend to facts. On his flight of fancy in the present instance, he has discovered some weird things about this new product.

For instance: "two-ply material will not take starch." Frankly, this statement took all the starch out of us. Because, though there it was writ in letters bold and black—these new collars do take all the starch they are given.

"And furthermore," says he, "the buttons on the tape-link are too large to be inserted in the button-holes." The little detail that the button slips in quite easily is of no matter.

Editorials must be written—and in Lesson 2 of the Correspondence School Course it says quite plainly: "An editorial must have punch." Methinks this one had too much punch—and some of it must needs have gone to our young friend's head.



DAILY SALES RECORD.

		Date.....		
		Article.	Selling.	Cost.
Ce	1 Hat		\$2 00	\$1 25
	1 Tie		50 "	35
Rxx	1 Tie		1 00	50
	1 Shirt		1 25	85
	- - - - -			
	- - - - -			
	- - - - -			
	- - - - -			
	- - - - -			
			34 50	23 80

Note: Left-hand column is for record of cost price (in cipher) of article which varied from usual scale of \$1.10 for collars, \$9 for shirts, etc. This is marked down right after the sale but only in cases where the cost does not vary from the usual schedule. The "cost" column on the right-hand side may be filled in any time during the day. This daily record enables Mr. Birrell, a Toronto men's wear dealer, to know exactly what his business is doing day by day, and when totalled, week by week and month by month, as all he has to do is too add his known overhead expenses for the day, week and month, to figure out his net profit. This system also keeps him informed of his net mark-up percentage on all goods.

It Stays In Shape

*Satin-faced
Neckband*



FRONT VIEW
OF "STAY-IN-SHAPE"
TIE

Now Get 65c for Your Neckwear

The cost of raw material and the increased expense of making our famous "Stay-in-shape Ties" compel us to raise our prices this year to \$4.50 per dozen.

Dealers everywhere are now getting 65c for this "Stay-in-Shape" Tie because it is worth it. Tailored up to a standard and not down to a price.

We started with the highest possible quality and workmanship and are going to keep it up.

Show the strong features of this "Stay-in-Shape" patent, and you'll get the business—the kind that repeats. Why not sell this line for 65 cents and get this extra profit?

New Spring patterns are now ready. Let us send you three dozen assorted at our expense.

Sterling Neckwear Co., Limited

"Where the Best Ties Come From"

TORONTO

SOME Window Trim! Well Send It In

Perhaps You'll Win Our Monthly Prize

- ¶ Examine the December Prize Window shown elsewhere in this issue. Isn't that trim full of suggestions for all interested in window display—and what live merchant or merchant's assistant is not?
- ¶ That is just what we want; to pass on suggestions for business pulling trims from one part of Canada to the other. That's why we have decided to give a monthly prize for the best trim submitted during the month.
- ¶ So, to the subscriber who sends in the best window of the month we will send:
 - ¶ A Cheque for \$5.00 plus \$1.50 to pay cost of photographing.
 - ¶ We will also pay \$1.50 for all other photographs accepted by us

Never Mind Your Window's Size

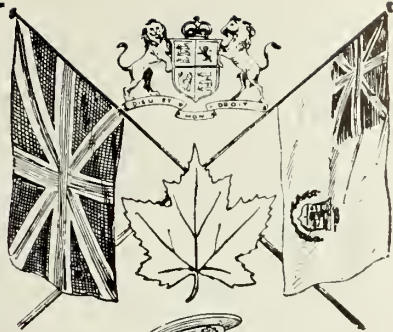
- ¶ Everything is taken into consideration in making our decision. A window trimmed in a village of 800 has as good a chance as one trimmed in Toronto.

Here is the Basis of Judgment

- ¶ Did the window display goods in such a way that it would draw the people of the community which the store serves into the store to buy?
- ¶ Trim your window with any lines you like—make it a trim for one class of goods, or for a general range. Then have it photographed and send us the photograph by January 14th. Send also a brief description of the trim and whatever you have had time to observe regarding the results.
- ¶ 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—January fourteenth*

MEN'S WEAR REVIEW
143-153 University Avenue Toronto, Ont.



MILITARY trade is putting the cream in the milk for hundreds of men's stores now. And with recruiting campaigns being carried on so vigorously there is an immediate opportunity to get additional profits by handling

Miller Officer Uniforms and Accessories

Tailored to Measure at Real Wholesale Prices.

We offer you a complete service; can supply every part of an officer's uniform.

Our Military Department is the result of ten years' experience. This business is not new to us; our's is the oldest and most reliable officers' special order manufacturing company in Canada.

If you have soldiers stationed in your town, we can show you how to increase your profits with very little investment on your part. Our system of ordering makes mistakes impossible.

MILLER-MADE PUTTEES. Perfect-fitting, can't fray out. A quick-selling line, \$10.50, \$12.00 and \$15.00 per dozen pairs.

RITE-FIT SPIRAL PUTTEES, \$19.50 per doz. pairs.

Send us a sample order for one uniform and feature a Military window display—it will bring you all the soldier business.

The Miller Manufacturing Co. Limited

44 to 46 YORK STREET

TORONTO, CANADA

UNIFORM CONTRACTORS TO THE DOMINION AND IMPERIAL GOVERNMENTS

Some advertisers say:—"As soon as business picks up I'll advertise." Fancy a gardener saying: "I'll wait till harvest time to sow my seeds."

Craftana

Registered No. 262,07

THE HALL-MARK OF

Maximum Comfort and Durability
at Minimum Cost.

First in the Field and Still Leading.

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

**A HALF HOSE
FOR HARD WEAR.**

**Absolutely Seamiess
Perfect in Fit
Guaranteed Unshrinkable**

THE ACME OF PERFECTION IN FOOTWEAR.

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



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

JOHN BAYNE MacLEAN,
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.



*Make your window
and interior
displays
sell your goods by*

**SHOWING THEM ON
TAYLOR
DISPLAY UNITS**

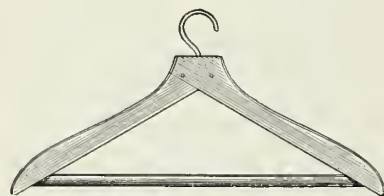
Attractive trims certainly draw trade and result in sales. Our various display units enable you to work out fine trims. Why not get enough of these to make possible the best work? The cost is small.



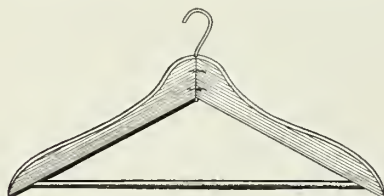
**The
Peerless Closet
Set**

**Show these to your clothing
customers**

Increases the room in a closet many times. Six suits can be hung where one now hangs. Six hangers and one closet bar in the set. \$1.50 the set.



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



No. 321—Combination Suit Hanger, smooth wax finish, inserted bar - \$5.00 per 100

Do You Need a New Store Front?

We would be glad to look over your establishment and submit plans and prices.

The Taylor Manufacturing Company
HAMILTON, CANADA

*500 lines of
leather mitts and
gloves to select
from*

*“The House of
Coristine”*

and every one a winner for your glove department—men’s and children’s mocha, kid, horsehide, fur-lined, and finer leathers in all styles, also men’s and children’s woolen mitts, men’s sheep-lined coats and the popular Mackinaw coats in the best selling shades, men’s sweaters and lumbermen’s socks.

This is a partial list of the lines of interest to men’s wear stores that will be shown by our travellers in January.

Your early inspection is solicited. A card to-day will ensure an early call.

James Coristine & Co., Limited
MONTREAL



Spring's Coming!

You will need

HOWARD
SPORT SHIRTS

Made with short or long sleeves
—the latter having double cuffs.

Working Shirts

Full range in Black and White Drill, Khaki Drill, Galatea, White Duck and Raw Silk.

Khaki Shirts for Officers

We can supply these for your officers' trade. Also we make Duck and Khaki Drill Outing Pants. Write for samples and prices.

The Howard Shirt Co.
443 King Street West TORONTO



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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The Publisher's Page

By F.M.A.

¶ Christmas past, and once again have we imitated the Wise Men, who, those many, many years ago, came out of the East bearing gifts.

¶ The fact brings to mind the imitative faculty so many possess — this faculty which brings us all such help.

¶ At times an effort is made to cry down imitators, but without much wisdom. Edison surely is known as a creator, yet also is he an imitator, taking facts already discovered; adapting them to his own purpose; then rushing on to the discovery of new facts.

¶ So with Marconi.

¶ And much more so with the rest of us. What we particularly want is to discover things worth Imitating.

¶ Things Worth Imitating!

¶ That's What Men's Wear Review Uncovers.

¶ Just see what suggestions this January Number presents — suggestions which you, doubtless, will need to alter somewhat to make them fit your own locality—but business-bringing suggestions none the less.

¶ Take the idea embodied in one advertisement for instance—that you dealers should get 65 cents for your neckwear.

¶ Does it astonish you? Well, United States men's wear dealers are getting this sum. Perhaps, considering the advancing price of silks you should get it too. Is not an odd price, such as 55 cents or 65 cents possible? Is it necessary to quote 50 cents, 75 cents, one dollar, and nothing between? This advertisement starts you thinking and figuring. It will be of real value.

¶ Then there are advertisements presenting new lines. Advertisements making special offers. Advertisements telling of goods scarcity; explaining how many merchants are ordering far in advance and counselling similar action on the part of you all.

¶ Worth considering surely, these ideas. Worth imitating, at least in part, many of them.

THE EDITORIAL CONTENTS ALSO OFFERS IDEAS WORTH IMITATING

¶ Note how one dealer gave his military goods window the punch by showing in it "Honor Rolls" of the business houses of his town.

¶ See how a merchant has installed a pressing outfit.

¶ Notice the trims for interior and window displays.

¶ Fine ideas to imitate and adapt here.

¶ It's a great thing indeed to be an intelligent imitator.

¶ It's a great thing to know what to imitate and adapt.

¶ It's a great thing to know how to use the editorial and advertising pages of Men's Wear Review.



28 "Service" Branches Throughout
Canada.

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



To the Clothing Trade:

In wishing you A Happy and Prosperous New Year, we take this opportunity of thanking the trade for the large volume of business they have favored us with during the past year for

DOMINION RAINCOATS

This has been a great triumph for Canadian proofing and we shall endeavour to continue to merit the confidence that the trade has placed in our

ENTIRELY MADE-IN-CANADA GARMENTS.



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

28 "Service" Branches Throughout
Canada.





A Pair of Winners

“fancy ones”

To retail at 3 for 50c.

TWO of a group of new collars recently introduced. They are “first” in quality, fit, finish and style. ¶ The madras is of exceptional attractiveness. ¶ May we send you a trial order?

Joore

BROS., LIMITED
M O N T R E A L

MEN'S WEAR REVIEW

Knit Goods: Higher Prices
or Quality Changes?

Conditions and Style Notes for Fall 1916.

FEBRUARY, 1916

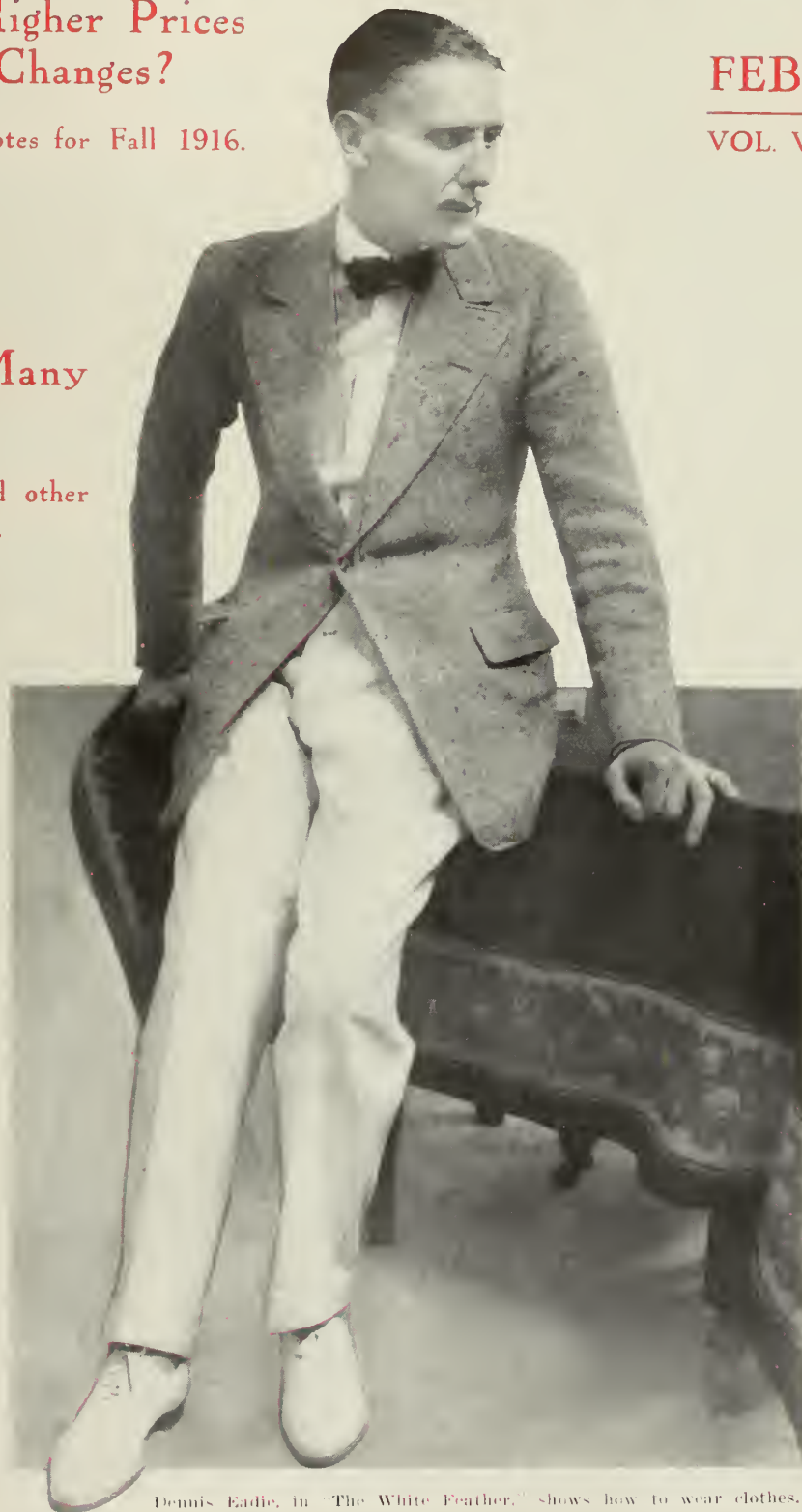
VOL. VI

No. 2



Advances in Many
Markets.

Neckwear, Overalls and other
lines to be higher.



Dennis Eadie, in "The White Feather," shows how to wear clothes.

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

"MADE IN CANADA"

ANNOUNCEMENT

ARROW COLLARS

are now *carried in stock* ready for immediate delivery in the following offices:

MONTREAL

Craig and St. Alexander Streets

TORONTO

78 Bay Street

WINNIPEG

Smith Street and Portage Avenue

VANCOUVER

578 Seymour Street

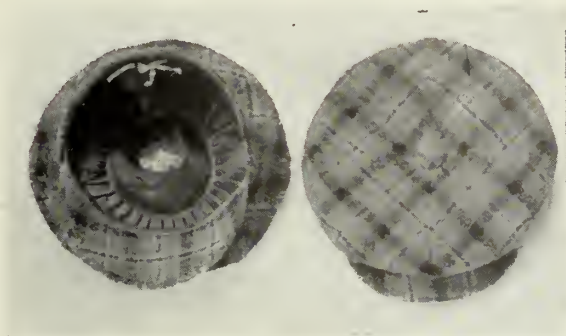
Orders for collars sent to these offices will be shipped on day of receipt. All orders for shirts and all remittances should be made to the Montreal office. Shirts will be shipped from St. Johns, P.Q., factory as usual.

CLUETT, PEABODY & CO., Inc.

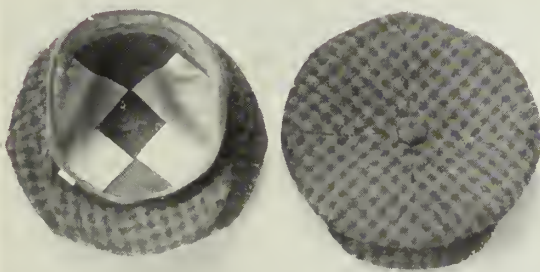
MAKERS

ARROW COLLARS AND SHIRTS

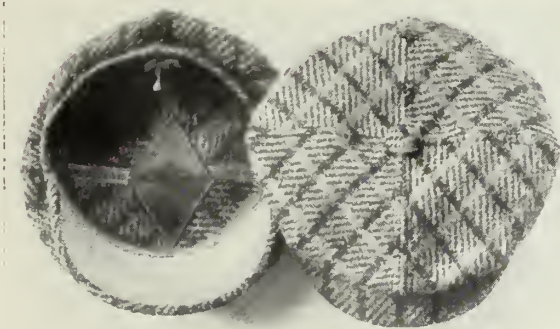
Cap Prices Sure to Advance Order Your Winter Models Now



No. 1



No. 2



No. 3

Scarcity of dyes, and now scarcity of labor, are forcing the price of cap cloths higher and higher. We have the stock at present, but no one can be certain of future supplies these days. However, we can certainly protect you if advised of your needs early.

Go into the matter thoroughly with our travellers now on the road.

No. 1.—OUR FOUR-QUARTER Top Fancy Chinchillas for Fall and light Winter wear are proving extremely popular.

No. 2—FOR WINTER WEAR exclusively. Note our all-wool fancy plaids. The inside sanitary band makes this a perfect cold-weather cap.

No. 3—SORT UP YOUR SPRING LINES NOW. Our model with the unbreakable straw peak is in great favor.

Cooper Cap Company

Cooper Building


260 SPADINA AVENUE - - TORONTO, CANADA



Stifel's Indigo Cloth

DATES BACK TO THE FIRST RAILROADS
 ASK FOR **OVERALLS, JUMPERS, UNIFORMS OF**
Stifel's Indigo
 STANDARD FOR OVER 75 YEARS



STIFEL'S
 INDIGO has a
 trade record
 that's valuable to
 you. Look for the
 name and trade mark

 on the back of the
 cloth. It's a guarantee to
 your customers of the cloth
 that never has been imitated
 successfully.

Standard for Over 75 Years

Cloth manufactured by

J. L. STIFEL & SONS

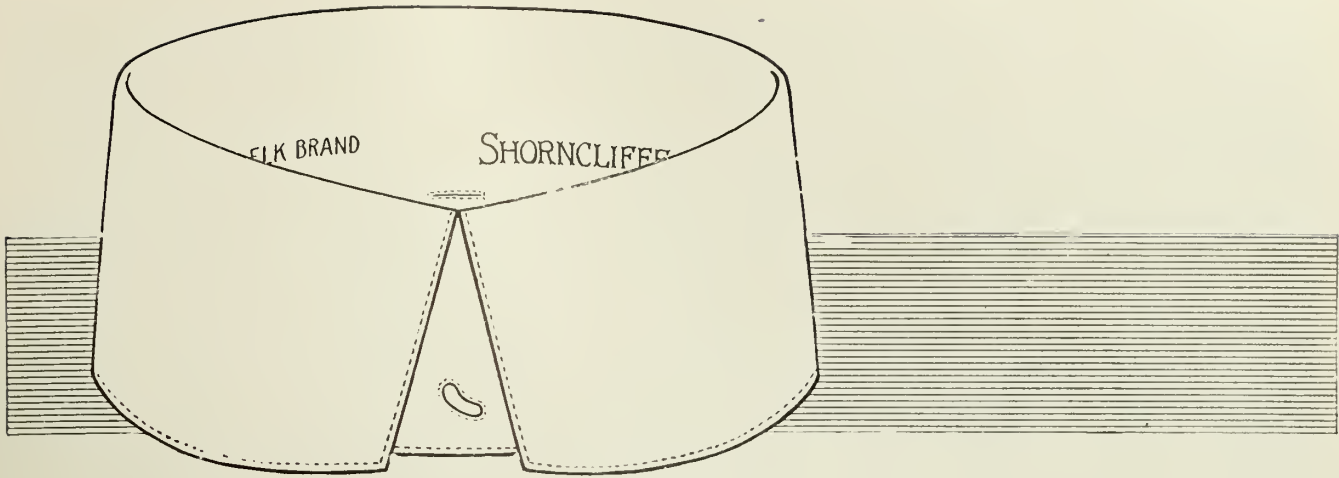
Indigo Dyers and Printers

SALES OFFICES

WHEELING, W. VA.

NEW YORK260-262 Church St.
 PHILADELPHIA324 Market Street
 BOSTON31 Bedford Street
 CHICAGO223 West Jackson Blvd.
 SAN FRANCISCO...Postal Telegraph Bldg.
 ST. JOSEPH, MO....Saxton Bank Bldg

BALTIMORE114 W. Fayette St
 ST. LOUIS425 Victoria Bldg.
 ST. PAUL238 Endicott Bldg
 TORONTO14 Manchester Bldg
 WINNIPEG400 Hammond Bldg
 MONTREAL...Room 500, 489 St. Paul St.



And here is the SHORNCLIFFE

A $2\frac{1}{4}$ inch



Collar

in the same
style as the

VALOR

\$1.10 per Dozen
Delivery February 1st

THE WILLIAMS, GREENE & ROME COMPANY, LIMITED
Makers of Fine Shirts - Berlin, Ontario

Wianipeg, Man , Cor. Donald and Cumberland Ave. Vancouver, B.C., 324 Seymour Street



KING



PRINCE



DUKE



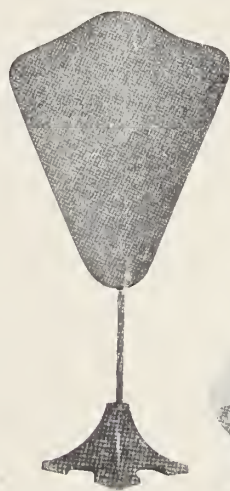
KITCHENER



JOFFRE

THESE are a few of our popular Spring Models. We stock them in popular shades. See us for style and popular goods. Get one dozen of our Boys' Soldier Uniforms.

Helleur, Gariepy & Broderick, Limited, 16 CRAIG STREET WEST MONTREAL
MANUFACTURERS OF MEN'S, BOYS' AND JUVENILE CLOTHES



Dale's Half Bust Form Shirt Displayer Untrimmed.



Dale's Half Bust Form Shirt Displayer for Plaited, Stiff Bosom, Soft Bosom and Rattanae Shirts.

Something New and Decidedly Effective

It has made a tremendous hit with trimmers all over Canada. It is the very latest thing, answers the purpose of a regular bust form and trims can be made with this that simply cannot be made with full forms. This fixture can be used in windows, show cases, on ledges, etc. It takes up but little space and gives a full bust form effect.

Dale's Half-Bust Form Shirt Displayer

is made of papier-mache and covered with white Jersey Cloth. Tilts to any angle and is mounted on a handsome square base with adjustable tube standard, allowing many different heights and angles which must fit well and look well with both low and high trims.

The ideal form for displaying two-piece and union underwear.

Assorted Heights:—12 in., extending to 22 in.; 18 in., extending to 34; 24 in., extending to 46 in.

Prices:—Per doz., net, \$24.00. Forms only with swivel attachment, per doz., \$12.00.

MANUFACTURED BY

Dale Wax Figure Co., Limited

Canada's Most Progressive Display Fixture House

106 FRONT STREET EAST, TORONTO, ONT.



More than a million men will go home this year
with a suit of Penmans

This constitutes one portion of the trade that falls to the lot of the firm handling Penmans knit-goods. The demand for Penmans Underwear for men has kept

apace with the growth of the country. The goods require less selling effort than any other brand. The foundation for future business is laid if you stock

Penmans

PENMANS LIMITED, PARIS, ONTARIO



Kitchen's "Railroad Signal" Overalls and "Gladiator" Shirts

open the road to a profitable working man's trade

There is no need to sacrifice your profits, no need to charge your patrons exorbitant prices for their work clothes, their shirts and overall uniforms to get your usual margin of profit.

Kitchen's "Railroad Signal" Overalls open the road to the trade of the laboring man, the satisfactory trade of the better-class workman and mechanic.

Kitchen's "Gladiator" Shirts are Canada's first quality work shirts, made of the most reliable materials and made to withstand the severest strain.

These lines should be shown in your overall and shirt departments.

Don't forget the trade marks.

Write for our 1916 samples and prices.

The Kitchen Overall & Shirt Co., Limited
BRANTFORD ONTARIO

MONARCH KNIT

MADE IN



CANADA

Order Your Supply When Traveller Calls

We have the wools, the dye stuffs, the facilities for supplying the daily increasing demand for wool goods; sweater coats, caps, toques, mufflers, etc.

The abnormal conditions make supplying of repeat orders uncertain. Order your year's requirements as early as possible.



M 304



B 108



H 32



H 85



M 272



M 325



M 249

The Monarch Knitting Company, Limited
DUNNVILLE, CANADA





**EMBROIDERED
BADGES
and CHEVRONS**

For Non-Com. Officers

Whistles and Lanyards



COMPLETE LINE

Shoulder Titles, Letters
and Numerals

ALL BRANCHES OF MILITIA

**NURSES'
EQUIPMENT**

Buttons, Cap and Collar Badges,
Belt Buckles, Hat Pins and
Cloak Clasps, etc.



SEND FOR CATALOGUE AND
PRICE LIST

CAPS

Regulation and Trench, Officers and
Privates

Button Sticks and Polishing
Paste



Officers' Swords and
Riding Crops

BEST ENGLISH MAKE
Just Arrived

Oldest and Largest Manufacturers of Military Equipment in Canada

WILLIAM SCULLY

OFFICE—320 UNIVERSITY STREET—FACTORY
MONTREAL, QUEBEC

*Are you getting your share
of the military trade?*

Dealers in a position to meet the military requirements of their town are enthusiastic regarding its business-building possibilities.

By getting in touch with us you can put yourself in a position to fill every requirement of your military patrons. The new armies that are now being raised in Canada are only the beginning of bigger things, so that the military clothing supply business is well worth while. We can supply you with "British Warmes," Puttees, Slickers, Spencers, Leggings, Khaki Handkerchiefs and Neckwear, Sam Brown Belts, Tan Leather and Rubber Boots, Unshrinkable Flannel Shirts, Camelhair Blankets, Snuglets, Badges, Soldiers' Friend Polish, Swagger-Sticks, Military Books.

We are Dominion agents for Young and Rochester Shirts, Aquatite Military Coats, and Tress' Official Trench Cap.

Write us to-day for full particulars.

Wreyford & Co.

MILITARY OUTFITTERS

85 King St. W.

Toronto

"Craftana"
Registered No. 262,07



THE HALL-MARK OF

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

First in the Field and Still Leading.

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

**A HALF HOSE
FOR HARD WEAR.**

**Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable**

THE ACME OF PERFECTION IN FOOTWEAR.

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

"MADE IN CANADA"



"GOTHIC"
THE NEW

ARROW
COLLAR

THE FRONT IS
CUT TO FIT THE
KNOT OF THE BOW
TIE AND FOUR-IN-
HAND PERFECTLY

CLUETT, PEABODY & CO., Inc.
FACTORY, ST. JOHN'S, P. Q. SALES ROOMS, MONTREAL.

Two or
Four
Point

QUALITY AND PRICE

Still the Same

\$3.80 NET
Per Doz.



*A live line
that has sold
on its merits
for the past
seven years.*



MADE IN TWO
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and why he prefers

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Postie prefers CHALLENGE BRAND because it's the most reliable waterproof collar on the market. It stands all the elements, is odorless, crackless, the button holes are strong, and stand the strain of wear. The easy sliding tie space allows the use of any kind of tie which helps to give the regular linen effect.

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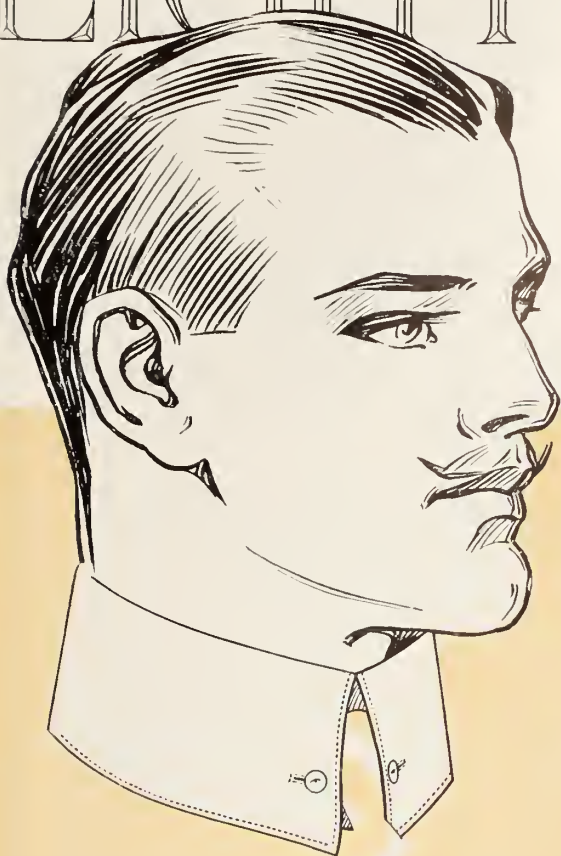
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MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6

TORONTO, FEBRUARY, 1916

No. 2

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Men's Wear Review

The Recognized Authority of the
Canadian Men's Wear Trade

VOL. VI.

TORONTO, FEBRUARY, 1916

NO. 2

ADVANCES IN OVERALLS AND NECKWEAR

Working Shirts and House-Coats Costing More — Some Tie Manufacturers Have Put Prices Up—Others Are Manipulating Qualities—Full Details of Men's Wear Markets

Special Market Review Article

LETTERS from all over Canada followed hard upon the article in the January issue of 'Men's Wear Review' under the caption of "Increased Cost of Raw Material," noting the higher prices due and in some cases already here in lines of men's wear. Retailers the country through are anxious to know what course to take, and when to take it. They also ask for further information as to the market trend of values affecting men's wear material.

In one word this market trend is "upward." Almost all articles of apparel are at present climbing; bearing aloft the banner "Excelsior." The stiffness which was described last month in hosiery, neckwear, shirts, cloth, hats and caps is unbroken and indeed increased. Other lines are getting more and more into the zone of fire and we find such things as overalls, suspenders, and many other lines affected by the seemingly irresistible market advance. In this article one may study tendencies and see what effect the rising market is going to have on the retailers' action in selling.

Commencing with neckwear, we find the tightness emphasized rather than easing up at all. Briefly, it seems utterly impossible for neckwear manufacturers to put as much material into their neckties as formerly and sell for the same price. That is, unless they are

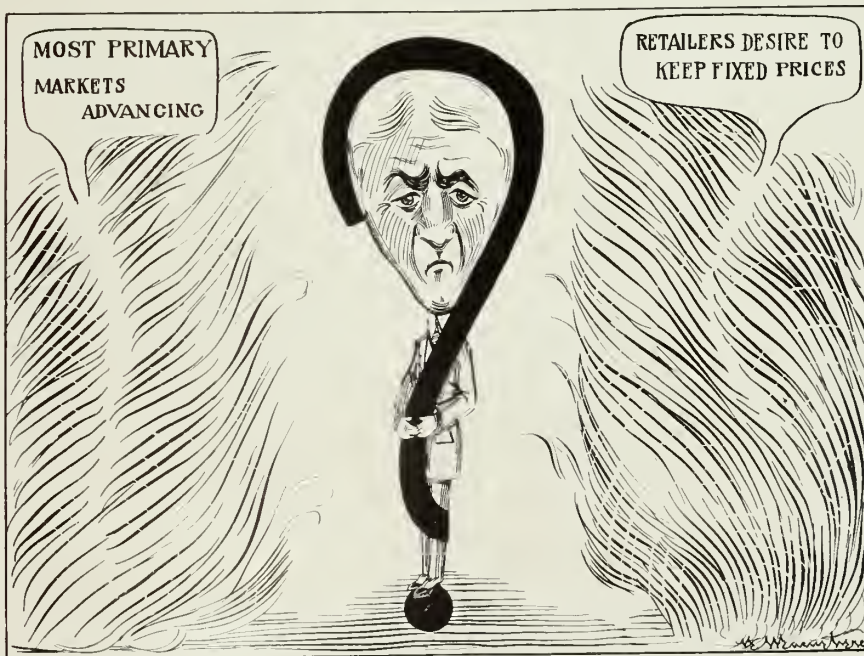
in business for their health, and presumably they are not. Take for instance the silk from which was originally made the \$2.25 tie. The old prices at which this material was bought were, say, about 50c to 55c a yard. It is a fact that prices now being paid are ranging anywhere from 75c to 87c per yard for exactly the same material.

Put it in figures:—

s.d.	s.d.	or	c.	c.
2/1	2/10	or	50	68
2/3	3/2	or	54	76
2/5	3/7½	or	58	87

The more expensive silk which was originally used in the \$4.25 ties, sold even as late as last August for 82c. Its present price is anywhere from \$1.05 to \$1.15 and nobody knows when it is going to stop going up. In 25c ties, things are just as grave. In twelve months cost of silk increased from 34½ to 41½c a yard. These are actual figures from manufacturers.

There are two or three reasons for the high price of silk. The first is that there is very little male help in Switzerland and producing centres. Neckwear people who turn out the silks over there are depending largely on female help. So far as the North of England is concerned the state of affairs is little better. One Manchester house which originally had three thousand



The Manufacturer (between two fires)—"Shall I put less or cheaper material in my product, or shall I take the plunge and advance prices?"

men working for it even for some months after the outbreak of war has now only four hundred men. This is typical. It isn't one case; it is one of many. The second condition confronting the importers of silk for cravats is the scarcity of dyes. Many manufacturers who specialize in the creation of neckwear silks say that they have on hand only limited supplies of dyes. These are said, however, to be sufficient for the present, allowing for very careful usage and the wide adoption of such colors as do not necessitate inroads upon dye supplies.

The situation affecting neckwear manufacturers and their buying, is just as bad when the American market is considered. Some manufacturers who have been in the habit of buying in the American market rather than in the Swiss, find that things are tied up comparatively as much there. The high price of silk is probably the most talked of feature in the United States men's wear circle to-day; they are experiencing exactly the same thing as neckwear manufacturers here.

A point of considerable importance to the men's wear dealers, and to the neckwear manufacturers, in connection with American neckwear is now being considered. When some months ago an advance in tariff was made, those silks which are used for the manufacture of ties were exempt from the additional 7½ per cent. That means that silks come in from Switzerland at 20 per cent. duty. The American ties made from silk which comes into Canada, have to pay 42½ per cent. duty. A further duty of 7½ per cent. on tie silks is talked of. Now, if to an increasing cost of silk must be added this 7½ per cent. duty, it is going to mean, of course, a further advance in the price of ties, which will work to the disadvantage of everybody in this way. The neckwear situation in the first place is suffering badly because of the large number of young men who are under arms. Neckwear is, after all, a luxury. Most men use more of this line than they actually need, but as the price rises so they make their ties last longer. Men in the manufacturing end say that an additional 7½ per cent. on the raw silks, coming on top of the high cost of the silks themselves, would result in a price having to be asked for ties by the retailer, which would mean a reduction of over 50 per cent. in the number of ties sold. This is a sweeping statement, but it is at least tending in the right direction. Now if the number of ties bought decreased so largely, there would certainly be less manufacturing of ties, and less silk imported for this manufacture, hence less revenue to the government even at an advanced duty.

One other item—so serious is the situation so far as continental silks are concerned that manufacturers are ordering far ahead. Even at that, an instance may be cited that shows the difficulty there is going to be in getting supplies forward. A neckwear manufacturer ordered 7,000 yards of a certain silk from England: his order was accepted for only 3,200.

The condition of art silk is also a factor. Heretofore, some manufacturers have used for their neckwear a cotton warp, covered with art silk. This resource, they claim, is now impossible because they cannot get the cotton owing to the high cotton market. Moreover raw silk or fibre silk is used to some extent to make explosives. This material is largely used in the manufacture of tubular ties and the scarcity because it is being used for explosives, will certainly hit manufacturers who are wanting tubular neckwear.

The retailer is in a quandary and so is the manufacturer. The manufacturer on one hand finds that the primary market is advancing and that conditions upon which he depends for his manufacturer are tightening and becoming more awkward at every touch and turn. On the

other hand some retailers hold the view that they cannot successfully advance their prices to the public. Some men's wear men claim that the public is now used to paying 25c., 50c., 75c. and \$1 for a tie and that they will not be inclined to pay in between prices. The neckwear manufacturer, therefore, it between two fires and hesitates between two courses. Some manufacturers have definitely taken the plunge and advanced prices. Here is a case. One man who is still using old silk is selling a line at \$4.25 which is virtually the same line as he sold at that price last year. New silks that he has gotten in this year he has definitely raised to \$4.50 and he is now putting out a line of neckwear at \$4.75 which is a specially large shape and the silk of which has been bought this year. So that he has definitely advanced prices. The only thing he has not advanced on is the neckwear which is made from the silks he has had by him for about a year. "As soon as this is exhausted," said he to *The Review*, "I shall definitely sell no neckwear under \$4.50. And, as I see it, we shall reach \$4.75 and \$5.00 neckwear and that very shortly."

Less Silk for Same Money or Same Silk for More Money

Another manufacturer is following another line. He says that he will make up some extra nice things in what was formerly 50c neckwear, upon which he will advance the price to \$4.50 and \$4.75. He says it is then up to the retailer to get what he likes for that. The retailer can either institute the new price 65c or he can sell it at 75c. With regard to the cheaper ties, the \$2.25 line, some manufacturers are going to continue selling at \$2.25 for a time. Others are making up lines which originally sold for this much and are selling them as high as \$3.50, putting extra material into them, and using very nice designs and urging the retailer to sell them as 50c ties. There are other manufacturers who are anxious to keep the price a standard one and are making their ties smaller in shape. This, it will be noticed, is the resource of most American manufacturers. There is a general feeling among manufacturers that ties, although in this country they have never been as wide as they were in the States recently, are much too wide. It is said that the average man does not want a whole lot of silk hanging down beneath his vest which is undisplayed and unused. So one or two manufacturers in Canada are planning to use narrower shapes. They suppose that the public will take to them just as well, and by having these narrower shapes they will, of course, have to put less silk into their ties than heretofore. Other manufacturers again are changing the style of their ties very materially; for instance one man has adopted the following scheme. He plans to cut down the amount of silk used in his ties and instead of turning over as much of the silk on the back of the tie as before, he is turning over a very little, just enough to make a showing on the back and filling in with other material as a backing. He states that in this way he increases the merit of his tie, giving it added strength. He is enabled, too, to sell the same tie practically that was offered last year for \$4.25 at that price to-day; yet he gets the higher price silk. The saving of perhaps ¼ yard per dozen by reason of the peculiar back construction makes possible the retention of this old price, he says.

To sum up the situation it would appear that there are two choices which the retailer may make. Remember, first of all, that silks are now higher than they have been and that they are likely to go higher. That is, for exactly the same time that the retailer got last year in the same shape and with the same quality silk, the retailer must pay

more in most cases. He can, however, get a tie giving the same outward appearance and having some advantageous features, but a tie which has actually less silk in it at the same price he paid last year. The dealer first has to choose between the old style tie at a higher price or the new style at a wide range of prices. Some of these will be as low as last year, some higher. The men who think they cannot sell more than 50c neckwear, can still get it to sell at that figure and to give them a profit but there will be less silk in the neckwear. On the other hand, for men who are willing to take the plunge and try out the public with 65c ties this is the moment. The writer has on his desk something over one hundred replies to a letter sent out to retailers all over Canada (they are here for anyone to see) in which retailers give their views as to trying out the higher price tie. Quite a number say frankly that they think they could get 65c for a tie that they hitherto got 50c for. Other retailers seem to consider that it would be an impossibility. The obvious thing for the retailer to do is to consider exactly what his market is like. If his customers will stand for the higher prices on his explaining to them the reason why they should, the retailer should go ahead and advance his price. If not, he should endeavor still to get neckwear that he can retail at old prices, but he must be prepared to get less silk and smaller shapes.

Shirts Advancing Rapidly Place Orders Immediately

The situation in Canada affecting shirts is one which retailers should consider very carefully. They might take as a broad guide the advice that whereas a year ago it was good business to buy hand-to-mouth it is now good business to place as big an order as possible for shirts just as quickly as possible. The reason for that is that the dyes which are necessary are soaring, and are fast going off the market altogether. Manufacturers got through the last year with pretty good supplies of dyes, notwithstanding the fact that everybody cried "Wolf" in August, 1914, but the trade must remember that the dyes which we have been coming for the last year have been accumulated stocks. More than that they have been reserve stocks which have been the bank of the trade. There is, however, now a definite and real shortage in dyes. This affects no line more than it does the shirts. Manufacturers of shirts are now being told daily that they can only have a limited quantity of dyes. Greens, reds, yellows, some browns, orange,—these cannot be promised any longer. Shirts which embody these colors are now being made from stocks actually in the hands of the different manufacturers. In view of the fact that Spring orders this year have been exceptionally heavy these stocks of fabrics will not last long. If you have not sent in your orders for shirts yet, you should do so at once. In a letter to the writer from a manufacturer the other day, he said that orders coming in January could not be guaranteed. This extreme scarcity of dyes, coupled with the fact of a rising cotton market, as has been pointed out in this paper now for the last year, means that sooner or later the trouble which is making neckwear manufacturers anxious is going to perturb the shirt people too. Sooner or later either prices will go up with a bang or else the trade will receive much cheaper materials.

Manufacturers in some cases have already advanced their prices \$1.50 and \$2.00. In the case of cotton shirts, what was a \$9 line has advanced to \$10.50. Working shirts, important items for the men's wear store, have gone up \$3.00 and are now quoted at \$12 in some cases.

Flannel lines, for which the price last year was \$15.00, are now selling at \$18.00 per dozen. Further advances are very likely.

Other lines of flannel shirts have advanced still more largely. It is easy to understand the reason when the fact is brought out that flannel cloth of a certain grade for which 13 cents per yard used to be paid is now costing 28 cents per yard.

The question of colors is also important with this line. One man who has been in the shirt business for many years, says that anyone who feels they absolutely need colors should buy everything they can get as the opportunity presents itself. He says the situation is going to become worse and worse, and what will be the state of affairs in a few months is impossible to tell. However, he says he cannot see any eventuality by which the situation would be relieved.

Buy Shirts Heavily Conserve Your Stock

In view of this condition of affairs, it would be well for the retailer to do two things. First of all, he should send in his order for shirts at once and send in as large an order as his finances can stand. Shirt manufacturers are not bluffing. They know definitely just how long they can hold out and guarantee orders. In all seriousness, they submit that they cannot do this definitely. Orders sent in at once will be attended to but this promise will not hold good indefinitely. The second thing the retailer should do is to take all possible care of the stock he has on hand, both of ordinary wearing shirts and working shirts. Have sales in other lines of men's wear, but do not sell out at bargain prices your stocks of shirts. The year just passed, 1915, was a bargain year in shirts. The trade should get used to the idea that 1916 will certainly not be anything like that. Three watchwords there are: Buy now; Buy heavily; Take care of your stock.

On other pages in this issue we go fully into the exact state of affairs which is now governing the knit goods market. The trade is able to see without a doubt, that, to put it in one word, knit goods will be higher than ever. The reader will do well to consider the knit goods department in this issue, which is, as our knit goods departments have always been, full, authoritative and authentic. We may mention here in passing that, briefly, the same conditions govern it as govern neckwear and shirts; that is, high prices in primary market, longer delays in delivery, and dye difficulties.

Woollens Sky High Buy Clothing Now

The last issue dealt very fully indeed with the situation in clothing and woollens. There is nothing new from that detailed discussion of last month. Woollens coming from England are showing increases of anywhere from 40 to 75% during the time we have been at war. For the trade's guidance it should be emphasized that the probability is for higher prices in the near future. Only the fact that manufacturers have had large stocks has enabled them to keep prices as low as they have been up to now. Every week brings these stocks nearer the bottom. Manufacturers are buying and paying higher prices all the time for new materials. This applies to both Great Britain and America. That dealer will be very wise who buys what stock he needs at present, and places as large an order as

his cash box can stand. It may be taken as a broad principle and rule for conduct that sales should not be held in suits and overcoats unless large orders have been placed ahead and certainly not when those suits and overcoats are more or less up-to-date. They will be worth money if the retailer hangs on to them. Remember, the public never takes kindly to the idea of higher price. When you pay higher prices for your suits and overcoats you have got to sell them at higher prices. Therefore, conserve what suits and overcoats you have which were bought at fairly reasonable levels, and sell these quietly and steadily, as low as you can, but giving yourself a fair profit. You will sell them more easily than if you sold out at bargain prices, and bought heavy stocks at new and higher prices, and then had to sell these, again at higher prices to your customers.

Overalls Already Up Dye Situation Serious

Conditions governing the sale of overalls are important matters for consideration by the trade at present. This paper has mentioned from time to time succeeding conditions which made higher prices sooner or later inevitable. The time now is here when retailers should raise the price of overalls and working shirts to the public. Generally, the price asked from the customer has been \$1.25 a garment. When that was asked the retailer was paying \$12.00 and \$12.50 a dozen to the manufacturer. This price has been definitely advanced now to \$13.00 a dozen. Manufacturers say that a further advance of 50c is almost certain, and that within a month overalls will probably be coming to the retailer at \$13.50 a dozen. In the case of lower price overalls, manufacturers who have been putting out a line at \$9 are now selling at \$10. They say that higher prices are also a certainty. The reason is largely the extravagant increases in the prices of dyes, elsewhere referred to in this article. Dyes are very largely used in the manufacture of overalls, particularly indigo. The amount of dye which was produced before the war, outside Germany, was infinitesimal when compared to the big demand for it. At that the substitutes for the German dyes are not guaranteed as unfading. Moreover, such German dyes as are still for sale are being adulterated and watered down, and even so, the prices asked are outrageous. This simply means that the famine in dyes, of which people have long been talking is almost upon us.

Overall manufacturers have also struck another snag which makes conditions worse. Here is an instance. A manufacturer had purchased some material necessary for the manufacture of his overalls at 10¼c per yard. He was unable to get it through the customs at that figure. Custom officers claimed that the cloth now had a market price of 12¼c a yard. The manufacturers did not deny this, but submitted that he had bought at 10¼c and that was the price he should pay duty on. After some consideration and contention on the part of the manufacturer, the custom officers were not to be convinced. The manufacturer had to pay on the market basis, and the fact that he bought goods on a contract at a somewhat better rate was not considered at all. In other cases the manufacturers seem to have been able to get their importations through at the price at which they bought and not at the market rate. The point is interesting, however, but it looks from the precedent as if hereafter the basis upon which duty will be charged, is the present market rate and not the contract price at which the stuff was bought. If this is so, it is another reason why prices are going to be higher from the

manufacturer to the retailer. Without it, the retailer has abundant reason for raising prices, and with it, all the more.

[Editorial Note.—As we go to press we learn definitely from another overall manufacturer that he has had to pay duty on present valuation of 12¼c per yard, and not on the 10¼c contract price at which he was securing the goods from the United States manufacturer. We fail to learn that such action is being taken with regard to other imports.]

A word regarding housecoats. The material from which these are made has advanced about 25c. Not only that; but manufacturers who need this have got to buy it and take delivery immediately. One man who has recently been to New York says that he saw a certain amount of material which he would want. He was willing to pay the price but the jobber of this line said that he could not accept a contract for the stuff unless the money was paid over immediately and the goods accepted. As a result, this manufacturer, who usually gets delivery of his goods required for Fall coats—such as bath robes, and housecoats—about the end of August, now has these in his establishment. It, of course, means an increase in overhead charges, which, added to the additional cost of the material, tends to make the price of housecoats higher. Retailers may expect to pay considerably more for this class of goods for the 1916 trade.

Touching the hat situation, cap manufacturers say that at the expiration of thirty days they look for a 10 per cent. advance in their goods to the retailer. They say they simply have to make this advance because of raw material scarcity and because of the difficulty with regard to dyes. In addition to this dye scarcity, which, of course, makes it exceedingly difficult for manufacturers to turn out the cloth required, the whole labor situation is having its effect. It does not need any explanation as to why this labor scarcity should exist in Europe and why the British cloths should be more expensive. The American situation, however, is just as severe at the present time. Manufacturers hitherto making cloth have been turning their plants over, in some cases, to munitions. Girls who have been working on cloth at \$6 a week—to take a case—have been now moved to the munition plants where they are getting \$18 a week, and the demand for these girls is so large that one concern is stealing them from another.

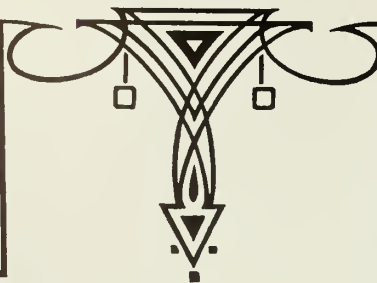
With regard to suspenders, the dye situation is very strong. Web is now up from one to one and three-quarters of a cent per yard. Web, for instance, which used to come in to Canada at four and a quarter cents is now costing five and a half cents in the States, and upon this cent and a quarter advance there has to be paid, of course, the 42½ per cent. duty. Other web which used to cost six cents per yard, now costs seven and three-quarter cents per yard in the States. All this means that the increase will be considerably more when you figure that the 42½ per cent. duty has to be added to this increase in the price of web.

Buckles are also away up, because of the steel difficulties and also because of the scarcity of labor. Prices in suspenders, however, are remaining steady. It is likely that many manufacturers will hold them steady for four to six weeks. When their present stocks, however, which they got in at advantageous prices, run out, change will be necessary.

As to coatless suspenders, while there is no dye in this web, it is nevertheless impossible to get required deliveries because of labor scarcity.

Utilizing the Dog Days

1916 FEBRUARY 1916						
SUN	MON	TUE	WED	THU	FRI	SAT
New Moon 1st	First Quarter 11th	Full Moon 20th	Last Quarter 27th			1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29



1916 MARCH 1916						
SUN	MON	TUE	WED	THU	FRI	SAT
New Moon 1st	First Quarter 10th	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29			Full Moon 18th	Last Quarter 26th

MOST of the men's wear men in Canada have gotten over their January sales by now. A number of them, of later years, have been holding sales at the beginning of February, but what this article is going to say applies equally to them. The January or February sale of one week or two, as the case may be, is a hectic rush, a hurry and scurry affair; a hard-working-every-minute kind of undertaking. After that come the days of stock-taking. Possibly you shut up your store for half a day or a day, and try and concentrate and get all the stock-taking done then. Or possibly you endeavor to carry it on and meanwhile go on with the ordinary business of selling. Anyway, what happens to you and your business after you are through stock-taking? Your next big selling season is in time for Spring and Easter.

The time in between the end of stock-taking and the beginning of sales for Spring may be fittingly called 'Dog Days.' You are tired of the heavy rush of stock-taking sale; it is yet too early to sell Spring stuff, although not too early to prepare for it. What happens in those in-between months at the end of February and the beginning of March? Are you at a loose end? Are your clerks unemployed and hanging about the store and waiting until the hand of the clock shall point the time to go home? Do you almost unconsciously get hold of a notion that you cannot get business when there isn't any, and that February is a bad month and so you will have to count it up as a poor month and possibly a losing month? Are you in this case?

Men Not Inclined to Buy

The end of January, the month of February and the beginning of March are days when little business is around. Most men don't feel inclined to buy new clothes; they decide they will wait until Spring and get light-weight stuff, that can be used for Spring and Summer too. To some extent the same thing applies to furnishings. Men are not anxious to buy, if they have got through with their old things until the turn of the year, until they buy again for Spring and Summer wear. This is probably more true in the case of manufacturing towns where men only buy for two seasons, Summer and Winter.

Did you ever think that the men who live in these towns and indeed in any towns just after Christmas and New Year's have probably more money in their pockets than they have had for several weeks? They may have been saving up for Christmas and have gotten through better than they expected and have money left in their pockets. Can you not interest these men. Can you not do something in your store, in short, which will divert the 'dog days' to useful and profitable days.

One Man's Enterprise

Some men's wear men do this and seem to do it very successfully. For instance: one man decided that he wasn't going to lose out by February being a slow time and so he made up his mind that by hook or by crook he would still keep the public buying. He went to a manufacturer and asked him to figure out on some moderately cheap, but nevertheless fairly good-looking clothing. The manufacturer entered into the spirit of the thing and got out a range of clothes which were reasonable and which could be sold with a small profit to the retailer at \$10 and \$11.50 a suit. These suitings, understand, were very good value. The style was good; the look of them was good and for the money the amount of wearing quality they had was exceptionally good. Nevertheless, they were not fine cloth, nor were they at all high-priced. But the retailer told the manufacturer he was content only to get a small profit and the manufacturer co-operated with him and brought grist into his own mill by putting out a range of cheap suitings well made up.

The retailer went back into his own town carrying with him swatches of the material. Some of these he mailed to his customers, together with a circular, and others he reproduced in cut form in an ad. in the daily paper, while others again he left on the counter in his store and pointed them out to people who came in. Only moderate space was used in the paper and the circulars did not cost much. In both circulars and advertising it was pointed out to the man in the street that while he could get a new light-weight suit in a couple of months that would do for the Summer, he doubtless needed something now, fairly cheap, and yet very good value, which would fill in the remaining month of the Winter and also be a fairly good Spring and Summer line. It was submitted that these suits were up-to-the-minute. Striking phrases were used in the ad., such as "Spring merchandise ahead of time." "We give you our word—the best suits offered in years."

The retailer was very successful. It happened that in his town there were two or three factories and a number of the men employed there found that they could get a very good suit cheap, which would also do them for Spring and Summer and which would as well be a good suit to wear at present, while their old best one was looking rather shabby. Something like two hundred and fifty or three hundred suits were sold during the week that followed.

Men have had the same sort of scheme in furnishings. Some sort of scheme like this is worth trying.

THE MERCHANDISING OF SERVICE

A Store Which Sells All Grades at All Prices to All Kinds of Customers—Foundation of Its Creed—Honesty in Sale-Tags.

By Wm. Potts, Managing Director C. A. Workman, Limited, Montreal

OUR store is a corner one with corner entrances so constructed that, attracted by the window, the customer steps inside only to find himself facing a larger display on broader lines. The store is simply one large and slight rectangular room from the entrance of which one may observe the whole. The counters, show-cases and shelves encircle the store. The heart of the floor space is occupied by dozens of racks of overcoats and suits. There is just a comfortable alley way left between them and the counters. Overhead mezzanine balconies with counters and shelves behind, extend entirely around the room. The chief advantage of this spacious arrangement lies in the fact that the customer catches a glimpse of the whole stock from any one point and is instantly reminded of his wants. In no place is the view materially interfered with.

Impressing the Name

In the old days, before we were well-known to the trade, we frequently resorted to catchy and bizarre windows, more with the idea of impressing the name Workman on the public mind for future reference than for direct sales. It worked! The photographs of the crowds show that. To-day our name has a real meaning to the Montreal public. So now our appeals are made on a sales basis.

The basic idea of this store is Service. Particularly service for dollars received. In other words, sales service for value received.

We endeavor to sell a good suit at the lowest possible figure compatible with the necessity of profit, so that that

customer is ours forever more. A satisfied customer is a walking advertisement who works for you while you sleep, charges nothing and forms an endless chain of goodwill in his own circle for the lucky merchant who sold him.

Two Sales a Year

We have two regular sales annually, in January and July. The former we usually start before Xmas, so as to catch the people before their pockets are empty. Both sales extend a period of several weeks and usually clean us out pretty well. We advertise heavily at this time in both an English and French-speaking newspaper. We do a resultant mail order business that extends from the Maritime Provinces to Saskatchewan.

We endeavor to make each week the sale week of some special article and so advertise in the papers, by circular and by window. This is "Overcoat Week" and is the second week of the whole sale. "Overcoat Week" is pasted all over the windows: Cards with a punch to them. We have been nearly cleaned out of coats at this writing. Although we have a wide variety in stock, there is little disparity in the windows. Each coat is hung with its original price tag. This price has been blue-pencilled out the new price added on the old tag—in blue pencil and big figures. We add prices to all displays and ads. to make a point of working over original price tags in this way. We never used specially prepared tags. We show the low-priced coats, but of course plan to offer the better grade once the customer enters the store. The same applies to suits. Although we carry all grades, from ten



Interior of the Store of C. A. Workman, Limited, Montreal

dollars to twenty-seven fifty and get inquiries chiefly for the ten-dollar variety, we sell more suits for over fifteen dollars than under. A customer can usually be worked up by easy stages if invidious comparisons of cloth are not made in the first place. We never show a tweed with a worsted. They are kept severely apart. People continue to demand better goods all the time. This is doubly true for the moment, owing to the increased wages of shell makers. So in catering to that want we are simply following a movement, not leading one.

Value of Concentrated Attention

One other feature of this exhibiting a general level of prices in any given article is that the attention of the customer is concentrated and held instead of being allowed to waver over a varied and confusing selection of bargains. A mixed show is always bad for the showman: very unsettling.

We change our windows once or twice a week throughout the year, oftener during the sales period. In addition, we follow all weather changes with our windows. Yesterday it was raining, We had a forest of cheap um-

bellas out. It turned snappy and cold over night. So did our window. To-day it is mittens, gloves, scarfs and woolen caps. All this cheap stuff pulls the crowd in, sells itself by silent salesmanship and lifts a lot of high-priced goods with it.

Sometimes these sales are not always as profitable as we could wish. But they enable us to clean up, to obtain liquid capital with which to follow the public bent of mind in clothes. We figure a few weeks of loss for the sake of a healthy annual turnover. Our ads. of sales drew the buying, not the sight-seeing crowds, because they know our paper promises are made good in the sale. Often a man who has bought one of our twenty-dollar suits, say, will return to a sale and duplicate the same suit for fifteen, with no feeling of soreness, simply because he got value for his twenty-dollar purchase.

Times change. And so do the ideas of the buying public as to their own needs. But the impulse that makes a man return to the store that always lives up to its promise to him and that gives him Service with a big S,—never changes.

HOW AND WHERE TO ADVERTISE

The Sporting Page in the Daily is a Popular Spot—Foolish and Wise Advertising Policy—Expecting and Getting Results

A SUBSCRIBER, in a recent letter, says he is convinced of the wisdom of advertising, but in view of the way in which he has gone about it, he does not seem to have achieved appreciable results. He is modest about it, and frankly blames the fact of no-results on his injudicious methods.

He asks several questions, among them being one as to the best page in the daily paper on which to have his ad.

It has been found that, to a large extent, advertising men's wear on the sporting page brings better results than on any page. Most papers have a sporting page, or at any rate, there is a portion of the page devoted to sports. It will be best to insist, where possible, that the ad. be

placed as near to this matter as possible. The inference is obvious. The sporting columns are, generally speaking, the most studied of any, and the ad. will likely attract attention there. Some newspapers, when they give preference to ads. in this way, call them "preferred positions," and under favorable circumstances are disposed to ask a higher rate. This is not always so. In these days, however, they are, like everybody else, looking for all the business they can get, and if the conditions are that your ad. is to go next the sporting news or nowhere, it will probably get there.

A Montreal hatter who uses one hundred lines, single column, in the large dailies of that city, found himself



The House that Quality Built

Score's Clothes

Made to Your Measure
A Double Opportunity
Our Unusual

Overcoat Sale
Until End of January,
\$10.00 Off
regular marked prices

Remarkable Clearance of
Evening Dress Shirts
Young and Rochester, England
Plain Pique
\$1.10 \$1.35
3 for \$3.00 3 for \$2.75
Regular prices, \$2.00, \$2.00

R. Score & Son, Limited
TAILORS 77 King St. West HABERDASHERS



38 All Wool Sweater Coats
Some plain—some fancy—Wool from \$4.50 to \$10.00—Size S to L
\$2.50

150 Black Hard Hats
Worth \$2.50 to \$3.00. To clear these before stock-taking they are offered at **\$1.50** See Centre Case

Blair's Limited
68 Sparks Street
Phone Queen 8120
Style Shop for Men 112



Your Shopping Guide

Just a few of the big bargains at Fisher's Green Tag Sale. Remember—every article in part of our regular stock

Suits \$14.50
Odds valued up to \$22.00
Suits \$18.50
All our regular \$25 lines
Shirts 95c.
Regular \$1.90 and \$2.00
Night Robes 85c.
English Flannelette.
All Overcoats Reduced, 10% off Blue and Black Suits.

Fisher
The Shop of Fashion-Craft
124 SPARKS ST.
GREEN TAG SALE

Mid-Winter Clearing Sale
10% to 25% Discount Off

Discount off Underwear.
" " Pyjamas.
" " Shirts.
" " Socks.
" " Gloves.
" " Braces.
" " Sweaters.
" " Dressing Gowns.
" " Neckwear.

25 dozen of regular 50c Neckwear. Sale Price 25c each.

Beament & Johnson Limited
Semi-Roady Clothing Cor. Sparks & Metcalfe Sts.

Sale ads, taken in each case from the sporting pages of different dailies, showing the popularity of that page.

squashed beyond all recognition between several other ponderous ads. last week. He was annoyed, and expressed his annoyance. It is not likely to occur again.

"Using a Sprat—"

Then, the truth must be told. The day when a man could advertise a remarkable bargain in hats, that will draw inquiries from the North Pole because of the wonderful value offered, is passing away quickly. The scheme behind this is to address those who are caught by it thus: "What size do you take sir? Oh, I'm sorry, we have no sevens. We have those advertised hats only in 6½ and 6¾."

That retailer, having got his man inside the store, proceeds to sell him something else. The public have begun to see through fakes of this kind; advertising bodies are always on the look-out for them, and several prosecutions have taken place.

A men's wear ad. should be attractive. There are some who will differ from me, but in my opinion, a men's wear advertisement should have a cut every time. With many houses, the putting together of an ad. is a nuisance. It is left to the last minute; it is left for the printer to compose in many cases, and any old thing is trotted in. This does not look well. An ad. should be clean-cut, and to the point. There should be a sentence in it that will catch the eye, and keep the reader's attention. It is because a cut is attractive that it should be used. It tells the story itself.

Worth Doing Well

In the case of country newspapers, considerable space can be used at small cost. In the case of haberdashers who are compelled to keep an ad. constantly in large daily newspapers, large space is impossible. Thus is there more

reason for spending considerable time and expense in putting them together. If it is worth advertising at all, it is worth advertising well. In the case of large daily newspapers, 100 lines single column on the sporting page is very effective, if nicely put together. Many merchants believe that, for small space, this shows up better than 50 lines, double column.

"Getting Results"

One of the most important things to insist on is — getting results. These cannot always be seen, but if no attention is paid whatever to the ad. if, in some way or other better business does not accrue, it is not effective. A Montreal haberdasher, interviewed by The Review this week, admitted that he had been asked for hats on at least four occasions inside of a few days, by men who insisted on having the models advertised. He had one inquiry from as far away as a town in Ontario. While he did not admit to the advertising solicitors, he did not mind admitting to the writer that since starting his Spring advertising, there had been a marked improvement in his business.

One of the best known haberdashers in Montreal leaves the arrangement of his ad. altogether in the hands of the advertising man. The latter happens to be an expert in this line, but it is a custom which should not be followed out on every paper. One day they use a double column, and the next day a single column ad. A general ad., they find, brings the best results. Prices count for a lot. Cut prices invariably bring answers, they say. Hence January and February are crackerjack advertising months.

The season when cut prices must be abandoned is approaching, but, after all, the main thing is to get people into the store, and if this can be done by putting truth into your statements, your advertising is paying.

THE WEST IS SOLIDLY IMPROVING

Views of Prominent Winnipeg Men's Wear Men — Most Find Their Business 'Way Ahead of Year Ago—Customers Enlist But Others Come

EDITOR'S NOTE—*Everybody seemed to make a terrible lot of it when business fell off in the West. The wicked West had gone in for real estate, said some omniscient people, and had come a cropper. Be that as it may, the West is slowly but indisputably coming back. Business is growing by a series of healthy increases. In proof whereof, a Winnipeg daily has secured some opinions from men's wear men as to the situation, and the burden of all the songs seem to be that business is good and very good. These opinions show, also, what sort of a Christmas Winnipeg men's wear men had.*

BUSINESS BRISKER AND GOOD TIMES AHEAD

"Business has never been better with us," said the manager of R. Lurie's, men's clothing and furnishing store at the corner of Portage and Notre Dame. Better still, he is optimistic about good times ahead, stating that the money resulting from the phenomenal crop of the western provinces was just coming in and there was enough to come to keep things humming all the winter. "In any case," he said, "we are finding business extremely brisk at present, doing a great deal more on a smaller stock than at the same time last year. The activity is in all lines of our stock, which is being disposed of on the popular price basis."

EXCEPTIONALLY GOOD SAYS CLOTHING FIRM

In the clothing business the Christmas season does not, according to White and Manahan, 500 Main street, bring any marked increase of business. This firm says, however, that it finds trade conditions exceptionally good just now. November, regularly the best month of the year in the men's furnishing line, yielded a highly satisfactory revenue; and the firm believes that the steady activity it is now enjoying will be continued well into the new year.

Much more business is being done now than was done in the same period last year.

CUSTOMERS ENLIST BUT OTHERS COME

Although the House of Hobberlin, Portage avenue, has lost temporarily probably over 100 of its regular customers through enlistments, business is picking up steadily, and if the steady growth continues sales promise to be away ahead of the holiday season last year.

HIGH-CLASS TAILORING BUSINESS IS GOOD

S. R. Hunter, high-class tailor, says that his business is 60 per cent. better at present than it was this time last year. "Our trade in November and thus far in December has been splendid," said Mr. Hunter. "The higher priced

goods are being sold. All of our buyers appear most optimistic. We attribute it to the fact that money from the wheat crop is beginning to be put into circulation. We are feeling much better about our business this Christmas than we were feeling last."

CLOTHES MAKERS DELUGED WITH WORK

McFarlane & Cairns, tailors, have been busy on military clothes during the year. However, the last two months have delayed them with work in general tailoring. Their trade is a merchant tailor business with all classes. They have had an excellent year on the whole and the fact that general tailoring sprung to life again in the fall, so heartily augurs well for a prosperous 1916.

SEVENTY-FIVE PER CENT. INCREASE

Burns & Co., "Fit Reform," report December's trade this year to be at least 75 per cent. better than that of December, 1914. "The whole fall and winter season so far is away in advance," said Mr. Burns, "although we

cannot compare it with 1913. The good crops and a general feeling of confidence have brought on the buyers."

"BEST IN YEARS" TAILORING FIRM

"We have been as busy for the last two months as we have ever been," is what the Duncan Cameron, tailoring firm, had to say on their Christmas trade. "This has been the best Christmas trade in six or seven years. The year's average is good but the last two months are excellent. The materials bought are practically the same and the variety of garments in demand the same as in former years."

TAILOR SAYS GREAT IMPROVEMENT

Bernards', ladies' and children's ready-to-wear goods, 375 Portage avenue, report Christmas trade as being good. The manager of the store, D. Starr, says that it is much better than a year ago and is steadily picking up. He thinks the future is bright from a business standpoint.

LYING IN WAIT FOR FORGETFUL TRAVELERS

Montreal Dealer Has Store Near Windsor Station — There Are Two Show Cases Filled With Lines Which Travellers Forget—The Early Bird Catches the Late Tourist

Special to Men's Wear Review by Staff Writer

THE store of Francois Dugal lies within ear-shot of Windsor Station, Montreal. A traveler ran in there one day, and hurriedly asked for a collar. While it was being wrapped up, he gazed vacantly into the showcase beneath. He must have seen something there that

touched a chord somewhere in his interior, for he suddenly exclaimed, "By gosh, I've forgotten my pyjamas." The sale amounted to two dollars. So much for being near the C.P.R. station.

If a haberdasher could make it worth his while to have



Store of Francois Dugal, corner St. Antoine and Windsor streets, Montreal. The showcases on both sides the aisle are trimmed with reminders for forgetful travelers.

a stand on the sleeping cars which leave our great cities, or had the nerve to parade along the platform looking for travelers who have forgotten their "nighties," he might do a rushing business. Since he can't do that, Francois Dugal is content to have a store in a strategic position—namely, at the corner of Windsor and St. Antoine streets.

A Forgetful Race

For we are a forgetful race, especially when traveling, and the things we forget most are the things we need most. That's why this dealer catches so much trade on this corner. Much of it comes in the way described above. Speaking of this incident, Mr. Dugal, who is a French-Canadian, said: "They call these, in English, 'silent salesmen.'"

There was something 'so' expressive about the way he split up those two words. It was exactly what the words mean to him, for these show cases bring him much coin of the realm.

Therefore he has set in them a bait to catch unwary travelers. His lines (the bait) are such as are carried in quite a number of men's wear stores to-day. For not only are men forgetful when traveling, many of them go around with a longing in the back of their hearts, and it is not until they bump into a drug store window, or wander into a fancy goods bazaar (which they seldom do) or walk into a store like that of Francois Dugal, that the longing is turned into action. It is surprising how quickly a man will act if he sees something he has been wanting for a long time.

Two Show Cases Full

It takes two show cases to carry the articles a traveler is liable to forget, and a third show case is given over to jewelry. Here are some of the articles on Dugal's bait. Take toilet articles first. There are safety and other kinds of razors, shaving soap, brushes and combs, strops, portable mirrors, tooth brushes, paste and powder, shaving brushes and toilet soaps. Look over that list, and think of the number of sales that must have been made to men who had just dropped in for a collar button "to be on the safe side."

Now here is a list of articles that hardly come under the heading of toilet goods, but which find a ready sale with men:—watches (price ranging from one to three dollars), watch chains, (attention is also drawn to these via the window), playing cards, pocket books and purses (safety first on the train), fountain pens, whisks, sanitary drinking cups, and a dozen other lines such as collar buttons, arm bands, tie clips, cuff links, etc., which every men's wear store handles.

The last of these is invading rather on the province of the jewelry case, which is on the opposite side of the aisle, in close proximity to the neckwear department. It is as complete a stock as one could find in any haberdashery store, and it would be idle to hint that the C.P.R. had anything to do with the sales of this line. Travelers do not usually forget their tie pins.

To quote Mr. Dugal: "The reason I carry purses is that people often find that the one they have is played out, and seeing them in my case, purchase a new one. Tooth brushes and powder are purchased extensively by people going on a railway trip. They often forget their shaving soap, too. Often a man gets off the train, goes to a hotel, and when he opens his grip, finds he is short of a collar, or a handkerchief, or his pyjamas, he comes over here, and looking into my silent salesmen, he discovers that he has forgotten quite a number of things. Men are forgetting their handkerchiefs every day, not only traveling men, but city men. You'd be surprised the number of men passing by who call in here for a handkerchief."

Cloth Prices Up

Just to show that America is experiencing the same difficulty in prices of cloth that we are here, we quote from the New York Journal of Commerce:

"That the leading buyers of men's wear fabrics are fully alive to the situation that confront them so far as procuring goods for the next heavyweight season is concerned is proved by the inquiries as to prices that are being made and the business that has been booked already on cloths ranging in quality from cheap woolens to the finest woolens and worsteds.

"Buyers are in the market now, which is weeks ahead of the time these factors usually make their appearance, and many more are expected during the next week or two. Wholesale clothing manufacturers, jobbers, book houses and tailors to the trade are showing an unusual amount of interest in staple suitings and overcoatings for the next heavyweight season, and a considerable volume of business has been placed by these purchasers despite the high prices that have been named quietly by prominent producers.

"Manufacturers who are able to guarantee the delivery of sun-fast fabrics and who are ready to accept orders now for Fall, 1916, occupy an unusually strong position. Such manufacturers are not numerous, and while they have the situation in their own hands the prices which they are quoting and at which they have accepted engagements for Fall delivery are not so high, considering conditions, as to make their figures seem prohibitive.

"Prices on staple worsted suitings and staple woolen overcoatings are being quoted at prices that are from 17½c to 50c a yard higher than the opening prices for the Fall 1915 season. Fine serges, the colors of which are guaranteed, are as much as 40c a yard higher than in January last. These advances, however, cannot be taken as indicative of values generally for Fall, 1915, because in some quarters business has been done at figures that do not appear to be commensurate with the advances in manufacturing costs. The market can be best described as irregular and this state of affairs probably will be much in evidence when the season is opened formally.

"Among the staples that have been bought in a substantial way are drapes. The two manufacturers who make high-class goods of this sort have booked a larger volume of business than in some time, and the outlook is considered so favorable that the mill owners expect to have all the business they can handle. There is nothing surprising about the breadth of the demand for drapes, because the German sources of supply have been cut off. Under the present tariff, German manufacturers, during the first six months of 1914, cut deep into the business of domestic manufacturers. It is stated that 75 per cent. of the business was placed with German mills during the period named.

"Although present prices on some of the finest grades of staple and semi-staple lightweight suitings are from 10c to 25c higher than opening quotations, duplicate orders are of good dimensions. Goods on order for January delivery are being called for for immediate shipment, and selling agents are being requested to ship goods due in February, early next month."



At the annual meeting of the shareholders of Semi-Ready, Limited, at Montreal, H. Albert Nelson was elected to the presidency in succession to the late Charles H. Nelson, with Alfred Wood, vice-president and Charles P. Creamer, general manager; Charles F. Nelson, John E. Brownlee and E. Leeds Nelson are directors. E. Ravel was appointed secretary-treasurer.



Even shirts and pyjamas may become a trim of beauty if handled carefully. Wallace Brothers have unified their compartments in this window very cleverly.

CAN YOU MAKE A PYJAMA TRIM?

The Shape is a Difficulty—But it Can be Overcome — How to Handle Sale Windows —
 Unique Clothing Units—Gotham's Best Windows Described
 For You.

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

THERE appears to have been an unusually large number of excellent trims in the heart of Gotham's shopping district this last month or so.

The first one, a picture of which is reproduced on this page is from the store of Wallace Bros., and will give a good impression of the average sale trim to be seen in the popular Broadway shop. Shirts and undersuits are shown to good advantage. Although a partition divider is used to separate one line from the other the goods are so arranged that this fact is scarcely noticeable when one looks at the display as a whole. The advantage of this scheme is obviously to attract the public at a considerable distance, an achievement not usually accomplished by small compartment trims in themselves.

A close study of the picture will doubtless satisfy the reader's desire to follow the details of composition. Although the space is well filled, confusion of garments is skilfully avoided by simply grouping the different "Specials" in distinct units. Display cards of goodly size are given a conspicuous position. They are always valuable in a display of marked-down goods and should be large enough and prominent enough to catch the eye at

first glance. Price is the consideration that has influenced many to postpone their necessary purchases until now and it will in the majority of cases be the deciding influence.

Difficulties With Pyjamas

Pyjama displays are less frequent than those of other merchandise but none the less important at least as occasional showings. They are unquestionably more difficult to pose, than most haberdashery and as a rule make less striking displays, which is chiefly due, however, to the manner in which such garments are presented. Color scheme is not a hindrance as most every color in the rainbow is to be had in pyjamas, nor is quality any obstacle as one has a choice from the cheapest of cotton to the finest of silk. Without a doubt it is shape that is largely responsible for the usual lack of striking pyjama treatments.

I saw a recent pyjama window in Gimbel Brothers, New York, which merited special note. Various methods were adopted of posing these suits. The trimmer carefully avoided fancy backgrounds and complicated drapes,

both of which would tend to detract from the simplicity of the garments. Special pains should be exercised so as not to distort the garments and make recognition difficult.

You have doubtless seen such goods as these, including undersuits, so twisted and puffed in a vain effort to beautify the decorative effect as to wholly obliterate every semblance of natural lines. Art in trimming does not necessitate picturesque poses but it does require a knowledge of tasteful formation without concealing the general outlines of the articles which should always stand out boldly and impressively.

Special Sale Time

Special sales always begin just as soon as the Holiday season is over and from now on until it's time to show Spring goods, window space will be more or less devoted to reduction offerings. In the instance of the average shop it is perhaps necessary to somewhat overstep the boundary of a strictly refined atmosphere and keep to the fore a constant stream of left-overs but it must not be lost sight of that there is also a constant stream of humanity awaiting this occasion and to bid for a square share of trade a certain amount of refinement is valuable in influencing the prospect.

Turning to Clothing Trims

I noticed a display which was an exceptional clothing trim, by Gimbel Brothers' store, New York. It was arranged as a parlor exhibit surrounded by an atmosphere of sumptuousness which was imparted by the effectiveness

of elegant draperies and mahogany furniture. The idea was conceived for the purpose of inviting leisurely inspection of these particular garments and accessories which, in themselves, suggest refinement and social environment.

Doubtless there have been occasional window trims of a similar nature but to try out the scheme in the show room where one may actually walk through and around the display, an invited guest as it were, and inspect any of the goods, to actually touch and feel the qualities of the various articles, is a step in silent salesmanship quite novel and one which merits special commendation. Such an attraction would unquestionably appeal also to women who not infrequently do the selecting of such clothes.

In treatment the display consists of various units which are arranged throughout the department, allowing ample space for one to walk around. Such pieces of furniture as carved mahogany arm chairs, tables of various sizes, a pedestal lamp with silk shade and a dressing mirror, all to harmonize, are utilized as fixtures in the working out of the different poses. Old gold velours is used as drapery in the table units to add a subtle tone of artistic decoration. Velours is also draped over two sections of the show cases which flank one side of the department. The idea in concealing the cases is wholly to help in the transformation of the general effect of the usual clothing department so that the observer will receive a greater impression of elegance. The addition of the lamp is for the same purpose, as is also the screen arranged as a background for the lamp.

The Art of Posing

That the trimmer may be able to study in greater detail the art of posing garments to the greatest advantage both as to the goods themselves and their artistic presentation, I send a very striking individual unit. These garments were especially posed for Men's Wear Review by Charles H. Hartmann of Browning, King & Company, New York, to show some of the attractive effects possible without the aid of any piece goods as decorative features.

A good trousers pose is shown. The addition of the soft hat, cravat, half hose and pair of gloves is mainly decorative, although they are in themselves conspicuously displayed. An ordinary T-Stand is here used, over which the trousers are folded with the bottoms merely touching the floor. Trousers are always difficult to display pleasingly and the suggestion here offered is worthy of careful study.

The shop that fails to take into consideration the finishing touches, as it were, overlooks one of the most essential complements of a trim. Remove these accessories, for instance, or group them carelessly and the trousers would become a mere object and no longer a picturesque unit.

A Fine Cravat Trim

Typical of the best in modern display is a recent trim of cravats, by Franklin Simon & Company, New York. The arrangement is decidedly unique. The cravats are in themselves most attractive being of various colors but all having the same pattern. The grounds are medium tones of grey, green and burgundy and the pattern is taken from the plumage of the pheasant and reproduced in striking colors. One shirt is included which serves to show the impressiveness of the silk when worn. The shirt is of French madras, white ground with burgundy stripes. A marked departure from the usual drape of piece goods is the unit in the centre. Here a shirt easel is used as a fixture. The silk is drawn up through the easel in three generous puffs which are flattened out to form a petal-like receptacle in which a unit, consisting of a collar, a cravat and a pair of gloves, is shown.



Taking an item of apparel and making—without flounces and furbelows—an attractive display, is the achievement of Browning, King & Co., of New York.

THE OVERCOAT THAT CAME TOO LATE

By E. A. HUGHES

FOR some time Mr. Kensington had been paying his respects to a lady. After due consideration he decided to stake all on the throw and suggest to the lady that hereafter they canter through life in double harness. The lady smiled on him, and named the happy day. The details of how this conclusion was arrived at are as follows:

("Don't bother to enumerate them; we'll take them as read—Editor.)

Mr. Kensington, after living in the clouds for a short time came suddenly to earth and began to think about furnishing a house. He got well ahead with that awful job, and at last came to the point of considering the items of his dress for the auspicious occasion. (These occasions always are auspicious: I suppose this one was too—E. A. H.) Mr. Kensington decided on many new garments. He went over his wardrobe, and selected the wheat from the chaff, as it were. In other words he decided what he could use, and what he would have to purchase. He figured, for instance, on getting a morning coat and a silk hat. A tie of sickly grey must be bought, and also patent shoes and spats—these last of that vague and aesthetic shade known as Elephant's breath. (What color the breath of an elephant really is I don't know, but you may—E. A. H.)

Then he came to consideration of his overcoat. It wasn't too bad, he declared to himself, as he looked at the one he already had; possibly not as smart as it might be but cleaning and pressing would work wonders. He really couldn't afford another. He would make it do.

You figure Mr. Kensington then, systematically laying out his trousseau, and going forward to the day of battle with as much strength of mind and courage, as he could muster under trying circumstances.

The evening before the passage of arms Mr. Kensington happened to be in the city, and to be passing the store of a men's wear man. His doleful and sad eye glimpsed a very attractive overcoat in the window.



She smiled on him and named the happy day.

He stopped. Yes, it was certainly a dandy, a peach, a stunner, a daisy and so on.

He looked again, and beheld the price ticket. "Reduced from \$30.00 to \$17.50" it read.

\$17.50!

Mr. Kensington knitted his brows, and his hand stole to his pocket and felt the roll of bills therein: his eyes, meanwhile, took in the detailed excellence of the overcoat.

"I really should have an overcoat" he murmured.

"But I don't think you can afford it," answered his Subliminal Consciousness.



He smothered his subliminal consciousness and bought the coat

"Well, I don't know. I'm pretty hard up, I know. But it's such a slick coat and—"

"Um-m—" said his S.C. "Go ahead then, but if you haven't enough money to buy the bride every mortal thing she sees in the stores on your honeymoon, don't blame me."

"Well," he replied, hesitating, "It wouldn't do any harm to go in and try it on."

And he went in, and asked the salesman to try it on.

He bought it, and he paid his \$17.50, and smothered the voice of his subliminal consciousness.

"I wish you'd send it for me," he said.

"All right, sir. What's the address?"

Mr. Kensington gave it. "Now look," he added, "I want that sure by eleven o'clock to-morrow morning."

"It shall be there."

"There's a special reason why it must not be a minute late. I'm going to be—that is—er—I'm going away," he finished, shirking confession of the task to which he was setting his hand.

"It shall be there at eleven, without fail," said the salesman.

II

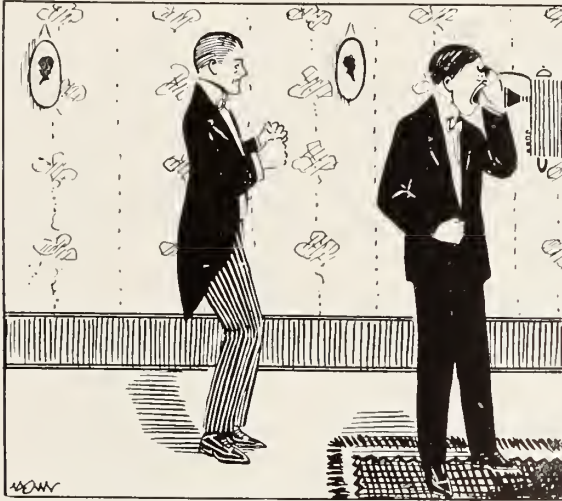
You figure Mr. Kensington next morning, in that perturbed and disturbed state peculiar to victims of his kind before they go into the conflict. He began to dress about 'steen hours before it was necessary. His hand was shaking. He soiled half a dozen collars and got blue in the face trying to get the button-hole over the stud. Then he tied and untied his tie about a dozen times. The knot wasn't right. The folds didn't hang right. The wings of the collar overlapped when the tie was on. His boots pinched him. His hair wouldn't part without leaving five hairs on the wrong side of the parting. And so on . . .

All these signs indicate an attack of nerves which every combatant in like campaign begins to experience.

At last he was dressed. It was twelve o'clock. The time fixed for the affray was 1.30.

Suddenly Mr. Kensington remembered that he had not seen his new overcoat. He turned to the accomplice (the best man) who was standing around, trying to be sympathetic and implored him to call up the store on the telephone and ask why the dickens the coat hadn't come. It was promised for eleven o'clock.

The best man did so. He blew up the men's wear man



"Where is that coat," he yelled.

sky high, over the telephone, and the shock of the language he used nearly severed the connection.

"Why the blankety-blank isn't that coat for Mr. So-and-So here," he yelled.

"What time was it promised for," came back the men's wear man.

"Eleven o'clock. It's after twelve now. And it will take a full hour for it to get here."

"Wait a minute."

The men's wear man went away, found the coat, and saw it had been promised for eleven o'clock.

"Awfully sorry," said he, returning to the 'phone. "Our error. I'll have it sent right away. It shall be there by one o'clock, if I have to get a taxi. It's to go to 27 Brandworth Crescent, hasn't it?"

"Yes."

"Not Avenue; Crescent, eh?" he asked again.

"That's right," answered the best man, "and rush it up at once."

Mr. Kensington, comforted by the assurance of the best man, possessed his soul in patience, contenting himself merely with apostrophising the men's wear man in none-too-choice language.

One o'clock came. Five minutes past came. Mr. Kensington, now so nervous at the thought of the ordeal was pacing up and down the room, while the best man kept on telling him to compose himself.

Ten past one! Mr. Kensington suddenly remembered. "Has that confounded coat come yet," he roared.

The best man recollected:

"Great Scott! No, it hasn't. We'll have to go without it if it isn't here in five minutes. You'll have to have your old one ready."

At this Mr. Kensington raged and raved. He said—(not in these columns, please.—Editor.)

The overcoat didn't turn up.

"I'll telephone here from the church and have it sent

over so you can wear it to go away in. You'll have to wear your old one to go to church," said the best man.

By this time Mr. Kensington had exhausted his vocabulary and was too subdued to say anything more. He groaned a little, and was led to the taxi and to the church, as a lamb to the slaughter.

The best man found a moment to call up the men's wear man.

"Where ——— is that coat?" he yelled.

"It's gone; an hour ago," was the answer.

"Well, it hasn't turned up."

"Where are you now," said the men's wear man.

"At the church. Mr. Kensington is tearing his hair because his coat hasn't come, and he had to wear his old one. He's got troubles enough without that."

"Well if you telephone the house you'll find it there."

The best man thought a moment.

"Where did you send it? To 27 Brandworth Crescent or 27 Brandworth Avenue?"

The men's wear man thought a moment.

Then "Crescent," he replied. "I'm almost sure."

"I hope to goodness you did," said the best man. "The Avenue is right the other end of the town, and if it went there, we'll never get it. I'll call up the house and see if it has arrived."

He rang off, and called up the house. No—he was told—no parcel had come at all.

By this time Mr. Kensington was pacing up and down the vestry, engaged in a session of pouring malediction on everybody: the men's wear man for being late with the coat; the best man for leaving him alone so long; the parson for telling him every two or three minutes that the other combatant was already on the battle-field.

The best man returned. He had just time to whisper to Mr. Kensington that there was no trace to be found of the overcoat, and then to take in Mr. Kensington to the altar.

And, so weak was Mr. Kensington with all his troubles, that he had not sufficient strength to resist the parson



"You—you—mutt," he said.

who was asking him: "Wilt thou have, etc., etc.," but could only answer, faintly and feebly, "I will!"

* * *

The first thing he did when he and his wife returned to town was to go down to that men's wear man, who had promised the overcoat for eleven o'clock. There was blood in his eye, as he walked into the store.

"What happened to that overcoat of mine," he said, trying to keep calm.

The salesman, by this time had forgotten him completely.

"What overcoat was that, sir," he asked sauely.

"The one for 27 Brandworth Crescent, promised for eleven o'clock two weeks ago, which never turned up."

He rolled up his sleeves.

The men's wear man suddenly recollected.

"I'm afraid it went to 27 Brandworth Avenue," he faltered.

The young man looked at him. Then he lost control and spluttered out his words.

"Listen to me," he yelled, "do you know that you ought to take a correspondence school course in 'How to keep your word? Do you know you fell down in two places, and that you—'"

"I'm sorry, sir, if—" the other ejaculated.

"Don't speak. Listen to me," went on Mr. Kensington. "Do you know you made me late for the wedding, my wedding? That I had to go away in my old coat after buying a new one on purpose? That I was in such a temper, all because of your silliness, that I didn't know what I was doing. That—"

He paused for breath.

"Really, sir," faltered the salesman, "I'm certainly—"

"Be quiet," roared the other. "Listen to me. That's the last thing I ever buy at your store. And what's more I want my money back for that. You can keep the coat. I won't have it. I wouldn't have it if it was the best coat in Christendom. I want my money back. Do I get it?"

"Certainly, I'll refund the money——"

"You bet your life you will. Now listen once more. Go to your office boy, and ask him to teach you the importance of detail. And remember that though your sieve-like memory, your crass forgetfulness, you've lost a good customer. Good-day."

"But sir, really——"

"Good day."

And he turned to go out of the store.

"Just a moment," attempted the men's wear man.

"Good day, you— you— Mutt."

And Mr. Kensington was gone.

The men's wear man learned his lesson. Ever since he's been scared of a man ordering an overcoat and asking that it be delivered at eleven o'clock.

THROUGH OTHER SPECTACLES

SELLING A SUIT OF CLOTHES

From "The Haberdasher," New York

THE clothier with the right idea combines all the progressive points the other two lack. He profits by the combined experience of hundreds of successful retail salesmen making hundreds of sales daily on the principle that there are real rules to follow in selling a suit of clothes—several real rules, three of them of vital importance.

And the first of these is that all customers with the same need are not alike in taste and temperament.

The second is that the sale begins with the customer, not with the store or the salesman.

The third is that all the selling-power of style, fabric, pattern, workmanship and color focus finally, in the customer's mind, on the comfort and satisfaction of a perfect fit. And the customer decides this; the store does not do it, the famous lines does not and the clerk does not. The clerk is only a means to an end.

"How to correctly fit the customer" is the new note in special efficiency training for the retail clothing salesman, "and ways to do it."

Manufacturers and retailers alike must give the matter all the consideration its importance warrants. And it warrants a great deal after all is said and done, because the suit will not sell if it does not fit the customer. And individual sales are what build up volume.

* * *

DRINKING WATER FOR ALL

From "Clothier and Furnisher," New York

It is good business to give a glass of water to anyone who is thirsty. A little card in the window to the effect that you have a drinking fountain for the free use of the thirsty will help popularize your store all the year 'round.

Even if you sold drinks of some kind, that little offer of a glass of water to anyone who would come and ask for it would be good business. Public drinking places are none too frequent and often none too cleanly. The tired woman with a youngster trotting at her side and clamoring for a drink will not soon forget the convenience you offer in the way of good cold water in an individual paper cup, with a welcome thrown in. A little tact may be necessary at times to prevent children making a nuisance of themselves by coming in groups for drinks, but anyone competent to run a store should be competent to take care of any possible disturbance of that sort and even to capitalize them. Free drinking water will bring in people who may or may not make purchases at that time, but who certainly will make them later.

* * *

"LABBY'S" DRESS

From "The Irish Draper," Dublin

FORCED economy in dress occasionally leads to some picturesque results. Towards the close of the siege of Paris, Henry Labouchere wrote to his mother: "My pea jacket is torn and threadbare, my trousers are frayed at the bottom, and of many colors—like Joseph's coat. My boots have split in various places, and I wear a pair of gaiters, purple, like those of a respectable ecclesiastic, to cover the rents. I bought them on the Boulevard, and at the same stall bought a bright blue handkerchief which was going cheap; this I wear round my neck. My upper man resembles that of a dog-stealer, my lower that of a bishop. My buttons drop off as though I were a moulted fowl. I have to pin myself together elaborately, and whenever I want to get anything out of my pocket have cautiously to unpin myself, with the dread of falling to pieces before my eyes."

GOTHAM ON SKATES DRESSES ACCORDINGLY

Weird But Suitable Garb for Performances of Figure Eight — Ankle-Fitting Silk Hose Come to Town—A Rough-and-Tumble Hat Worn How You Wish

Special Correspondence of MacLean, New York.

Coming

The craze for skating has produced a Norfolk suit, with tight trousers, buttoning close to the leg all the way down.

Persian lamb toques are the skating hat de rig.

The stiff bosom shirt gains ground as the evening shirt.

Tucks and pleats permissible for dinners.

The white evening vest is still with us, coming back, as it were, particularly for younger men.

Something new in silk day-shirts is a cross-bar or narrow cross stripes, in rose, claret, helio, and the brighter blues.

The narrower four-in-hand will be the tie soon, but not yet.

Mufflers of glaring pattern, such, for instance, as the mosaic of a checker-board, are being worn by some of the ultra-smart folk.

A rough-and-tumble hat for day wear is one you may knock into any old shape—and it still holds good.



NEW York has decided this year, instead of dancing, that it will skate, and the roof of the Biltmore shares with the St. Nicholas Rink popularity as a place of resort, morning, afternoon and night, for skaters. There has been an attempt in some quarters to fit up men with skating costumes. So far as I can learn at present, few, if any, manufacturers have shown what they have in this way to the public. Nevertheless, judging by the costumes that one sees worn at these skating parties, suitable costumes are to be had if you know where to go to get them. One gentleman who is an adept at figure skating, wears a brown tweed Norfolk coat, pleated down the back. There is no belt: there is a mock-belt. The coat buttons all the way down; the top button is fairly high, making a short lapel. The trousers are very tight, and some men are wearing trousers which button up the leg, giving the effect almost of skin tights. A soft leather vest or waistcoat is often worn. This is so made that it can be buttoned right up to protect the chest and it leaves a collar on either side the vest which is almost equilaterally triangular. With this is worn a skating Ascot tie. A good many of these are in black, while some others are in black and grey and others in color combinations, the difference in color usually being in the part of the tie which turns over. Persian toques are worn, but not of the old-fashioned up and down style by any means. A very smart little toque about the size of the head is the usual thing. The whole costume is essentially a tight-fitting one and looks, as it is, exceptionally snug. Where short knickers are worn and low boots, dark brown or dark green, thick knitted stockings are the thing.

Stiff Bosom Evening Shirt

With regard to shirts for evening dress wear, the stiff bosom shirt as I hinted a couple of months ago is taking first place for formal evening wear. There is said to be in some quarters a trend towards breaking away from the conservatism in evening dress with which we started this season. I do not think this is so among the best dressed men. To my mind the evening apparel of the fashion leader this Winter is distinctly formal and conservative. Of this the stiff shirt is an indication. Of course, for dinner, some men are wearing soft dress shirts; both tucks and pleats are permissible. The stiff shirt for formal wear is still 'de rig.'

There is comparatively little new in collars from what I wrote recently when I mentioned the priority of the poke, which has only been partially eclipsed by the new over-lapping wing. This, by the by, looks better in a square end than in the blunt.

Dealing with evening dress, in suits and overcoats, the younger set, despite the tendency at the beginning of the season, seems to be wearing the white waistcoat to quite a large extent. There are, however, some notable exceptions to be found amongst men who are admittedly fashion leaders. Plain silk, plain piques and brocades are variations which one notices in the evening vest. The opening is neither a U or a V, but something betwixt and between. There are more men inclined to the U than to the V. The coat is not quite as snug as last year. Braid is unquestionably the proper finish for the trousers.

Something New in Day Shirts

Something quite new in silk shirts for day wear—and it was necessary because they were getting so ultra-popular—is a design which is formed by broad bars interspersed with narrow stripes. This is worked out in very bright shades, claret, deep rose, and fairly bright blues. Usually a dark-colored or black tie is worn in either a crepe de chine or in black knit.

One of the most important things about ties in New York at present is the distinct tendency towards the narrower four-in-hand tie. This appears to be definitely decided upon as a revival and several manufacturers are now putting out their Spring and Summer cravats in much narrower shapes. This swing of fashion is not so much that

PLAYING CHECKERS ON YOUR MUFFLER!

Easy Enough if You Wear the New Cube Pattern — Novelties in Handkerchiefs Now Showing—The New Silk Day Shirt Has Cross Bar Stripes

Authentic and Authoritative Resume.

these ties were due for a revival as that necessity more or less demands it. I refer, of course, to the extreme prices of silk and the fact that some manufacturers, instead of raising prices, are using narrower shapes and thus economizing and making up the difference which they find in the higher price. Of course, there is something to be said, for the fact that four-in-hands have been so broad for the last few years, getting broader every year that it was time that we faced right round, and narrower shapes were instituted again. I might add one thing to this question of narrower cravats, and that is that these are not seen very much at present. This is a future fashion and it may take some time to establish it but I am pretty sure it will come.

A Rough and Tumble Hat

Something new in soft hats is a style which is being worn chiefly in the South at present and will probably be worn here in the Spring, that is a sort of rough and tumble felt. You may treat it any way you wish and yet it looks all right. Something of this sort was necessary for the man who wants to be a little distinct from his fellows and the new model that I am talking of has a tapering crown with a broad brim, well rolled up on the side. It can be had of course in many colors, although the outstanding shades are pearl grey, brown, olive and black. A hat which is also attracting some attention here now is a tweed (I mentioned this in my November letter), originally designed for motoring and general country wear, but apparently found good enough and distinct enough to wear in the city.

A Glaring Muffler

We have all sorts and conditions of mufflers here now. One of the most surprising of these is one made in a checker board pattern. This is crocheted in silk in all colors, from white and pearl to high tones, like blue and rose. The pattern, however, is the outstanding feature: this is made up of alternate tubes forming a mosaic. It is effective right enough and certainly startling, particularly if a man wears an overcoat with fairly low lapels. Other mufflers along this line are stripes, as for instance black and pale blue in narrow one-inch stripes, worked out in satin, with fringed ends to match. Yet another muffler which I saw the other night was one for evening wear, woven in French silk with a stripe of white at each end. The ends of mufflers, by the by, in nearly all cases, are fringed. Some men are wearing them with monograms.

As to hose, here is a variation on the old theme. What is uncommonly like a clock, but is not a clock, is a fleur de lis embroidered in white upon black or in black upon black, or occasionally in dark colors on black. The material is silk, of course. These are worn chiefly with Tuxedo dress. For every day wear, quite the newest thing is ankle fitting silk half hose. These are woven so as to fit extremely snugly around the ankles. The idea is, I suppose, to eradicate the wrinkles which are customary with the average hosiery and which look very bad when a man is wearing low shoes.

Novelties in Handkerchiefs

There are so few novelties in handkerchiefs that one naturally wants to record them when they do occur. I saw some the other day put out by a manufacturer. One was a richly colored centre in deep rose with wave stripes in gold; the border was white with a white silk stripe and a colored edging of rose. That is rather freakish, but new. Another line, however, which is possibly more conservative, has a pattern centered upon a white linen ground, which leaves the borders clear. These are broadly hemstitched. Still other handkerchiefs have white borders with cross bars or clusters in the centre.

Nothing seems to dim the polka dot for morning and afternoon wear. This in blue and white and black and white spot design is very much and generously affected. It is worn, of course, a good deal with the wing collar and certainly looks well. Many men are taking care that their shirts in color match their ties.

Going

The hose of the clock design don't strike the smart man's taste any more. The clock is getting old; it's been wound so often.

Silk Squares don't begin to compare with the long muffler for popularity this year. Few are being worn, even the excellent creations in regimental colors.

The poke collar is taking a back seat as the evening collar. The new overlapping wing is taking priority.

Slowly but surely the expansive (and expensive) large array of silk in four-in hands is going. The narrower variety is on its way. Already many men are deserting the wide tie.

The brown Derby did not last long. It had a good Spring, but it's never been a long-distance pacer.

The plain white handkerchief isn't correct now. You must wear the patterned one, in colors on white, or in white on white.



*Maclean
New York.*

Gossip of the Trade



THE variable and fickle cotton offers a new and piquant interest, as from time to time, one watches style tendencies develop which influence the neck-dress of the average man.

The tendency of spring fashion is to have something new. Many customers still incline to the old close front collar that enables them to wear a cheap narrow tie or a wide old one. The tie manufacturer wants an open space collar that shows his tie off to good advantage and makes the wearer get a new one more frequently. The collar manufacturer can work with the tie man to mutual advantage, usually, but in this case the customer's needs and the tie man's ideas are so far apart that the chief actor, the man who makes the collars is still uncertain which way the cat is going to jump.

The War on Hats

An unusual situation has developed in hats as a result of the shortage in dyes. This shortage is dictating the color of the spring hats which will be decidedly light. Pearl grey shades are spoken of as the coming big feature.

The reason is a purely a utilitarian one. The amount of dye used to color fifty dozen medium dark felts will suffice for two hundred dozen of the lighter shade.

Fashions "Out There."

The following is a letter received by a Montreal men's wear clerk from a man he worked with for some years:—

"Dear Danny,—

Out of the trenches again Gott sei danket! We are resting in the usual little town two miles back, straw, hot grub, swanky drill, lots of sleep and of course lots of grouching. We always do that except when we really have something to grouse about—when we face Fritz!

Speaking of Fritz, I am greatly taken with his new overcoat. He has changed it twice since the year of change 1914. At first it was the full grey coat with lots of big brass buttons with drunken Imperial eagles cavorting on them. Then last winter it became the grey-blue, snug-fitting coat with less buttons and all plain — No swank. There was some dirty work at the cross roads a few nights ago and when we came to we found ourselves the proud possessors of a thirty-yard long sewer and a lot of dead bodies. Water falls—or rises—to its own level so I took a look at Fritz's coat. Believe me, it's 'some' coat. Still snug and still blue, but no buttons! All invisible hooks and eyes! Very neat! Very practical! No tell-tale rays; no catching on equipment and no polishing.

Such is my passion for being well dressed that I am thinking of deserting.

I didn't mean to make this a Paris letter but to-morrow we go up again, the candle's low and I'm dead tired so I'll wait until the next rest to give you trench dope.

As ever,

D. R. McK.

Fishing

One of the smartest shops shows a cheap line of flannellette pyjamas. I asked the manager how he could consistently do this. He explained that his customers with human frailty were not always particular for best in 'undies' and things that do not show. So his cheap flannellette is the line, the bait. The hook is nestling in an attractive box upon a shelf and it spells silk or soft wool at several times the value of the other!

A New Dodge

One of the tip-top shops in Montreal adds a hybrid Regent St. and pickaninny touch to the customer's welcome. As the latter approaches the door a minute being, diminutive in comparison to his buttons, springs as tho' on invisible wires to make his way easy for him. It is a clear transposition, the use of a page instead of an ex-Guards giant or an ebony pickaninny. It is a little extra touch of courtesy and novelty combined; a big store does well to keep the interest of its customers fresh and awakened.

The Divorce of The Collar and The Shirt

Manufacturers, frequently at retailers' requests, are coming more and more to the divorce of the collar and the shirt in actual selling. It has been a gradual process of elimination and evolution from the days of the shirt with as high as four extra collars and an added cost of two dollars and a half a dozen to the retailer down to the present offering of shirts and collars as separate bargains. The change occurred for the most part one collar at a time. The last collar probably put up the hardest fight. The change is really beneficial for all concerned, particularly the retailer and his customer. It lowers the costs of the shirts to the customer by twenty-five cents and enables him to select the collars he really wants and to get two instead of one for a quarter.

Speculation is rife as to the next offering of the big collar manufacturers. They promise the trade the usual Spring original but withhold particulars until they are ready to floor the market. Things have settled down in collars, no real need is apparent but if the popular fancy is caught a big sale follows regardless of other things.

Previous to last year's great success, the last two or three offerings of this kind had fallen flat and had been a source of loss to the makers.

Trench Hats

An adoption of the military service cap and the soft trench hat is now offered in Montreal shops that cater to the soldiers. The cap combines the smartness of the service cap with the weight, softness and warmth of the old trench cap. It retains the chin strap of the latter which when not in use is buttoned up over the top of the cap. The new hat is dressy enough so that many private soldiers pay out their own money for it in preference to wearing the government furnished cap.

A Hunch

The story that best illustrates the condition existing in dress goods lines to-day and is going the rounds of Montreal (no names) is this:—A certain wholesaler seeking not anything in particular, but anything that he could get in cashmere and wool in England found conditions so utterly impossible that obeying a hunch, he deserted depleted manufacturers, took to the road literally hunted down some of the larger wholesale and retail stocks. He filled all his requirements in this way and is now offering and, what is more, selling these stocks to the retail trade.

Now that the manufacturers have made the wing collar fool proof in the laundry by making the original factory bend permanent, men who for reasons of economy were leaving the wing collar are gradually coming back to it. Dealers declare that this old favorite in its modern form of small tips will never lose favor now that a man does not have to choose between buying a new box of collars after a few trips to the laundry on the one hand and an indecent exposure of his Adam's apple on the other.

* * *

Speaking of his experiences in a recent buying trip in England, a Montreal buyer in referring to his query about prices on khaki handkerchiefs said "I thought the manufacturer had gone mad. And then he rubbed it in by saying he could only give me a limited quantity of them."

* * *

Gloves in chamois and light colors, plain and braided will be featured more than usual this season on account of the dye situation. Fawn and wash capes are the features of the moment.

In underwear the union suit continues to gain ground in all prices with all classes of trade. This is particularly true of the athletic variety of suit.

Odd Twists and Fancies in Men's Fashions

A TIE that is being displayed and pushed by several Montreal haberdashers is the "Slip On" that has a facing band of light weight black sateen, nearly the width of the



Dale's Half Bust Form Shirt Displayer trimmed with two-piece underwear. For displaying light weight Summer or heavy Winter underwear it is an excellent resource.

A RECENT importation from England shows a tubular scarf that offers an ideal sport or trench combination scarf and Balaclava helmet. It is two and a half yards long, and of the usual width, usually of knit goods. In general appearance it differs very slightly from the staple scarf except that the fringe on one end is missing. This is where the utility of it comes in. The plain end is used for a cap and the remaining end may be disposed of as fancy dictates, either wrapped around the neck on the bulk of the slack being taken up in folds as part of the cap leaving a short end hanging. A soldier in the trenches acknowledging the receipt of one, states that it serves there the additional purpose of a night cap and a good one at that. In addition it renders unnecessary the carrying of a scarf and wool cap. In some instances it even replaces the service cap as some soldiers dispense with the latter on account of its conspicuous lines and Fritz's consequent attentions!

* * *

GARTERS WITH celluloid fastenings and rings in place of metal are now offered in Montreal. The celluloid offers a smoother surface and less opportunity for the catching of loose threads, but has the disadvantage of presenting a larger surface.

* * *

ALTHOUGH BATHING suit lines are more or less staple, novelties are constantly being originated by the manufacturers. One which is a novelty for this season and for which a popular demand seems to be assured is of one piece and is readily put on and removed. The skirt is attached below the natural waistline and is not nearly so likely to ruffle up around the body while in the water as the kind that has the skirt attached higher.

tie in the back and twelve inches long. It obviates the struggles and language of the average man in slipping his tie through the collar. And it saves the tie.

MEN'S WEAR REVIEW

THE RECOGNIZED

AUTHORITY OF

THE CANADIAN

MENS WEAR TRADE

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No. 2

HAVE YOU A LITTLE SECRET?

HAVE you a little secret in your store? The reason why the question is put is because of an incident noticed recently, which might be duplicated in every city in the country, every day. A man was walking down the main street, and paused to look at a very attractive window which caught his eye. He was with a friend, and remarked upon the apparent excellence of some neckwear displayed. He was on the point of going in to buy, when he saw there was no price ticket on the tie he wanted, nor indeed, for the matter of that, on any article in the window. Instead of buying—though he wanted that tie—he walked away, very much annoyed at the dealer who didn't let his customers know the price of what he had for sale, before they went into the store. This lack is a foolish one. What is the idea? Had the dealer a secret? Was the question of the price of his goods so ticklish a one that he couldn't tell customers who were looking at his windows what was one of the most important details? The wise dealer does not do this sort of thing. He knows that no-price-tag has lost innumerable customers for innumerable dealers. Mark your goods, all of them, always.

THE TOO-EARLY BIRD

IN a certain city recently a dealer whose sale is largely of hats and caps, had his windows emblazoned with signs announcing his stock of new Spring hats "now selling." This was in the second week in January. It was an instance of the too-early bird. While it is true that the early bird gets the worm, it is as well not to hurry matters. This dealer, possibly, will be showing straws by the first of March; you never know; if Spring hats are for sale as early as the second week in January, straws might be featured that early. It is just as foolish for a men's wear man to be too early as it is for him to be too late. What is the effect of a policy like this? A man goes in, buys a Spring hat, and starts in to wear it right away. First of all, it is probably too light in shade. Probably it is not sufficiently hardy for the snow that has still to come. Moreover, its wearer, by wearing it prematurely, takes off the freshness and by the time Spring does come along it is impaired some, though not sufficiently to warrant him getting a new one. No wise retailer tries to

sell so far ahead as this, just as no sensible retailer would want to feature fur coats in the midst of August. In brief, the too-early bird would not get the average worm.

TAX ENEMY GOODS

AMERCHANDISE manager, than whom few have larger responsibilities in this country, was discussing with *The Review* the position of German goods in Canada after the war.

"In one year after peace is signed, public hostility, in my opinion, will have subsided to such an extent as to permit general trading in German goods," he declared. "More than that, an attempt will be made to flood this country, as others, with stocks that are said to be accumulating there by the billions. A man's next-door neighbor may buy at cut prices and offer better values than you can do. In self-defence you would be compelled to follow suit, and there you are.

"No, the only possible remedy, the only effectual protection to the new industries of this country and England, and our other Allies, is for the Government to place a heavy tax on all German and Austrian goods entering the country."

Unquestionably, he was right, and it will be the duty shortly of the Government of Canada to call into consultation the business men, retailers as well as manufacturers, to formulate plans whereby a moral and military victory be not in part counterbalanced by commercial losses.

At a recent meeting of the Textile Trade Section of the London Chamber of Commerce a resolution was passed, "That it is advisable that steps be taken to consider the possibility of effective action to lessen the sale of enemy goods in Great Britain and Ireland after the termination of hostilities."

That German goods are coming into England still—and Canada—is certain. Instances were drawn to the attention of the British Government that two consuls had passed upon fabric gloves that actually had the label, "Made in Saxony" still attached, and others, marked, "Made in Holland," and "Made in Switzerland," with the original label still on.

EDITORIAL BRIEFS

THE NEW fancy handkerchiefs which New Yorkers are wearing are so ornate they could also be used as table centres.

* * *

READ CAREFULLY the leading article in this issue. They are all good, of course, but this is specially good.

* * *

THE OPPORTUNITY of a lifetime should be seized in the lifetime of the opportunity. Get in on military orders.

WHAT IS BEING SHOWN IN TORONTO SHOPS

By MACLEAN, TORONTO

THIS is just between seasons. Everybody has had a whale of a holiday business, and, as I write this, it is the turn of the year and the stores are feeling the usual post-Christmas dearth of activity and sales. But men's wear men generally had such a good Christmas trade that they are not kicking any at the little bit of quietness that follows after. In addition to there being a certain quietness so far as sales are concerned, there is also a lack of novelty at this time of the year for a short time, and therefore there is not so much showing in the way of new things in the stores as, say, a month later on.

A Freak Tie

Some things there are though that are new nevertheless. One of these may be seen in the Annex of T. Eaton Co. This is a tie, the pattern of which is a scroll effect, and which runs in rings or circles and across which is described the figures of 1916 in rather large digits. This is something new. The tie can be gotten in several qualities and several different designs although they are usually scrolls. Colors run in a wide range but they are all more or less dark; dark—red, green, purple, brown and that sort of thing. The figures 1916 are worked out, usually, in black. Although this is, as one of the salesman said, rather freakish, there has nevertheless been quite a big holiday demand for it and dozens have been sold. It runs I believe in a 75c line.

Modish Suits

I think, in this column, before, I have remarked upon one of the most modish lounge suits, a blue soft cloth with a pin wire stripe. This is exemplified once more in the window of 'Fashion Craft' which shows a nice soft cloth of a blue shade where the pin wire stripe is at intervals of about one inch. This seems to me to be a very dressy kind of suit. By the by, this suit too was a little new in its cut. Corroborating what I hinted at in this magazine some time ago this model was a three-button affair, with the lapels shorter and narrower and meeting at a spot which was considerably nearer the bottom of the opening of the waistcoat than lapels have been for some years. There was no cuff at all on the sleeves, and, if I remember rightly, there was none on the pants. The waistcoat was cut fairly low.

Fleece-Lined Slippers

In the Jaeger store there were a number of very attractive things for men, one of which was some fleece-lined slippers. These were in brown leather and were of the long variety which keep the ankles warm. The lining, which was the feature of them, was of white fleece, and, as everything which this concern puts out, was very warm and comfortable, if somewhat expensive. Slippers are a thing which a man wears presumably for comfort and not for ornament and certainly he would find comfort in this pair.

As to Dress Ties

I see that Stanley & Bosworth are following New York very closely in their ideas on dress suits and appurtenances. They have some dress ties in the window which are like those described by MacLean of New York in his last letter. These are white crepes, and of the wide end variety. Some of them are figured some are plain. One or two have the forked end, while others have the plain end,

but are very wide. This seems to be a feature of this year's dress tie. The long and narrow tie seems to have vanished, and in its place is the wide-end variety. There were some others in this window too which were new. These were grey with a little segment of black cut in at either side of the bow of black, or it might be worked the other way: that is a black ground with a little segment of grey put in on either side of the bow of black. This is something more or less new.

Multifarious Mufflers

As one goes up and down the streets one is struck by the number of men who are wearing the new mufflers. These of course can be gotten in designs and colors as multifarious as the sand on the seashore. It looks as if everybody's wife had given him a muffler for Christmas. The stores are showing some very attractive things in this regard and Hickey's have a particularly nice range. These are either foulards or crepes with the wide tasseled ends, worked out in rich Oriental designs or in tapestry effects. The colors are, for the most part, fairly dark and in every case blending beautifully. The latest fad is to wear a tie of the same material as the muffler. Some stores are showing how this can be done and are showing both ties and mufflers together in their windows. This is an idea which may just catch the eye of the man who wants to be a little distinct.

The Dressy Crepe

If anybody can tell me of a nicer thing than crepe for a tie I shall be glad to hear it. It always seems to me that a crepe de chine tie is both dressy and rich looking, yet always exceptionally good-looking. I see that Bilton's are showing some of these. They run chiefly in colors fairly dark—maroon, brown, blue, but I suppose one can get this kind of tie in black too. The black is possibly the best of the lot. The crepe tie has a softness and an attractiveness in the way of the hang of it that no other ties that I know of have. It used to be an old-fashioned rule, by the by, in England years ago that the only thing to wear for a grey lounge suit was a black crepe tie and a gold stick pin, very plain, such as the ordinary safety pin, in fact. For my own part I hope crepe ties are coming in again, because they have always appealed to me as a mighty dressy tie for a man to wear.

Ye Fancy Vest

Commenting on the vogue of fancy vests about which I remarked in the last issue, I see that Score's are showing some all wool vests with leather buttons. This leather button is creeping into Canada in a number of ways. I don't doubt but that the officer's uniform has done something to popularize it. I see that a great many men are wearing vests with this leather button and a great many more are wearing an overcoat with leather buttons. The leather button is certainly a little 'et cetera' which gives that touch of piquancy which every smart dresser is supposed to be after.

*Maclean,
Toronto.*

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . .

By MACLEAN, MONTREAL

ALL the talk here is of increased business: Knit goods have had a splendid run. Practically all the Montreal shops are advertising clearance sales from the ultra-smart St. Catherines and St. James St. places to the nondescript establishments in the dark by-ways.

The displays are mostly of the well-established lines left over from the Xmas rush, while the men behind the windows recover their breath for the pushing of Spring lines. Shirts and hats predominate in most windows leavened by the usual sprinkling of collars, canes and ties. No soft shirts nor French cuffs are to be observed. No hats other than felts, a few velours and sports are shown in the smartest shops.

Skating Attire Shown

As a result of social impetus to skating, all the fancy sports goods are being prominently featured. Roman stripes are very noticeable wherever tastefully possible, chiefly in ties and scarfs.

Contrasts in Shirts

Case shows a clever contrast in two windows of opposite types of shirts. One containing the shirt 'par excellence' for the well dressed man contains only those of quiet colors and fine lines. Altogether of the staid variety but of a richness. The other window appeals to the less discriminating taste of the younger man. The shirts in this window are in all the solid colors, varying from yellow to red. Several in the darker shades were streaked with very narrow bands of white and, in the lighter, with black or variegated colors.

Ties Broad and Bright

Possibly owing to the contrasting favor in which quiet shirts are at present, multi-colored ties are having a great run and all the shops give them prominent place. Roman stripes, large checks and plaids and solid, bright colors predominate, with a sprinkling of flowered design. Black and white figures are also very popular.

Felt Hats Shown

Felt hats are chiefly shown. Of Romans, only one velours, and that of a dull brown was noticed. All the hats were dark and with very few exceptions were of the side bow variety: The narrow bow at that. The indications point that way in the light colors for Spring. Buyers are awaiting the last possible moment to give the styles an opportunity to define themselves before going to New York to pick out March deliveries.

One-Color Bath Robes

In Mark's three stores the windows run the gamut from bath robes to evening dress. In contradistinction to the usual run of bath robes he offers a variety in solid colors inside and out. One of a dark grey had lapels and lining of bright green.

Pyjamas Now a Staple

Pyjamas, wherever shown, are quiet in color, very much on the same patterns as the less obtrusive shirts in narrow stripes. One dealer to a high-class trade gives dollar and a half flannelette pyjamas first place in his window, but says that he invariably works the intending purchaser up to buying the more expensive variety.

Dark, Rich Overcoats

At Max Beauvais' the windows are largely featuring smart overcoats in the various shades of brown and blue with the latter preponderant.

Guiding the Celestial

Some of the lightweight semi-stiff shirts that will soon be offered for the Spring trade in Montreal shops have a direction of common-sense genius printed in with the size and maker's name. "This collar must be starched." This is to avoid any misapprehension that may occur to the Celestial mind of any "Heathen Chinese" that so fragile and dainty appearing a collar will not take the starch.

In R. J. Tooke's display of hats was noticed another variation of the craze for color contrasts. In this case the effect was obtained by using a heavy silver colored card on a natty dark grey hat with a black band.

A smart military rain coat in both black and khaki is now being offered the trade here. The cape is waist length and particularly meant to appeal to those who seek the military effect.

Riley Hearn is showing the cheaper grade of ash sticks which when smartened up by a cap and perhaps a band of metal is a smartly practical looking stick for informal tramps. No fear of scratching that.

The Braided Glove

Case is laying especial stress on his braided self color glove in both the chamois and the darker colors. It adds a touch of distinction that is not usually found in manufacturers' stocks and is a direct result of the retailers' demand for distinctiveness. This store emphasizes the sloping top collar while deprecating a too close following of bizarre shapes.

R. J. Tooke is devoting his entire window space in the St. Catherines street store to a sale of Scotch woolen scarfs.

Collar Styles

The whole situation in collars may be summed up as quiet in so far as styles are concerned. There is more of a settled look about this line than is usually noticeable in so important a part of men's wear. The trade has apparently settled upon the most promising of the present styles as quite acceptable to it. A development in soft collars that promises to correspond to that in their counterpart in the shirt line is in progress. The tendency toward soft collars, lately neglected, has now taken a most decided turn and promises to place that article back on the pinnacle it occupied a few years ago. In the stiff shapes the greatest change that affects all styles is probably the collar that slopes down from rear to the front on top. This is a practical touch that cannot help but make its way. The demand for the wing collar, always good, will probably increase in sympathy with the sales of the bow ties which it sets off so very well.

*Maclean,
Montreal.*

THIS MONTH'S PRIZE-WINNING WINDOW



Hay & McCarthy, of Toronto, had this Christmas window, which won Men's Wear Review Prize this month.

THE COMPETITION

In accordance with our notice in the January MEN'S WEAR REVIEW, readers from far and near sent in photographs of their windows as entries for our window trimming competition.

There were many excellent windows, some of them dealing with Christmas; some not. They reflected great credit, all of them, upon the men who dressed them and the stores who showed them.

The award has been made, and the prize is won by a Toronto window trimmer. To him has gone the five dollars, plus a dollar and a half for the photograph.

Several other photos have been retained, and to the men who sent them in has gone a dollar and a half for the picture.

This competition continues every month. Get busy and send in your window. We don't mind if you have only small window-space; if the display is good, if you have made the most of it, you stand a chance of the prize. Whether you are in a small town or a big city, it's all the same to the judges. The man in the small town can do just as much, pro rata, with the facilities he has, as the man in the large town.

*Send in your window, and send it EARLY.
—The Editor.*

THE PRIZE WINNER

The retailer who won the prize in this month's competition was

**HAY & McCARTHY
TORONTO**

As the photograph shows, this was an excellent display. The main idea was to show complete range of Christmas gifts, and apparently this was appreciated. The red background of mock-tiles was a happy thought; it induced the Christmassy feeling and developed the goods, which stood out against it. A good feature was that every article was ticketed. Green and red decorations were used though not too freely. Good effects were obtained by the fancy boxes. Hay & McCarthy claim it as a very successful window, and certainly it has all the elements which make for success.

BUY ANYTHING YOU CAN

That is the Hosiery Outlook of To-day—Unheard of Demands at Unprecedented Prices
—A Buyer's Experience.

Special to The Review by L. TRACY, Mgr. Furnishings Dept., Tooke Bros., Limited, Montreal.

THE hosiery market to-day is in a condition that may be summed up in one word—Awful.

I have just returned from a buying trip to Leicester, that great centre of the hosiery industry of England and the world. I was more of a suppliant than I was sought after. I purchased and wheedled bills of goods out of houses on the score of old friendships and other bills in other days. With it all, the prices have gone up and are going up every day. The manufacturers now refuse to book ahead under any condition and the poor buyer must simply snap up whatever is in sight and be content. A mere matter of style or price counts for nothing. There is an actual shortage of the raw material and a large part of the present production equipment is working on the abnormal army demand. After having been in first hand contact with the situation there as it exists to-day, even a Canadian buyer cannot help but sympathize with the English manufacturers.

Creating a New Industry

The first jolt they received on the outbreak of war was typical. It meant the creation of a new industry to keep their own going. That was because the bulk of the spinning had been done in the devastated war area of Belgium and Northern France. So they recreated that industry in England. They have no idea of what the cost of the material that will go into future orders will be. He is between the devil and the deep blue sea—on one side impatient buyers clamoring for goods and brimming over with orders for Spring, Summer and Fall delivery and a Government that demands he fill its orders. On the other side he has a rising market in all his raw material and an actual shortage so acute that the present stocks are nil and the future production dependent on inexperienced hands woefully uncertain.

Cause of Concern

Yarns and dies are his chief cause of concern. The dyers refuse to even quote prices to him. He simply accepts the order, files it away with a host of others, stores the socks, dyes them when and if he can and then sends in a bill based on the latest fluctuation of the market. He simply refuses to talk price until the job is done. "If this is not satisfactory," he says in effect, "Go elsewhere," well knowing that the manufacturer has no other place to go. Naturally, he stays.

In yarns, wool is higher than it has ever been and is rising under a very good demand. The home demand in England is unprecedented. Aside from the vast army orders direct and indirect ranging from contractors' supplies to Sister Susie's sewing, there is such a great era of prosperity amongst the working classes of England to-day that the best is none too good for those who have hitherto lived a life of strenuous self-denial.

Wages Higher

The wages in the hosiery mills are also much higher but that is a mere detail, one of several in comparison with shortage of material on one side and excessive demand on the other. And a third is looming up. Labor already high is about to become very scarce. The five

groups of the Derby scheme will eventually absorb the bulk of the male workers in the mills to-day. Unlike munitions and other vital industries of the war, the hosiery mills cannot expect any discrimination favorable to them when all the available men are called to the colors.

Another of the incidental additions to manufacturers' costs is the matter of the empties. In pre-war days the empty packing cases were returned to the factories by the railroads at a nominal charge. To-day the railroads refuse to haul them at any price. Result, a lot of waste in packing cases and an advance all round because of this wastage.

Personally I was so impressed with this condition that I have described that I simply bought up whatever I could of the stocks in sight and considered myself lucky at that. When I asked for opinions about April and May buying, I met with nothing but the gloomiest of prognostications and was advised not to come, that it would not be worth my while. This from manufacturer to buyer.

No relief from these conditions can be hoped for in America. In Canada we cannot get the yarns. The production here is like a drop in a bucket of water. We must go to England for our tops and that brings us back and dependent on English conditions. A certain amount of American cashmeres have been sold here but the manufacturers there are at the end of their tether as the following letter from the selling agent of a manufacturer illustrates:

"We are, however, in receipt of a letter from the mills in answer to our repeated inquiries in which they state that at the present time they find it practically impossible to obtain any deliveries of the cheap yarns that are used in these goods and that it is impossible also to obtain any of the dye stuffs with which to dye same and it is absolutely impossible for them to state when they will be able to deliver the samples and they cannot guarantee to deliver the merchandise."

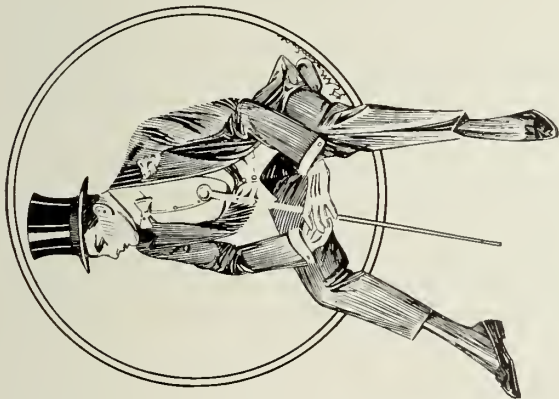
Still the Canadian wholesaler and retailer says: "I won't bother with English hosiery the way things are. I'll get mine down in the States."

He will too, in the neck.

Some are wise enough to size this situation up unaided, though a customer of ours who is usually of a truculent nature was quoted a low quality sock at a high figure by us. Two months ago he would have re-pulsed us with scorn, to-day he only writes back and inquiries mildly if we cannot make a slightly better price.

Wholesalers going to England must go there with their minds made up to buy and buy at once without heckling and choosing. Retailers in Canada must do the same thing. We are now buying goods for immediate delivery that heretofore we have ordered for December delivery. I cannot say more.

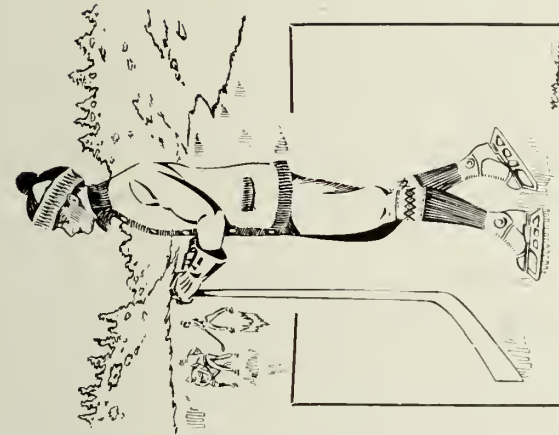
Any retailer who can get cashmere or worsted half hose to take into stock at once instead of endeavoring to buy them for later delivery is playing the safe game. In the latter event he will find that he simply will not get the goods, and it will be too late to duplicate.



Good Copy for Your Ads

Here are three advertisements drawn up by an advertising writer for Men's Wear Review that should prove helpful for the Winter 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 illustrations may be purchased through Men's Wear Review at the low price of 50 cents each, postpaid. Cash must accompany order.

(Firm name and address)



That Sweater Coat

You had hoped to get early in the Season but which you were delayed in getting on account of Christmas and its many extra calls on your bank account, is now ready for you and at a price you can well afford.

We have just sorted our stock with some attractive lines—lines that are attractive in style as well as price, and are now offering them as a midwinter attraction to the young man and the older man too.

There's a style and a grade in our knitted coats to suit every fancy, and no matter how conservative the taste or elaborate the ideas.

Step in and look the range over.

(Firm name and address)



"Some Tie"

That's the popular mode of expression when the young man's admiring glance rests on the new big shape tie we are showing this week.

It's the most liberally made piece of neckwear we have ever seen, and it's well made, too. A real tie for the popular price of 75c, made of exquisitely patterned silks of fine quality with the "Slide-where-you-want-it" neckband.

See our window display to-night. Ask your friends to take a jaunt around too.

(Firm name and address)

OF A PERSONAL NATURE

G. H. Boulanger, of Montreal, men's furnisher, suffered loss by fire recently.

* * *

A. A. Sandeman, of the Fit-Reform Wardrobe, Montreal, has returned from a buying trip to England.

* * *

L. Gittleson, formerly with Samuel Wener & Co., Montreal, has joined the American Boys' Attire Co., as a partner with Mr. L. Feigin, formerly proprietor.



Geo. E. Pearson, Associate Editor of Men's Wear Review, who has been invalided home, and has resumed his duties on the editorial staff of MacLean Publishing Company. Mr. Pearson enlisted with the Princess Patricia Light Infantry in August, 1914, served for five months with them on the firing line, and entered hospital in May of last year. Mr. Pearson has so far recovered as to be able to take up the duties of civil life, and will be located at the Montreal office of Men's Wear Review.

In a series of talks on salesmanship at the Toronto Y.M.C.A., Mr. Frank Stollery is due to speak on "What A Salesman Should Know About Ties."

* * *

William Hodgins, who has been employed as cutter at the Nicholas Tailoring Co. factory, Stratford, for many years, and, who is well known in the city, has added his name as a recruit for the 110th Battalion.

* * *

Mr. W. H. Dickin, who had been manager of the Walters & Co. shoe store at Goderich, has gone to Guelph as assistant manager of the clothing and furnishings department of the G. H. Ryan Co.'s big store.

* * *

The gent's furnishing store of E. G. Wellwood, Charlotte street, Peterboro, was badly gutted by fire recently.

The cause of the fire is unknown. The damage will be considerable, and will be partly covered by insurance.

* * *

Calhoun's Ltd., were incorporated in October, in Winnipeg, with a capital of \$10,000 to handle men's and boys' hats and caps. This same company has a similar store in Calgary under the name of Tom Campbell, as well as one in Vancouver. Their Winnipeg store is located on Portage Ave.

* * *

It will be good news to very many in the men's wear trade, to learn that Mr. Thomas Jackson, of the Jackson Mfg. Co., Limited, Clinton, Ont., is back at the office again, having recovered from the illness which made an operation necessary early in September.

* * *

Mr. W. C. Crawford has moved his tailoring business from the building south of the laundry to the building alongside of Dayman's Fruit Store, in Whitewood. Mr. Crawford has succeeded in establishing a splendid tailoring business in Whitewood, and to accommodate his growing trade was obliged to secure better quarters.

* * *

Mr. Dawson, the shirt buyer for Tooke Bros., is at present in Europe on a buying expedition. His return is eagerly awaited by his confreres who are assured beforehand of all the interesting details of merchandising under difficulties. The buyer in Europe to-day is becoming more or less of a tactician according to the tales of scarce stocks that come over the Atlantic.

* * *

J. M. Baker, formerly general manager of the Calgary stores of the Hudson's Bay Company, has formed a partnership with H. L. Robbins, until recently manager of the clothing and men's furnishing departments of the company. The new firm is to be known as Baker & Robbins, and will open for business about February 1 in the store on the south side of Eighth avenue now occupied by Young & Kennedy.

The firm will carry a complete stock of clothing and men's furnishings and with Mr. Baker's large acquaintance, his general business ability and knowledge of conditions and Mr. Robbins' long experience in this particular line it is to be expected that the new Calgary firm will do a large business from the outset.

* * *

In the civic elections at the commencement of the year, the men's wear and allied trades certainly seem to have done well. Returns compiled for Ontario show two mayors, and a number of councillors, aldermen and so on.

As to mayors, J. F. Craig, of Barrie, a tailor, is one, and J. F. Montgomery, of Smith's Falls, also a tailor, is another. The following tailors and furnishers are councillors: James L. Armitage, Kincardine, Ont.; B. W. Cox, Leamington, Ont.; J. W. Patterson, Petrolea, Ont.; J. A. McArthur, Renfrew, Ont.; Fred. Vansuben, Listowel, Ont.; J. P. Wells, Orillia, Ont..

The aldermen are: F. H. Bonneville, of Petrolea; John Bradley, of Harriston and E. Laroche, of Ottawa.



KNITTED GOODS



BUYING MIXTURES OR RETAINING QUALITY?

IN preparing for this department in this issue a member of the staff of Men's Wear Review visited a number of mills to secure first-hand information as to conditions, prices and output.

While there are some interesting new lines in sweater coats and underwear, this element naturally assumes secondary importance in a season when the question of price towers above every other consideration. Price, and, we should add, substitution of cotton to avoid the high cost level that would otherwise be forced were the all-wool article of 1915 to be maintained. This double-barreled range of prices, this all-wool or mixture alternative, is, as was indicated several months ago in *The Review*, the noticeable feature of the knitted goods market for Fall, 1916.

All-Wool, \$68; Mixture, \$54

Let us illustrate. One mill has a 3-lb. sweater coat that sold, all-wool, last Fall for \$45. They have the same line again, but you have your choice. You hold out for all-wool, they hold out for \$68 a dozen; if you permit a mixture of cotton, you can have it, not for the old price, but an advance of \$9 or \$54. This is logical. If yarn is up 30, 40 or 50 cents a pound and sweater coats weigh from 18 to 36 lbs. a dozen the advance for yarn alone would run \$5.40 to \$18 a dozen.

Take another case, involving lower figures. A range of hosiery was selling, according to sizes—for it began in children's, at \$4.50, \$5 and \$6 a dozen. If you insist on all-wool, up you must go to \$6.80, \$7 and \$9. But if you are content to take a mixture, or "percentage wool" as it sometimes is styled, you can get the \$4.50 line for \$5.25; the \$5 line for \$5.50 and the \$6 line for \$6, just as before.

The most extreme case that has reached our notice is cashmere hosiery made entirely of cotton! There it is, labeled "cashmere" on the sole, and not a thread of wool in it. We asked the importer what he was going to do, "Ship it back?"

"Can't Do Any Better—at the Price"

"Oh, no, why should we? We can't do any better."

"And the retailer—your customer?"

"He'll accept it; he can't do any better—at the price."

There you are!

The retailer is thus up against the biggest problem of his career, dealt with elsewhere in this issue, for it does not affect knitted goods alone.

Shall he maintain the price, the old standard, 25, 50, 75c and \$1, or is it not time he broke away, bought the old-time quality, or a much closer approximation to it than the 50-50 lines—or sometimes 0-100—that are on the market to-day?

Will the Public Stand For It?

The retailer answers promptly: "The public won't stand for it." But they are coming to it in the United States, and they never had standard prices in England. Or perhaps it is more correct to say that the "jumps" between one price and another were shorter, 2d. or 3d. usually so that medium advances could be adjusted more simply. But in Canada it must be \$2.10, \$2.15 or \$2.25



1916 NOVELTY IN SWEATER COATS

This is one of the "new things" that is being brought out for next Fall in men's sweater coats, a notched collar, following the style of the regular tailored coat. When buttoned up it has the military effect, as shown in small inset. Shown by Harvey Knitting Co.

to sell at 25 cents; the next gap cannot be 75c to make \$3, but it needs must be \$4, \$4.25 or \$4.50 to sell at 50 cents.

If the price of raw material goes up—no matter. Degrade the article to keep it down to \$2.25, or, better still,

(Continued on page 46.)

HOW WOOL CHART LINE MOUNTED UPWARDS

IT is difficult to obtain any definite idea of the movements in the wool market from the daily cablede accounts of the price of wool on the London markets. Such and-such are easier, we read, or show an advance of 5 to 10 per cent. For a time, even, last fall there was a feeling that there was a surplus of wool on hand, that the mills and War Office were far ahead of requirements in khaki uniforms underwear and socks, and that there would be no complications so far as wool was concerned. The chart published herewith shows the sudden slump in prices of the finer wools, 60s Botany Tops, and also in 40s, Crossbred Tops. But this was a matter of weeks only and The Review has yet to hear of a single Canadian mill that "got in on the ground floor" during this slump. Most

hosiery have gone up \$6, \$8, \$12, \$20 a dozen in one case or 25 cents a suit in another?

The fluctuations referred to are the official figures published by the Yorkshire "Observer" of Bradford, in its annual review of the wool markets, from the standpoint of the biggest yarn centre in the world.

Up From 29 to 52 Cents

Take another grade of tops, ones used more in Canada than the finer Botany wool, namely, 40s Crossbreds. As The Review has pointed out before, the price graduations on these have been more regular during the war—and mostly upwards. These wools, a coarser line, were used chiefly for khaki, and were in keen demand from the outset. In December, 1913, they were down to 14½d., but at the opening of the war, August, 1914, were 16d. There was a sharp advance and by December the price had reached 19½d. and from then until April the chart line is straight, registering at that time 26d. When the rush of khaki manufacturer was over the price eased off, dropping as low as 23d. in October. Since then, however, like Botanies, the market has shown a steady advance and the high point of 26d. has again been reached.

Dyers, Spinners, Etc., Take Their Toll

This brief review of prices in what may be called the "primary" markets takes into consideration only one of many elements that determine the settlement of prices of knitted goods to the retailer. Not only is the wool higher, but the spinners, loaded up with orders that the Continental mills had filled to a considerable extent before, added the inevitable premium that is the penalty where supply falls short of demand. Then came the dyers, charging 15, 20 or 25 cents a lb. where 3, 4, 5 or 6 cents was charged before. Afterwards came the higher transportation charges, insurance and the special war tax of 5 or 7½ per cent. and it does not require much close figuring to realize the conditions that lie behind the alterations in the price lists of knitted goods for the Fall of 1915 and of 1916.

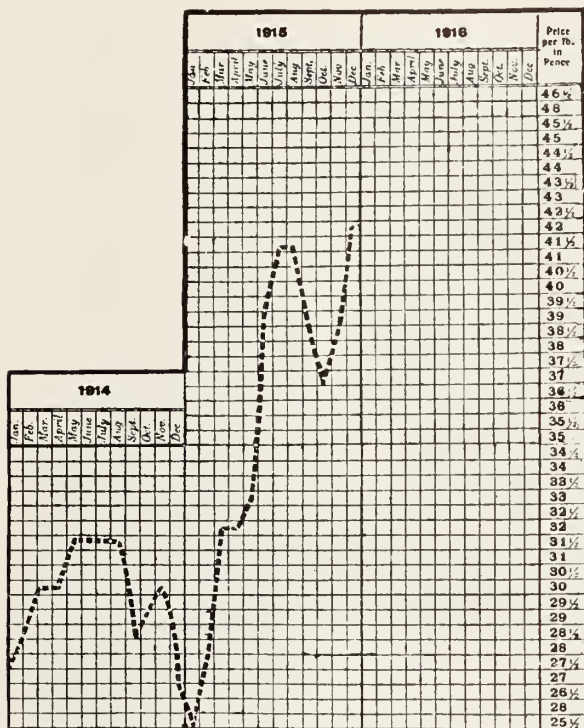
How do these elements work out in the cost of yarns laid down in Canada? The variations are simply bewildering. There is no uniformity once the wool leaves the market, and, of course, none there taking one day with another. Some mills buy the wool in the partially prepared form of tops, then spin and dye it. Others buy as yarn and either dye themselves or get it dyed outside. Others again buy it as yarn dyed ready for use. Some prices of dyes vary 200, 300 and even 1,000 per cent. taken one lot with another, and when it is considered that some of these top-priced goods are adulterated as high as 90 per cent., one ceases to look for uniformity in yarn quotations.

Wash Hosiery Before Wearing

One other point as illustration: an aniline dye "worked" with one treatment; the vegetable dyes require two or three, and some mills have been forced to work all night to complete the day's "batch." And, after it is all over, they are forced to send out notices to the trade that they will not guarantee any of their goods so far as dye is concerned, and some urge consumers to wash out hosiery before using in order to get rid of superfluous discolored matter that otherwise would stain the skin!

Truly it is a merry game!

(Continued on page 46.)



This chart, published by courtesy of the Yorkshire Observer, Bradford, England, shows the fluctuations of 60s Botany tops during 1914 and 1915. Last year they rose from 25½d. to 42½d. per lb., and in January were still higher.

of them were like a woman witness recently in the trial of a Western land deal who declared she was "three or four stories up."

Rapid Rise Since October

Events that forecast a tremendous extra demand were following fast. Lord Derby's enlistment scheme was in full swing and visions of a British army of 5,000,000 became a very near reality. The embargo on export from Australia and New Zealand, save through the London market was clapped on again, and the hungry American buyers once more driven to London. Up soared prices, steadily week by week, until between the middle of October and the middle of December, 60s Botany Tops jumped from 37d. to 42½d. And this same grade—what may be called an intermediate stage between wool and yarn—had been down to 25½d the previous January! Thus within twelve months the advance had been 66 2/3 per cent.! What wonder, then, if sweater coats, underwear and

PRICE COMPARISONS: FALL 1916 vs. FALL 1915

SWEATER COATS

	FALL, 1915	FALL, 1916
1.	\$45	\$54 (All wool \$68)
2.	\$42	\$48
3.	\$24	\$30
4.	\$27	\$32
5.	\$32	\$39
6.	\$37	\$42
7.	\$36	\$44
8.	\$39	\$48
9.	\$48	\$60

UNDERWEAR

	FALL, 1915	FALL, 1916
1.	\$ 9.00	\$13.50
2.	\$13.50	\$18.00
3.	\$ 6.50	\$ 8.50

HOSIERY

	FALL, 1915	FALL, 1916
1.	\$2.75	\$4.00

2.	\$2.25	\$2.60 (off)
3. (Silk and Wool) ..	\$4.00	\$5.00
4. (Children's)	\$6.00	\$9.00
5. (Children's)	\$5.00	\$7.00
6. (Children's)	\$4.50	\$6.80

A line of cotton mixed to replace the all-wool of last year ranges \$6, \$5.50 and \$5.25 respectively in place of \$9, \$7 and \$6.80 for the all-wool.

GLOVES

	FALL, 1915	FALL, 1916
1.	\$4.25	\$6.00 (Wool) \$4.25 (Cotton mixed)
2.	\$3.50	\$4.50 \$3.75 (Cotton mixed)
3.	\$2.25	\$3.00

CAPS

	FALL, 1915	FALL, 1916
1.	\$6.00	\$7.50

CONDITIONS SUPPORT EARLY BUYING POLICY

LET us go to the Mail Order Houses for a text, a sermon and its application. Early in the war, when the most of the business houses of the country were experiencing lessened sales, reports came of the M.O. houses increasing their turnovers. This became more marked as conditions of prices and delivery grew more serious. What was the explanation?

Simply this. The smaller retail stores throughout the country did not have the stocks the people wanted, and they succumbed to the attractive illustrations and word-pictures of the M.O. catalogues.

What policy of the M.O. houses lay behind this position of preparedness, this possession of stocks on the shelves? Simply the placing of early orders; leaving nothing to chance; taking advantage of the knowledge that deliveries would be poor, and that delays must be forestalled wherever possible. They swooped down on the jobbers and the mills and cleaned up their available stocks of woolen goods, underwear, sweater coats, hosiery, linens, and all the rest that were tangled up by war conditions.

And they have kept on doing it! Late in January the head of a sweater coat mill told The Review that the buyer of a large store in Canada had come along and bought up all his old stock of sweater coats. Why? Just to be sure of delivery.

What are the big stores doing to-day? Buying their knitted goods, the whole stock they need without delay. They are stocking up in underwear, in hosiery, in sweater coats, because they realize that if they delay until the ordinary sorting season they cannot be sure of delivery, and they will be almost sure to pay more for these goods.

What we would say to the retailer is: Stock up now in knitted goods; they won't be lower for next Fall; ten chances to one they will be higher.

**These lists do not pretend to cover all mills. They are presented here merely as examples of the advances, and the new element of cotton mixtures in the effort to maintain former prices as much as possible.*

Wools have been advancing every week or so since October. At the January wool sales in London they were higher still. A few dyes are coming over from the States at very high prices, but no real relief is in sight. A new element has entered into the problem; scarcity of labor. One Canadian mill has lost twenty skilled spinners and knitters by enlistment; another half a dozen, and it is almost impossible to replace them. Enlistment has begun to be felt in Canadian labor circles as in England. War orders are keeping some mills here busy all night, and by next "sorting" time they may be loaded up again.

What the big buyers are doing is a pretty good policy for the smaller stores, and the big buyers are BUYING NOW.



Mercury Mills, Ltd., show underwear made from high-grade wool; made absolutely unshrinkable by special process.

SOME NEW LINES FOR FALL 1916

THERE is a curious contrast between the favorite colors for men and women in sweater coats for next Fall. Time was when they were interchangeable; now the ladies' is in dress fabrics run rather towards the delicate shades. Saxe blue, old rose, etc., with Paddy green as a high color that is either taken eagerly or ruthlessly cast aside. But men's the leading choice as manifest so far is for grey, whereat the dye buyers in the mills rejoice greatly. Probably the next in order is cardinal or maroon, the old-time choices, but here it is increasingly difficult to guarantee a supply of dyes. Khaki, that was thought a possible favorite, does not seem to be in keen demand, it is having a fair sale, and that lets it out.

So far as collars are concerned the shawl is the one most shown. It has had a long run but is neat, fairly warm, and seems likely to remain strong.

A New Style of Collar

A distinctly new idea in collars for next Fall is the one with the notch, illustrated in this issue. This follows out the style of the cloth garment, a daring innovation, but one that is taking well, and has much in its favor. It is claimed for it that it sits more flat, and is warmer than the roll of the other permits it to be.

In considering new knitted lines for Fall it is gratify-

ing to note that several Canadian firms are going after the highest class demand in underwear, to replace imported lines that are very difficult to procure. In one case a mill imported a particularly fine, soft yarn for this purpose, and hopes to hold the field. It is turning out a garment that is warranted unshrinkable and of soft, fine texture.

Another firm in deciding on an all-wool or mixture for a line of underwear that had become well-known as an all-wool product under a brand name, decided to retain the all-wool, in spite of a necessary big advance in the selling price. This will cater, also, to the highest class trade.

Cotton Yarns Higher

Cotton goods for Summer may see an advance shortly owing to the changes in the raw cotton market and in cotton yarns. All cotton textiles have gone up but most of the yarn supplies required for Spring and Summer knit goods were already purchased by the mills. The yarn has gone up from 30 to 36 and 32 to 41 or 42 cents, but it will be the 1917 lines that will receive the chief benefit, always providing cotton stays up for the next six months.

WITH OUR ADVERTISERS

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

Lightweight Collar With Button Links

On next page we show a new W., G. & R. Lightweight Collar, the King. The makers of this collar, it will be remembered, introduced Lightweight Collars to the trade in 1913, at a time when nothing of the kind had been on sale either in Canada or the United States.

Adding pearl button links gives the lightweight a new interest, and certainly a smartness that was lacking in the plain lightweights. The W., G. & R. line is shown with button links and with eyelets for linked pin.

There is something about the W. G. & R. Valor Collar that marks it as one that will be worn by careful dressers for years to come. The W. G. & R. people now announce a companion collar named the Shorncliffe, in 2 $\frac{1}{4}$ inch height which should prove every bit as good from a selling standpoint as the Valor. Deliveries of the Shorncliffe will be ready February the 15th.

A Successful Line

Tooke Bros. were so successful with their newly introduced line of men's cloth caps for Spring wear that they have decided to branch out into a full line and make a department of caps. To this end they are offering a big range in this line for next Fall.



ECHOES FROM THE CONVENTION

"Window dressing is the artistic expression of the good qualities of merchandise."—Display manager for R. H. Macy & Co.

BUYING MIXTURES OR RETAINING QUALITY?

(Continued from page 43)

de-grade it still more to make it \$1.90 or \$2.00, to allow us a decent profit, a mark-up of 50 per cent. on the cost, or one-third on the selling price.

Is the other alternative not a possibility? Some merchants have decided so, and are buying the all-wool goods. They are selling quality, with the old-time guarantee. They are abolishing the former standard of prices and explaining to their customers just how it is and those customers, now if any time, are prepared for those explanations. Try them out on the two grades, if you like, and see whether they will not—the bulk of them at least—prefer. and buy the all-wool, or better class grade of knitted goods.



HOW WOOL CHART LINE MOUNTED UPWARDS

(Continued from page 44)

Comparisons of Yarn Prices

One firm is paying \$1.15 for Botany yarn that cost 85 cents a few months ago, \$1 for a worsted instead of 74 cents.

Another \$1.08 in place of 64 cents one year ago.

A third \$1.50 for a very fine yarn that they paid 97 cents one year ago.

But in speaking of yarns it must not be forgotten that cotton is up too. The raw market has advanced 60 to 70 per cent. in the last six months and cotton yarns are up from 28-30 to 36-42 $\frac{1}{2}$ cents.

Add one other element of uncertainty: Deliveries of yarn cannot be depended on; some already are six or eight months late; in many other cases only small percentages or allotments are made.

COLLARS & SHIRTS

THE semi-stiff collar has come to stay if the short sales history of it counts for anything. It is, of course, in the lightweight two and three-ply with links, and is now made in all the standard shapes that are suitable to links. In the lighter and softer varieties a dainty touch is added by the suggestion of soft outlines that the collar makes above the links in conforming to the bulge of the tie about the neck. These collars promise to be the ideal Summer collar, although so far they have only had a Fall trial. They promise to be very popular for Summer use not only in the plain varieties but also in the satin finish, the flowered designs, checks and suggestion of pique. They offer a very peculiar combination of real dressiness that is rarely seen in conjunction with the catering to Summer comfort.

Orders Coming In

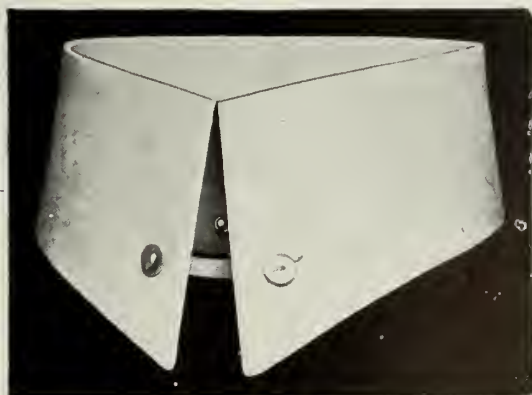
The Crepe collar with the piped edges of black, that was put out in experimental fashion last Fall gives promise of a great degree of popularity for Spring. At the present moment retailers' orders are coming in faster than they can be cared for in the factories.

The pinchneck is as popular as ever, combining as it does modernity with comfort—instead of sacrificing the latter to the former.

In the fancier lines the shot cloth with figured designs and satin finish seems to be paramount. A great range to suit all tastes may be seen in these collars. The designs vary from plain spots to ornate shamrocks and elaborate designs in general. All of the collars mentioned include all shapes with special prominence probably given to the two extremes, the long-pointed ends and the wide open-space collar that shows the tie off well. Last year's open space to fit the tie, shape is also very popular. There is a very noticeable absence of closed front collars.

Confusing Variety of Shapes.

Considerable dissatisfaction is expressed amongst both



A new light-weight collar, the King, with pearl button links and eyelets for stock-pin is put out by Williams, Green and Rome Company.

manufacturers and retailers with the great and confusing variety of shapes that they claim the public demand makes necessary. On the other hand the average man is beginning to look askance on the rapid switching of styles. On all sides there is a notable trend of opinion towards a certain conservatism of both color and style.

The owner of one of Montreal's largest stores hit off current opinion on the subject very neatly when he said:—

“The collar I like best is an old style and I don't care what they say about the new styles, I am going to go ahead and wear it. I think a lot of other people are just about as stubborn and after all there are a whole lot of stubborn people like me that the merchants have to sell. It is not wise for us to try and foist any one new and extravagant model upon them too strongly.”

In shirts the double soft French cuff gives promise of having a bigger sale than ever. Although at no time confined only to the use of the most advanced dressers. These shirts now have a very general demand over a great range of prices.

For sheer merit this shirt and cuff has rarely been equalled. And it is only on this merit that it holds its own in a market in which novelties are constantly seeking to edge their way in.

Plain Patterns in Soft Shirts

Plain stripes and taffetas, of course, hold their own in the soft shirts better than the more extreme patterns and materials. The crepe idea has pretty thoroughly extended into all manner of shirtings now. One concern offers some novelties in this line that include the idea of white bodies with inserted bosoms, piped in black, as well as several lines of white bodies with fancy trimmed pleats and cuffs. These are shown with both French and laundered cuffs and have been made up with an eye to the Easter trade. The French cuff's strong hold is nowhere better illustrated than in its absorption into novelties such as these described.

The dye situation in shirtings is becoming in common with all lines that are dependent upon dyes, more and more critical every day. The manufacturing and wholesale trade are unanimous in recommending retailers to protect themselves while they may. They maintain that there is every indication of substantial advances occurring before long. Their warning and insistence on this fact at present is of added significance owing to the fact that the same situation has arisen throughout the whole mercantile world in imported goods as a result of ship and raw material shortage.

Although some retailers are endeavoring to cover, there is no doubt that manufacturers are at their wit's ends. The retailer who is holding back now may yet find that the present values represent an opportunity.



SUITS & OVERCOATS



THE NARROWER LAPEL FOR FALL

Both Suits and Overcoats for Next Fall to Feature It — Lapels To Be Shorter, Too —
Some Other Advance Details

THE time is drawing near when most manufacturers have their lines for Fall pretty well in hand and Summer features are pretty well decided. There are still some details to settle. It is full early for style indications for next Fall's suits and overcoats, but in the main these have been settled and it is possible to describe the main features at any rate. 'Men's Wear Review' has always been first in the field with indications and predictions anent styles in suits and overcoats and it is first again this year for next Fall.

Reversion to Narrow Lapel

The outstanding thing so far as style features are concerned is the reversion to the narrow lapel. This is undoubtedly the important item for the retailer to know with regard to styles for fall and winter. It will be remembered by readers of these columns that four or five months ago we hinted that in our opinion the very wide lapel had been somewhat done to death and also that the very long lapel had had a good run. In our September and again in our December issues, we pointed out that we thought by next Fall the styles would have materially altered and that the very narrow lapel and the fairly short lapel would be correct. The prediction has been amply justified. The narrow lapel is an important feature of the new Fall suit. This lapel is also shorter. It is true that some of the suits being shown have only two buttons, but while that is so it must be remembered that the bottom button is much further away from the bottom of the coat than has been the case for the last year, where the lapel was longer. In many cases suits for Fall will be worn with three buttons. Where there are only two, however, the bottom one will, as we say be much higher up and thus almost give the effect of a long skirt to the coat.

The Slanting Pocket

The lapel will, in itself be some inches shorter than last year. As to

whether it will be peaked or straight does not at this time appear. This is one of the details still to be settled. Some manufacturers are going to make peaked lapels while others will keep to the square cut. Which will be the most popular is not yet decided. Another feature and one which is of growing importance is the tendency towards slanting pockets. This is very marked in many of the new models for Fall selling. It is seen both in the pocket with flaps and in pockets of the patch variety. The supposition is that the slant has a little touch of smartness. Many men

in New York have had these slant pockets even for this winter and manufacturers over there report that the majority of their lounge suits are featuring this for Spring and also for next Fall wear.

The vent on the sleeves is an open one and many of the sleeves have three buttons. Some have only two buttons but so far as we can ascertain at this present time the three button cuff is going to be popular. There will be no cuffs worn.

Now as to the vest, this will be without the lapel. There has been a growing feeling that the lapel on the vest has had a good run, a better run really than it ever deserved, and manufacturers do not feel inclined to go with this extra detail any longer. Personally, it is our opinion that the collar on the vest does not add anything to it at all and that vest is just as smart and dressy without it. Vests will be lower. This must of necessity be so because the vest will come to about the same point as the coat lapel and while the lapel on the coat is shorter this year to a considerable extent, still it is not so short that the bottom of it would only reach to the bottom of the vest we have known this last winter. The vest then, will be lower, and it will arrive at the point at which is the bottom of the lapel on the coat. There is little change in the pockets. As to the bottom of the vest, manufacturers differ. Some show a very sharply cut away vest at the bottom with the bottom button left unfastened



A first showing to the trade of the overcoat style for 1916, Fall and Winter. Note the narrow and high lapel. This attractive model by Randall and Johnson, Toronto.

which is supposed to be the correct thing to do nowadays. Others do not have this very sharp line but the vest in fronts parts away at both sides, rather more slowly and gradually. This, however, is not a very significant detail.

Medium Width in Pants

So far as the pants are concerned there has been a certain tendency to swing back from the very narrow ones to the medium and rather wider one again. The exceptionally tight trouser has had its day for the present. It was perfectly natural when the pendulum swung from the very wide pants that we knew about four or five years ago, to the narrower ones that it should go the whole length, and for the last couple of years that we should have manufacturers producing the very tight trousers. We are, however, getting to something more medium and conservative and the pants outlined for Summer may be summed up in the words of one manufacturer "Neither wide nor narrow, nor narrow nor wide."

There is also a tendency to eliminate the cuff on the bottom of the pants. Now, this has been a style tendency for two or three seasons and it does not seem hitherto to have made a great deal of headway. It now appears, however, that there is an increasing number of manufacturers who are willing for the present to make up designs without this detail and try it out on the public. Opinion on one side holds that the cuff on the pants is an extra detail which is useful and dressy as well. On the other side it is considered that the uncuffed pant is just as attractive, in so far as the way in which it hangs over the boot is concerned, and is not as much trouble to make. There does seem to be a decided tendency towards relinquishing this detail in the make-up of pants and there are more manufacturers contemplating this for Fall and Winter than for some time.

As to materials and colors, we shall say more about these in our next issue. after the convention in New York, which will have an effect. In the meantime, however, we may remark that one design which is very attractive and which we saw recently was the very thinnest of hairline stripe in an almost light blue on a very dark blue or black background. Then very narrow stripes are being featured in some quarters. The pin-wire stripe on the navy blue in nice soft material is also looked upon as a possibility. Dark grey, it is hinted, will be one of the popular shades this Fall. So much, of course, depends upon the cloth situation so far as prices are affected, that manufacturers in their choice of cloth must be regulated by this consideration.

However, as we say, we shall deal with this more fully in our next issue.

Now to turn to overcoats; there are one or two important features here which are already decided while some minor ones are not yet determined upon. One is the question of the slack or loose coat and in this connection

it looks at present as if the full box coat will have the advantage over the tight one. It is felt in most quarters that the form-fitting overcoat has had a fairly long run and we have already seen this Winter and for Spring a distinct attempt on the part of some manufacturers to bring back the loose overcoat for men of all ages. Particularly for the younger set, in the Fall, will be the full box coat, as distinct from the form-fitting one. Indeed we expect to see the looser coat popular too for the middle age man as well. There will, of course, be a few form-fitting coats made, and it is early days yet to say absolutely and positively that the loose coat will be the coat. Nevertheless every indication points this way at this writing and we give the opinion of many manufacturers along this line, for what it is worth.

The other important feature that the narrower and shorter lapel which we remarked on in the above mentioned, in connection with lounge coats is also going to be strong in overcoats too. There is a distinct tendency to swing from the very wide lapel which has been fashionable for this Winter and to some extent for Spring, back again to the very narrow lapel for Fall. There is a marked contrast between the model which we have seen for Fall recently and the models which we showed a year ago for this Winter. This tendency towards the narrower lapel does not mean that it is merely a little narrower; it means that it is distinctly narrow. It is also much shorter and does not sweep down anything as far as the coat. Many coats made for Fall will be made with three buttons instead of two. Indeed, we venture to say, though our opinion is subject to revision, as further details are announced by manufacturers, that the three button coat will be more popular than the two. This is particularly the case for young men we think. A few coats are being made which are seamless having no seams on the sleeve, back or front! the sole relic at this writing of the Kimono coat. The shoulders are if anything a trifle wider.

The velvet collar will be fashionable to some extent. On the other hand a number of men, a greater number than this year, will forego it. There will be no belt on the back, nor do we expect to see many coats with cuffs. The loose coats for Fall will be rather more severe than we have seen for some time.

The situation in overcoats, so far as style indications are concerned is not yet so clearly defined as it is in suits. There will be more detail to add to this next month and, it may be, some correction.

The indications are as we have given them and most manufacturers seem confident of two things; one is the narrower and higher lapel; the other is that the loose coat will be the first coat.



The Clothing Model, getting back to nature, according to this idea from "Life," shows that clothes do make the man—some times.



SOMETHING NEW IN GARTERS is a novelty from Bridgeport, Conn., which does away with fastening round the leg. It slips on over the boot.

NECKWEAR

TURNING to patterns in lines of Summer neckwear, the opinion is freely voiced that black and white effects in stripes will be very strong indeed. In one case we hear of a combination of mogodore and club stripes. We show an illustration of that on this page. All sorts of designs are shown along the line of black and white combinations. It is supposed that sentimentally the public is somewhat fond of black and white as a war tie. We have pointed out in these columns before, that in all war years, black and white combinations in neckwear and shirts are the strong thing. That opinion appears to be justified again. At the beginning of the war there was an immediate rush for black and white, and while it let up for a little time a few months afterwards, it has shown signs of entering the field again and getting a great bulk of orders. At any rate black and white is going to be strong for Summer and probably for Fall.

All-over patterns do not seem very much in demand at present. Preference along this line seems to be for a scroll or flower pattern worked in stripes, as a sort of super-design. We have seen some very neat ties of this kind. Bars running diagonally, in the form of stripes have been figured in different floral and leaf designs.

Bat Wings To Be Strong

It is predicted that bat wings will be very strong for Summer. These will be seen in bias stripes and in foulards and also in plain poplins. The most important will be the foulard, judging from present indications, while poplin will certainly have a good run. At this writing there is nothing very new as to the shape of a batwing. It is being put out in several different shapes; some are square at the ends and rather smaller than they were last year, while others are blunted at the ends after the manner of the batwing which is so popular in England. Comparatively few will be put out for Summer with the pointed ends.

Business in knitted ties remains very good with a marked preference as far as designs are concerned for stripes rather than plain colors.

Some of these stripe designs are regimental or club

colors and are very attractive. Knitted ties on the whole are fairly bright; just about the only bright spot at present in neckwear colorings.

Eastern View of It.

The newest importation that needs to be seriously reckoned with in the tie line is a great combination of colors in Bouchie Filles. The material is overshot with an all-silk design that stands out prominently over the background colors. One display showed the new idea in six waves ranging through blue, brown, purple, cadet blue, green and royal. As usual in the Spring time blues give indication of being very strong this year. These colors are showing chiefly in the all-over design but also include the old reliable Paisley and the more conservative varieties of stripes. The outstanding feature in these Bouchies is one of richness. Military stripes are also very popular.

There is also a complete line of Printed Filles out in the way of coin shots on two-tone shot such as brown and purple, green and red, blue and gold on purple ground, purple and green on light green ground, purple and blue on gold ground, blue and brown and on Alice blue. This line is shown in twenty-four families of printed filles goods. In addition to the coin shots they are shown in small neat designs varying through the usual range of patterns and stripes. The Paisley idea is also used here in both the large and small designs.

* * *

THAT NEW YORK is going to wear very Summery ties is illustrated by the four-in-hand creations in Pongee silk, embroidered in high, fast colors, now showing. These are to accompany the light fabric suits.

* * *

FOLLOWING THE LEAD of some very conservative but modish dressers last Summer who wore an Alpine-shaped Panama, New York style authorities say this will be the young man's model for Spring and Summer.



The feature of this black and white tie, from A. T. Reid & Co., is the satin band, satin both sides, making it "Shure-two-slip."



Sterling Neckwear Company, featuring multi-colored stripes at wide intervals, show an attractive tie here in red, blue and yellow combination.



BOYS' DEPARTMENT



BOYS' suits for Spring wear are following conservative and established lines as a direct result of the war both as it affects the tendency to mourning and the supply of raw material and dye stuffs. The manufacturer who faces a depleted stock of material on which to work cannot afford to take chances by the introduction of novelties. Even the military lines are dead for the high class trade although there is still some demand in the cheaper lines for military and other novelty lines. Serges are popular but becoming increasingly harder to get on account of the dye situation.

Medium Top Coat

The medium top cap with a narrow semi-stiff band at the back is going to figure largely in the Spring showings. This addition gives the cape more shape and prevents any stretching.

The question of stocks, however, is going to be a more absorbing question than that of styles. The query is not "What style do you offer?" but rather, "How much of anything can I buy?"

In suits, the yoke Norfolk with fancy pleats is promised a big sale for Spring although the double-breasted coat with the belt will still be in demand. The

Norfolk will vary according to whether it comes from England or the States. The English will be the smaller of the two and not have quite so much pleat and will be in a plain yoke, emphasizing the tendency toward conservatism. Greys and dark browns will be the prevailing colors with manufacturers favoring the lighter colors that do not demand so heavy a dye. Against this will be the public tendency for darker shades. The grey shade was the prevailing one last Fall but the indications point to a return to dark colors for Spring. The Norfolk that was once made in only the child's sizes is now popular in all sizes. Owing to its light appearance it is particularly in favor for Spring wear as against the heavier looking double-breasted.

Less Fulness to Pants

Bloomer pants will be worn with less fulness and generally in more conservative styles. The scarcity of suitable stockings is very likely to unfavorably affect the demand for pear-shaped knicker pants.

In overcoats the covert length will be a style in demand by the very young man this Spring. There will also very likely be a certain demand for the raglan shoulders of English cut, but nothing of any extreme tendency.

WAITED TOO LONG

Editor, Men's Wear Review,—

I entered a store on St. James St., Montreal, recently, with my mind fully made up to purchase a suit, seeing some attractive ones in the window. I was ushered away into the back of the store and told that a clerk would look after me in a few minutes. I saw three men, employees of the store, talking together at the back, who paid no attention to me. I looked over a few styles hanging on a rack, in fact, was very patient, expecting any minute that one of the clerks would come to me, but after waiting for some little time, just like any other human being would do I got mad and went out of the store. At the door I met the proprietor or manager and told him what I thought. He apologized, of course, but it was too late then. I would not buy another thing in that store if I could help it. Fortunately there are other stores in Montreal, so that a man is not obliged to put up with this sort of thing.

I could not help thinking, though, what a lot of business is lost to the retailer in this way. Not only have I seen it in the case above mentioned, but in many of the departmental stores the service is so indifferent that I am sure hundreds of sales are lost. Yet thousands of dollars are spent by these stores to induce people to come into them to buy.

Yours truly,
EFFICIENT SERVICE.

LIGHT SUMMER SUITS

Apparently the States looks forward to big business again in Summer fabric suits, particularly in the smart Norfolk style. An authority, writing, says:—"Norfolk suits for men promise to be in big demand for the opening season. The great variety of the Summer fabrics in which they are being made is also a favorable factor. They are made, for the most part, with the patch pockets and half-belt back with gathered pleats. Men are coming more and more to recognize their comfort and general utility. The fabrics launder perfectly and are sanitary and smart-looking.

Heretofore these suits have been only worn by Southern and Western trade, but their universal use is predicted, even in Canada, where in Summer quite intense heat prevails at times. And even in those sections in the Dominion and in our own country where a hot spell does not last long it is mighty comfortable to get into the cooler clothing while the thermometer is in the 90's. Men who have become accustomed to the change will not be without such suits. Retailers can increase their clothing business by stocking this class of clothing, and it will not lessen the sale of regular goods to any marked extent."



A DISTINGUISHING MARK of some Spring models seen in New York is a cuff finished with four buttons. It is not likely to achieve a great run, however.

Particularly the Private!

Don't Overlook the Men in the Ranks—They are Excellent Prospects for Military Accessories—Appealing by Circular and Ad.

WORTH-WHILE men's wear men from coast to coast have taken up the business to be gotten out of military lines. Mail after mail brings in letters from readers all over the country thanking 'Men's Wear Review' for the lead it took in pointing out the opportunities to be secured and still more for the service it has rendered month by month—as no other paper has done—by way of window illustrations, unit trims, stunts for advertising and circularization, and generally getting after military business. Retailers all over the country are recognizing, having lost a great many customers in the men who have gone to the front, for ordinary wear, that they have to recoup somewhere and somehow. They are doing this by pushing for all they are worth their trade in things military.

Two Important Letters

'Men's Wear Review' has gone very fully each month into the trade to be secured from officers and non-commissioned officers and has pointed out that the private is also to be considered as an excellent prospect. That this is the case with a great many men's wear men is instanced by many letters which have come into the office this month. Here are two chosen at random. One reads: "Our first move

when the 91st battalion was being formed here was to have a designer from the Clothing firm come over here with samples of all his cloths, braid, spurs, caps and so forth. Then we telephoned every officer and non-commissioned officer we know of to come in and meet the man and see his samples. He was only in town for four hours and had measured twelve officers for uniforms and great coats, caps, spurs and so on each order amounting to anything from \$75 to \$125. Each and every order taken that day

turned out fine and it was easy to land the rest of the officers as they were appointed. We also fitted out some twenty-commissioned officers from our store. We have also sold each officer practically two flannel shirts a piece. As for privates we have had a nice share of their business. Most privates don't like the puttees, socks and even the underwear which the Government gives them and we have fitted out a good many of the boys with these goods. Then we sell them wool lined and wool gloves, khaki pocket handkerchiefs, money belts, polish to shine their buttons, khaki braces, etc., et cetera ad infinitum. Our way of getting this business is through our windows which a lot of our soldiers see, as the Daughters of the Empire have



A window showing the many lines that can be featured and sold.

KANTKRACK

Trade-Mark

Registered

MADE IN

CANADA



Why pile up a stock of different grades of water-proof collars when one grade is all you need?

After all it's the trade of the satisfied man you want, and it's the only trade that pays.

You may sell a cheap water-proof collar easier than a 25c line, but if that collar does not give entire satisfaction, you will lose a customer, for the price is invariably forgotten, and besides, when you stock up with more than one grade you are tying up money which might better be free.

One grade of waterproof collar, and that the

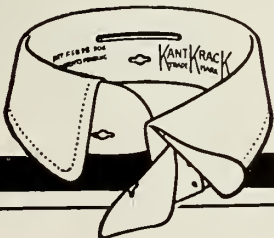
best, should be your motto for 1916. Then every collar you sell will bring good returns in future business.

KANTKRACK coated linen collars are made in "One Grade only, and that the best."

Every collar is a trade puller, a satisfier, for it contains exclusive features aplenty which help to make sales.

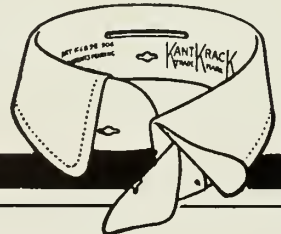
In ordering, remember the 3 K.K.K. Send for our styles.

The Parsons *and* Parsons Canadian Co.



Makers of the famous **KANTKRACK** Waterproof Collar

HAMILTON, CAN.



a 91st club rooms over our store and all the soldiers patronize the club. This brings them all down our way and we get to be quite friendly with them."

Used Multigraph Letter

That letter is from St. Thomas, Ont.

Here is one which comes from St. John, N.B.

"In addition to supplying officers uniforms to many men we have also supplied other equipment such as Sam Brown belts, puttees, caps, shirts, collars, canes and so on. *Privates and non-commissioned officers we supply with a number of small articles such as button polish, brushes, lanyards, swagger sticks, chevrons and so on. As to getting the business, many of the 1st battalion raised in St. John were regular customers of ours. We naturally got their orders and their influence helped us towards getting others. We wrote to others individually. We used a multigraphed letter individually addressed. From the very first we took great pains to turn out thoroughly good uniforms, sparing no effort to fit and to please. We can truly say that this had its reward for many recommended their friends to us. To get the private's business we had signs in the armoury and other places where they were quartered, with our name and fact that we had military sundries. To our window we believe we owe a great deal. Sometimes all of it would be devoted to military lines, nearly always part of it. Articles were displayed with prices attached. We keep it lighted to about 9.30 or 10, although we shut at 6 except Saturday. In the evening people have, as a rule, more time to look in at shop windows and the soldiers have practically from 5 o'clock. What applies to officers applies as well to the men. Where they get acquainted with a store they bring and send others. We try to be of service to them. Should we not have what they want we make every effort to get it. By this we gradually increase the number of lines and retain the customers."*

The important part of both of these two letters deals with the privates. Go back and read the italicized portions. Many of the trade have so far only seen in the military trend business to be secured from officers and occasionally non-coms. But the private is a good proposition too. Some men are seizing the opportunity.

One of the letters which has just been reproduced refers to the fact that the soldiers do not like things supplied by the Government. If the Government does not please, then this is your opportunity. The men in the ranks are willing to buy what they want and wear it instead of what the Government gives them. It is true that you cannot sell a private a uniform. And you cannot sell him a great coat. But you can sell him a set of brushes and some boot polish; you can sell him some puttees; you can sell him a cap; you can sell him a swagger stick; you can sell him half a hundred things, if you only get them in your store and feature them.

Why not employ the same methods with regard to the private and men of the ranks as you have done and done successfully in the case of officers? Why not circularize privates? You would not possibly at first circularize every possible private in the town but you would have amongst the men in the ranks a great many people who were customers of your own before they went into khaki. Probably some of these very men were men who were on your original list for civilian clothing. Why not send a circular to them now just the same, as long as they are quartered in the town, but instead of advising them to buy the latest thing in neckties or a nice silk shirt get out and get them to look over your stock of puttees or pocket mirrors or whistle cords?

Such merchants as have dressed their windows with

military supplies have found results good and very good. It is worth keeping up. Those who have tried it before will undoubtedly do so, but those readers who have not yet tried making use of their military supplies in a military window might very well do it. Then, again, if you are keeping on your advertising in the daily papers and you feel that it is not as effective because so many men are in khaki, why not change the character of your advertising and appeal to the men in uniform directly.

A point which is worth while considering is that not the only people who buy supplies are themselves military. The civil population buys a good many things in the way of military lines as well. For instance the mother, the wife or the sweetheart or the aunt or the grandmother of a private is liable to come in if she sees something in your window which would appeal to the private. If you feature several lines in your windows she might just as well come in, say, and purchase him a safety razor, or a compact little case of shaving supplies and accessories. Or if she saw some puttees or caps or warm gloves or warm underwear nicely displayed in your window she might suddenly think of that private and come in and buy him a stock. It sounds reasonable doesn't it? There is a good deal to be said for the idea of blending your advertising and circulars so that they would reach both the private himself and someone at home who is thinking about the private and wondering what he or she can do for him so far as his personal comfort and warmth are concerned. The two appeals might be very well blended. If you want to send one circular instead of two, you might devote part of the circular in appealing to the people who are thinking of the private—his family and so forth—and devote the other half to the private himself.

It is important for the retailer to remember that having sold something big to the private or to the officer for the matter of that he is not through selling. When you sell an officer a uniform, for instance, you have simply laid the foundation stone for selling him lots of accessories. There is no reason at all why he should not come to the man who sold him his uniform for anything in the way of et ceteras, providing that the man who sold him the uniform had those et ceteras in stock.

It never does any harm to emphasize a thing which is good. 'Men's Wear Review' was the first trade paper to point out that such lines as pocket cases, shaving accessories, safety razors, leather belts, nickel mirrors, pocket combs, diaries, fountain pens, penknives, tobacco pouches—all these are things which a soldier will buy if you only feature them and put them before him. Of course, the average men's wear store has not bothered with a great many in ordinary peace times. Although, even at that, there is no reason in the wide world why a man should not buy a safety razor at your store in peace time just as well as in war time. Make a start with these things now. Feature all these accessories which necessarily appeal to the man. You will find if you create a trade for them in war time you will be able to carry on that trade in peace time and it will be an important item. There have been articles in this paper within the last few months which have described how these lines have been featured in some men's wear stores, in Canada and how excellent business has resulted. The man in the street might just as well buy some tooth paste and some shaving soap from his furnisher as from the drug store. It is a case of the furnisher getting ahead of the druggist. And bear in mind, once you have got this trade, whether you get it in peace time or war time, "you have got it to stay!"

Privates, non-commissioned officers and officers, are all good prospects, but, as our men's wear friend said, "particularly the private."



CANADIAN GOVERNMENT CONTRACTOR

Get the Trade of the Men in Khaki



OFFICERS' TRENCH AND FORAGE CAPS

\$25.00 per doz. up, with or without band. Cadet caps, \$5.60 per doz. up.

WOLFE'S SPIRAL PUTTEES

Guaranteed non-frayable. \$19.00 per doz.

EMBROIDERED BADGES

In all Army and Navy regulation designs. Accessories of every description.

KHAKI KIT KITCHEN, ETC.

Greatest boon ever offered Military or Sportsmen. 7 x 7½ inches, weighs 3 lbs. complete. \$30.00 per doz.

These lines will help you to get and hold this trade. Write us for samples and prices of anything you may require.

A. HARRY WOLFE - UNITY BUILDING
MONTREAL, CAN.

Military Contractor to the Government



Miller Officers' Uniforms



Tailored to Measure at Real Wholesale Prices. Everything in Accessories

Back of every one of our garments is an experience of over ten years of uniform making—there is no guess-work. We know just what the exact Military requirements are.

Miller experience guarantees superior service and positive satisfaction

MILLER-MADE PUTTEES Can't Fray Out. A quick-selling line. \$10.50, \$12.00 and \$15.00 per dozen pairs.

RITE-FIT SPIRAL PUTTEES—\$19.20 per dozen pairs—Left and Right. Easy to put on and perfect-fitting.

Miller measurement system makes mistakes in ordering impossible. Don't experiment with amateur Military firms of mushroom growth—you can't afford to take a chance.

THE MILLER MFG. CO., LIMITED

YORK STREET

TORONTO

Uniform Contractors to the Dominion and Imperial Governments

CARON BROS.



SET FOR NURSE'S UNIFORM

We offer the tailoring trade the above beautiful badge and button set for Nurse's Uniform. It is without doubt the finest on the market, and the price not more than asked for the ordinary quality. Your inquiries are respectfully solicited.

CARON BROS., CARON BUILDING, **Montreal**



ESTABLISHED 1875



MILITARY EQUIPMENT
& ACCOUTREMENTS

R. J. INGLIS, LIMITED

*Importers and Manufacturers of
Military Equipment*

WHOLESALE AND RETAIL DEALERS IN

CLOTHS, TRIMMINGS and ACCOUTRE-
MENTS for MILITARY, NAVAL,
POLICE and Other Forces

MAKERS OF

METAL BADGES, BUTTONS AND ORNAMENTS
MILITARY SHIRTS, BELTS AND EMBROIDERIES

SOLE AGENTS FOR

THE WILKINSON SWORD COMPANY, LIMITED
LONDON, ENGLAND

AND

CONSIDYNE, CURTIS & COMPANY
SOLDIER'S FRIEND BUTTON POLISH
BRISTOL, ENGLAND

Latest Wholesale Price List on Application

138 Peel Street
MONTREAL

WESTERN BRANCH
291 Garry Street
WINNIPEG

STILL AT THE OLD PRICES And in the Old Ample Shapes



*One of our open-end ties.
No reduction in silk here,
yet no advance in prices.*

Good supplies of silk, bought before the recent heavy advance, enable us to offer splendid values for the Easter and general Spring Trade.

It is for you to select your requirements from our full range. Examine carefully our Butterfly Crepes, Shepherd's Plaids, Coin Spots in Ombre effects—our Embroidered Spot Patterns.

Under existing conditions it is impossible to guarantee these values for any length of time, but for the present, our old prices hold.

Look over your stock and order when our travellers call, or ask us to send swatches for your inspection.

VAN ALLEN COMPANY, Limited
HAMILTON, ONTARIO

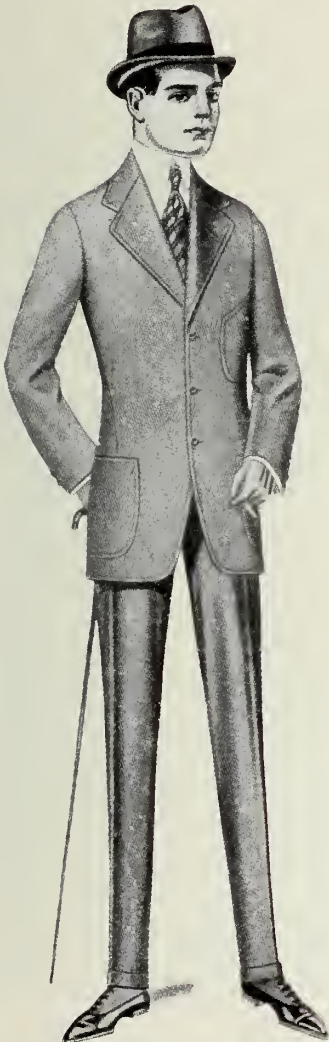
Clothing Plus Tailoring

Leishman

HIGH-GRADE TAILORED

Clothes

are clothes with that individual touch which identifies the well-dressed man—that picks him out from among the thousand and says: "This man selects his clothes well."



Leishman

TAILORED-TO-MEASURE

Service



not only makes it possible to carry a smaller stock of clothing, but it enables you to secure the business of men whose standard is nothing short of the highest class tailoring.

Carry the "Dress-up" idea into the camp of the better class of your townsmen by introducing Leishman-made Clothes.

Don't cut out your clothing department and depend on tailoring-to-measure. That would be throwing away the bread and saving the butter. These two departments work hand in hand, the one emphasizing the other and ensuring the greatest amount of business with the least capital invested.

Leishman High-Grade Tailored Clothes, when backed by the *Leishman Tailored-to-measure Service* is a real business-puller, a money-maker.

Leishman Clothes will secure for you the best trade in your town. We have a mighty interesting proposition to make to you. *Write to-day, asking about it.*


WM. H. LEISHMAN & CO.,
LIMITED

WHOLESALE CUSTOM TAILORS

TEMPERANCE ST., Corner Sheppard St., TORONTO, ONT.

Makers of the Best Tailored Garments for Men

*500 lines of
leather mitts and
gloves to select
from*



*“The House of
Coristine”*

and every one a winner for your glove department—men's and children's mocha, kid, horsehide, fur-lined, and finer leathers in all styles, also men's and children's woolen mitts, men's sheep-lined coats and the popular Mackinaw coats in the best selling shades, men's sweaters and lumbermen's socks.

This is a partial list of the lines of interest to men's wear stores that will be shown by our travellers in January.

Your early inspection is solicited. A card to-day will ensure an early call.

James Coristine & Co.
Limited
MONTREAL



**Say, Mr. Dealer,
what about your Spring
Underwear Sales?**

Have you decided what lines to feature for quick selling and the building up of a bigger underwear business?

You take no chances when you bank on the selling value of

**“Imperial Brand”
UNDERWEAR**

the winning merits and high grade quality of which have popularized it from Coast to Coast.

Merinos, Natural Wool, Scotch Wool, Scotch Knit, heavy elastic combinations and two-piece suits are all included in the Imperial Line, and each individual garment is a certain sales-puller.

An examination of our samples will convince you of Imperial value. Write for them to-day and prepare for a bigger Spring underwear trade.

**Kingston
Hosiery Company**
KINGSTON, ONT.

ESTABLISHED 1880

Turn the 1916 Business Your Way With a New Taylor-Made Front

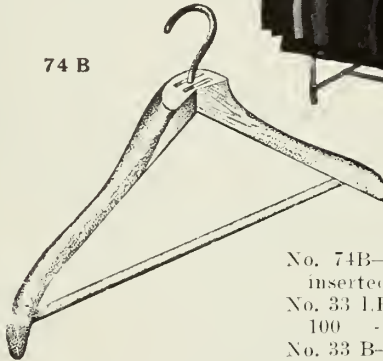
WE HAVE HAD WIDE EXPERIENCE IN THE BUILDING OF
MODERN STORE FRONTS OF ALL KINDS

Make a bigger bid this year than ever for the men's business of your town by equipping your department to take care of an increase. How about a new store front? We have had wide experience in the installation of metal store fronts of all kinds. Let us figure on a new one for you. Taylor store fronts will turn the bigger-than-ever business trick for you. Write for estimates.

The department illustrated below is equipped with Taylor's model, Double Bar, Polished Steel Tube Racks, and 74B Suit Hangers.



74 B



*All Styles of
Suit Hangers*

Model A Rack

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

No. 74B—Combination Suit Hanger, with inserted Trouser bar, per 100 - - -	\$12.50
No. 33 I.B.—Combination Suit Hanger, per 100 - - - - -	\$ 7.50
No. 33 B—Boys', 15 inches wide, per 100 -	\$ 7.50

The Taylor Manufacturing Company

82 QUEEN STREET NORTH

HAMILTON, ONTARIO



You've got the goods —but are they selling?

That's our business—to help you sell your goods. This we do by making display forms so perfect in every detail that they create a desire for your merchandise by showing it off to the best possible advantage.

Our 5E Coat Form gives the proper set to the garment displayed. Has the round narrow shoulder, makes the collar stand up without bulging and the front to hang right, either buttoned or unbuttoned.



PRICES

- No. 5E, as cut - - - - \$ 5.00
- 9-in. round base in black japan 4.50
- 9-in. round base in oxidized copper - - - - 6.00
- 4AE, 12-in. base, 1 1/2 in. standard, for overcoats (ox. copper) - - - - 7.00
- Coat form with oak stand and revolving motor as used by New York tailors (ox. copper) - - - - 30.00
- (Runs twelve to fourteen hours after winding)
- Vest form japanned - - - - 3.00
- Vest form (oxidized copper), round base - - - - 4.00

A. S. Richardson & Co.

Oldest and Best Manufacturers of Display Forms in Canada
99 ONTARIO ST. - - - - TORONTO



Khaki Sellers for 1916

Our travellers are now out with a splendid range of Khaki Suits and Bloomers. Don't miss seeing these snappy Spring sellers.

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



Send Us Your Order
for

Swan-Russell Hats

They are

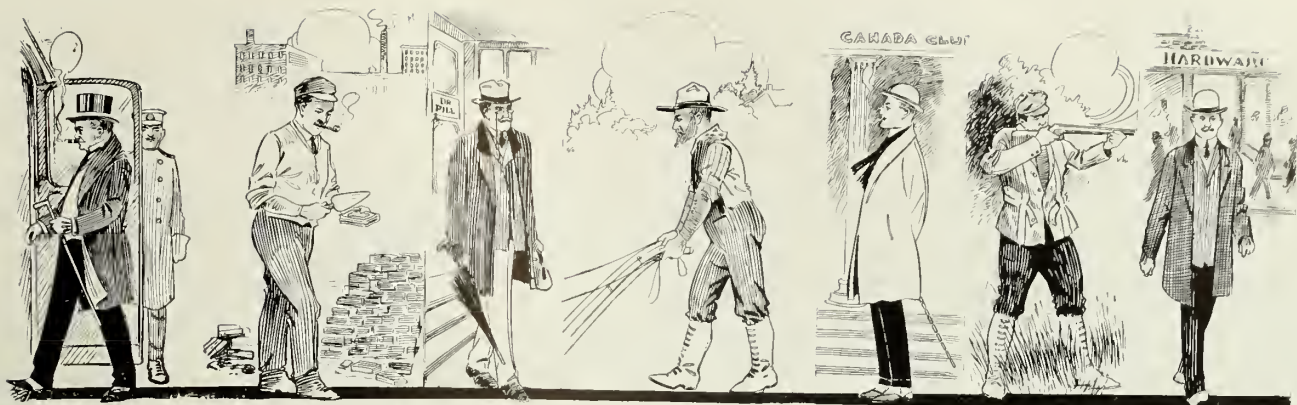
WELL KNOWN EASY SELLERS
PROFIT MAKERS

SWAN-RUSSELL COMPANY

59 Bedford Street Boston, Mass., U.S.A.

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"EVERYMAN'S" TROUSERS

"FOR THE MILLIONAIRE OR THE MILLION"

ARE BUILT TO STAND THE TEST OF VIGOROUS CANADIAN MANHOOD

When a building falls down on you there is no doubt in your mind about the quality of the material or workmanship which went into it.

When pants give way to the strain of ordinary wear, it is quite evident that a weak spot existed in their make-up.

"Everyman's" Trousers are made to stand the wear, no matter under what conditions they are placed.

Made in Canada in our Model Sunlight factory, and under

the most favorable conditions by experts of life-long experience and of the best materials. "Everyman's" Trousers are turned out in a quality second to none. They are built right, fit right, stay right, and are made to sell at a price that every man can afford.

We make every style for all classes of men — "The millionaire or the million."

Satisfaction guaranteed with every sale. See that this label is in your 1916 stock. Write for samples.



DAVIS BROTHERS, EXCLUSIVE MAKERS OF EVERYMAN'S TROUSERS HAMILTON, CAN.

Some advertisers say:—"As soon as business picks up I'll advertise." Fancy a gardener saying: "I'll wait till harvest time to sow my seeds."

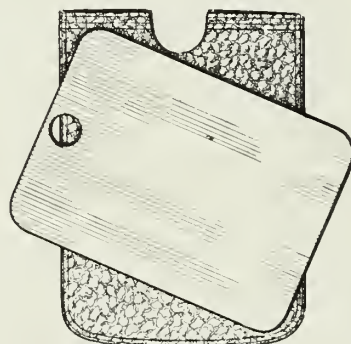
The "Halebro" Military Mirror UNBREAKABLE

Every Men's Store should sell the "Halebro" Military Mirror.

This useful article appeals as a necessity and part of every soldier's equipment. These Mirrors not only appeal to Soldiers, but are largely sold to Travellers, Campers, Tourists, etc., and they make an ideal gift for Soldier friends in Canada and in the trenches.

Made of brass, impossible to rust, highly nickel-plated with a finish that reflects better than glass. Every Mirror is in a neat leatherette case and is carried conveniently in the tunic pocket, which affords protection to the heart and may be the means of saving the life of a brave soldier.

Size 3 1/4 in. x 4 1/4 in.



Sells at 75c. Costs \$5.50 doz.

Feature these and watch your sales grow.

We also carry a full line of Safety Razors, Ordinary Razors, Shaving Brushes, Strops and other Shaving Requisites.

HALE BROS., 3 St. Nicholas St., MONTREAL

Mail
Coupon
To-day



Hale Brothers,
3 St. Nicholas St.,
MONTREAL.

Send by parcel post trial dozen of the "Halebro" Unbreakable Military Mirror.

Name
Address

The Publisher's Page

By F.M.A.

- "Never mind the don'ts. Continue giving us the suggestions to take the place of the don'ts."
- The above word of commendation and advice has just come from a St. Thomas, Ontario subscriber.
- "Tell us still more about the goods we sell—how they are made and where. The manufacturers don't tell enough in their advertisements; you must remember many of us in the West have seen mighty few factories."
- Such is the word from a subscriber in Weyburn, Sask.

* * * * *

Enter the Window Competition

- "A fine trim you have there."
- Has any one paid you this compliment?
- Well, have the window photographed. Send the photograph to us with a few words on the business-bringing power of the trim.
- To the trimmer of the best window received during February, Men's Wear Review will pay \$5.00, plus \$1.50 for cost of photograph. Also we will pay \$1.50 to cover cost of photographing other windows submitted which we want to keep.
- Remember, you in the small town have as good an opportunity as the big city dealer. Never mind if your window is small, it's the way you get over obstacles. Win trade for your store that wins the prize.

• We can all ponder on these suggestions. Certainly we who have to do with the publishing of Men's Wear Review have determined to continue, and improve, our positive service. We don't care so much about the "don'ts." We do care about the "do's," and have in course of preparation many an article showing how the desired end of more and better business has been achieved by other men's wear dealers, and may be achieved by you. We have in mind also the presentation of still fuller information as to market conditions, and as to methods of manufacture of the goods which men's wear dealers handle.

* * * * *

• It is for you readers—you merchants and you clerks—to suggest further what you want.

* * * * *

- Evidently you are seeking in the advertisements not only price and style information, but also the story of the goods. There's a real story behind each line you handle—behind the silk in your ties—the woolen in your suits and your knit goods—Dramatic stories of war they are these days.
- Yes, read the advertisements for knowledge, for knowledge is power in buying and in selling. Tell a customer an interesting point about the manufacture of a pair of Sox he is examining—something regarding the difference the war has made—and the sale is almost assured. The word of knowledge will get over many an objection as to price.
- You will all be interested in our big Easter and Summer Sales Number to be issued in March. It is going to be full from cover to cover of facts on prices and styles; ideas on selling methods; on business management. It will contain the messages to you of the big manufacturers and jobbers of men's wear lines.

Watch for the Big March Issue

MEN'S WEAR REVIEW

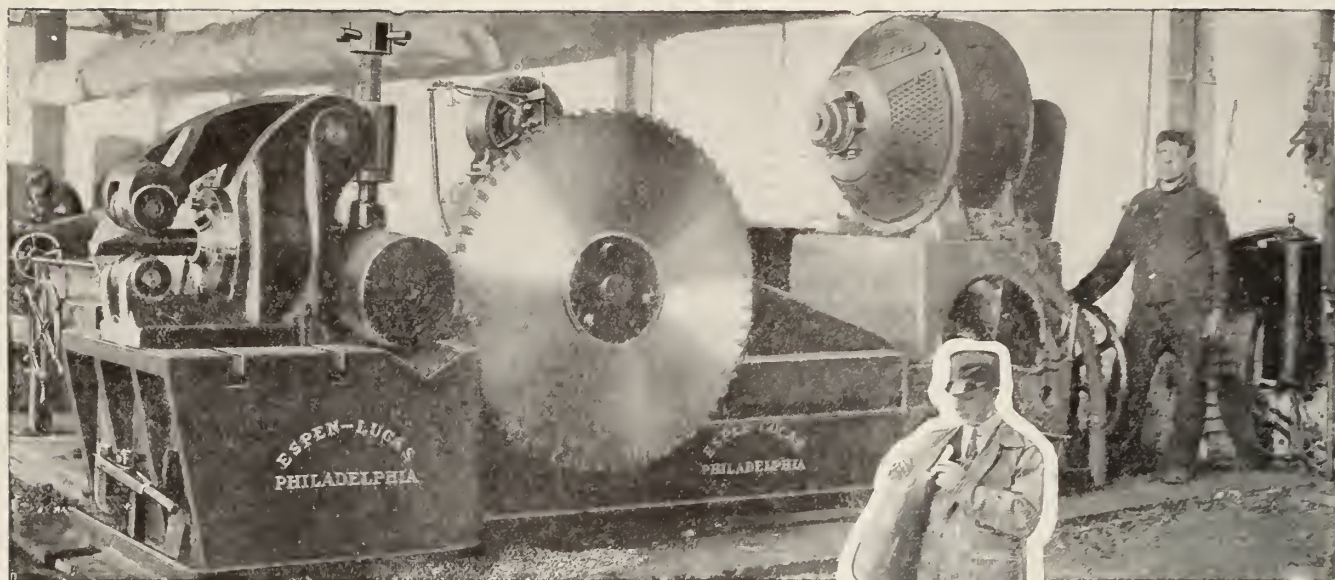
MARCH, 1916

Vol. VI—No. 3



Easter and Summer Trade Number

THE MACLEAN PUBLISHING COMPANY, LIMITED, TORONTO



Renewed Orders for Eighteen Pound Shells

mean day and night shifts in the munition factories, more men working and more call for good hard wearing overalls.

In other words,

Brotherhood Overalls

with their many live selling features.

The Brotherhood Overall agency is a money-making proposition for one men's wear dealer in every town and city in Canada. Only one agency in a community.

Brotherhood Overalls are now made of similar goods and with same guarantee as before the war. We have to pay the price, but we are getting the **right** material.

We guarantee to fill every order we take.

Brotherhood Overalls are never sold through travellers or jobbers; this expense is added to the value of the overalls.

No need to take a traveller's or jobber's word for the value of these well known overalls; just write for a starting order of five dozen or for samples, if you prefer.

We prepay freight charges on the initial order.

WRITE TO-DAY.

H. S. PETERS, Limited

MANUFACTURERS

WELLAND

ONTARIO



Front view
Auto suit or
Union suit



Mogul
Apron

A User of Waterproof Collars and why he prefers

Challenge Brand



The Dust of the Road

and the inclement weather are all enemies of the nicely-laundered linen collar of the man on the outside, such as the Chauffeur or the man who runs his own car, and yet he must always be well dressed and clean, no matter what.

The question with the Chauffeur is not "How am I to keep my linen collar clean?" but "What kind of waterproof collar will I wear?"

His choice for many and very good reasons is the famous CHALLENGE BRAND—the collar that is a third heavier than any other 25c waterproof collar on the market, the collar that has the appearance of a nicely laundered linen collar. It wears most satisfactorily and takes a tie well without binding.

The **CHALLENGE** stands the hardest kind of usage, and is cleaned readily in a few seconds with soap, water and sponge.

It is only one of six grades of Arlington waterproof collars ranging in price from 75c to \$2.00 dozen. A style and grade for every requirement. Order a stock of Arlington Collars to-day. Be sure to stock Challenge Brand.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 810 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

Two or
Four
Point

QUALITY AND PRICE

Still the Same

\$3.80 NET
Per Doz.



*A live line
that has sold
on its merits
for the past
seven years.*



MADE IN TWO
OR FOUR POINTS



Order from your jobber
or direct from the
makers

The King
Suspender
Company

TORONTO
CANADA

Our national ad-
vertising helps
to sell.

King

**COATLESS
SUMMER SUSPENDER**

CUT THIS OUT AND SEND TO YOUR NEAREST JOBBER OR DIRECT TO US

.....1916
MESSRS.....
ADDRESS.....
PLEASE SHIP VIA.....
.....DOZ. "KING" (2 POINT) COATLESS SUSPENDERS, \$3.80 NET PER DOZ.
.....DOZ. "KING" (4 POINT) COATLESS SUSPENDERS, \$3.80 NET PER DOZ.

ALSO "KING" SHOW
CARDS—NO CHARGE

Sign Name of Firm and Buyer on this Line

*Fall and Winter
1916-17*

OUR range of models and sample cloths for the coming season will surely interest the trade—they are the best the market can produce. Under present conditions we feel quite proud of the showing.

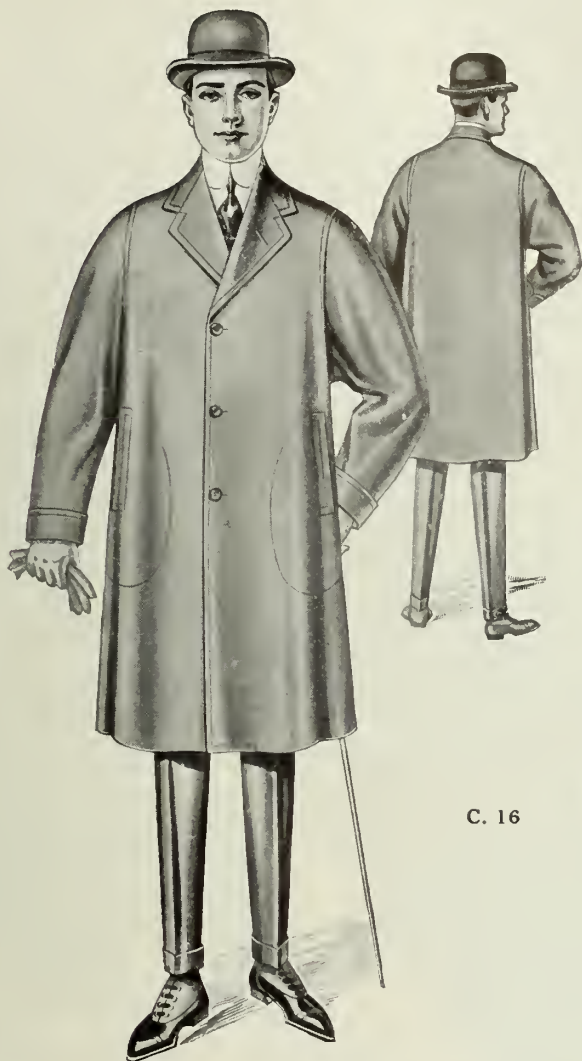
Our representatives will call in good time.

The
“DRIZZLER”
Showerproof

We call special attention to this garment which we feature as an English Showerproof Coat. It is proofed by a new whaleoil process and will appeal to all who like a loose wrap that acts in the dual capacity of a Spring and Summer Wrap and a Showerproof.

*Wm. H. Leishman
& Co., Limited*

*68 Temperance Street
TORONTO*



C. 16



LOOK FOR THIS LABEL

MAKERS OF THE BEST TAILORED GARMENTS FOR MEN



Stifel's Indigo Cloth
 DATES BACK TO THE FIRST RAILROADS
 ASK FOR **OVERALLS, JUMPERS, UNIFORMS OF**
Stifel's Indigo
 STANDARD FOR OVER 75 YEARS

STIFEL'S
 INDIGO has a
 trade record
 that's valuable to
 you. Look for the
 name and trade mark

 on the back of the
 cloth. It's a guarantee to
 your customers of the cloth
 that never has been imitated
 successfully.

Standard for Over 75 Years
 Cloth manufactured by

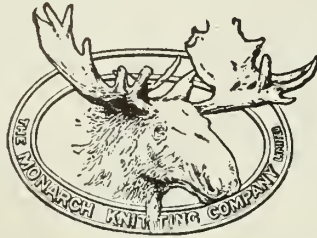
J. L. STIFEL & SONS

Indigo Dyers and Printers *SALES OFFICES* WHEELING, W. VA.

NEW YORK260-262 Church St.
 PHILADELPHIA324 Market Street
 BOSTON31 Bedford Street
 CHICAGO223 West Jackson Blvd.
 SAN FRANCISCOPostal Telegraph Bldg.
 ST. JOSEPH, MO.Saxton Bank Bldg

BALTIMORE114 W. Fayette St.
 ST. LOUIS425 Victoria Bldg.
 ST. PAUL238 Endicott Bldg.
 TORONTO14 Manchester Bldg.
 WINNIPEG400 Hammond Bldg.
 MONTREALRoom 500, 489 St. Paul St.

MONARCH KNIT



Made-in-Canada

The Extensiveness of MONARCH Organization stands to guard the interests of MONARCH Customers in this year of scarcity and consequent high prices.



M. 272



M. 301



M. 307



H. 85



B. 108

THE
MONARCH
Knitting Co., Limited

DUNVILLE CANADA

*The Latest Time-Saving
Space-Saving Rack*

Utilize that Valuable Wall Space

THE "SANFORD" Juvenile Garment Rack

Here is convenience that will pay for itself many times over. It enables you to satisfy your customers' needs quickly. It clears your floor of those dust-catching tables that are piled with clothes and cause confusion. It makes the piling of clothes unnecessary.

The garments will show more attractively than when piled on tables, which not only gather dust, but make the garments creased and untidy.

It will save your floor space and enable you to serve customers with dispatch.

Swings in Any Direction

The Sanford Juvenile Rack holds fifty garments suspended upon the two adjustable arms. The arms swing in any desired direction. When not in use the arms are swung back to the wall; the placing of the hinges makes crushing impossible. *The Sanford Rack* can be readily set up by any handy man around the store. Once set, it is as rigid and convenient as any rack on the market.

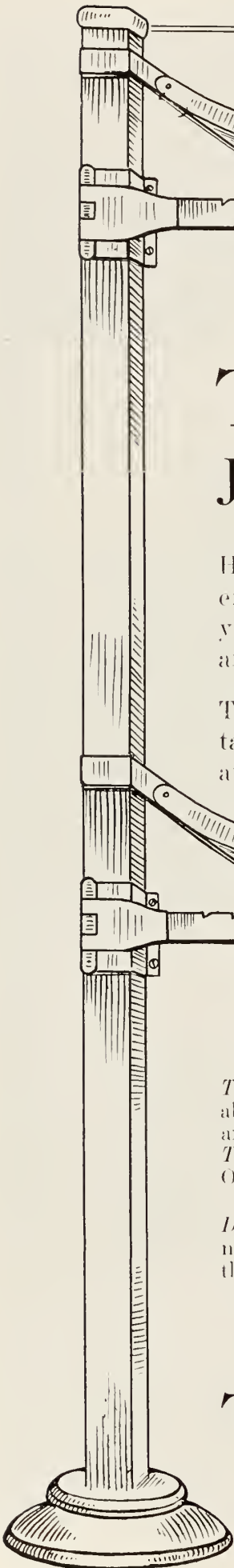
Description: Made from one inch square drawn steel, nickel-plated, stands 6 ft. 3 in. over all; set 12 inches from the wall; arms 36 inches long (adjustable and do not sag).

**Price
Each \$15.00**
Shipped K.D.

Send trial order to-day for one or two. You will be delighted with its conveniences.

The Taylor Mfg. Company

82 Queen Street North
HAMILTON



Penmans

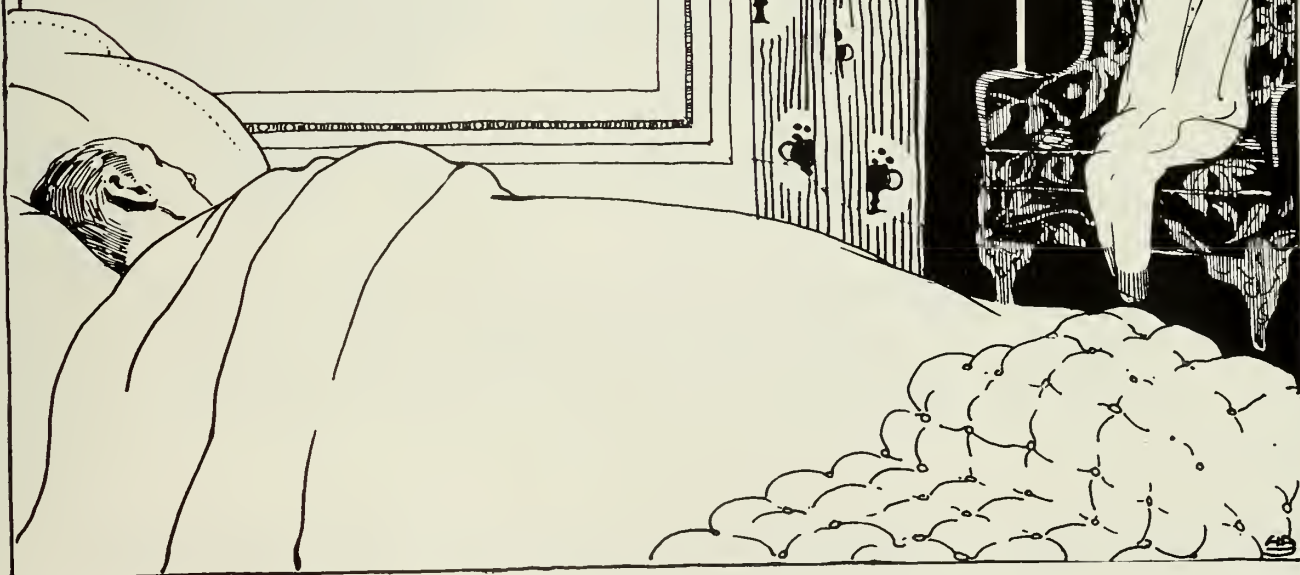
Underwear

THE STANDARD OF EXCELLENCE

SOMEONE has said: "It is impossible to estimate the value, to a business man, of a clean shirt every day——," all very well, but it is of just as much value to get into the right underwear.

Penmans offer to men a line of knit underwear in all weights and prices, absolutely perfect in fit, cosy warmth and a long life.

PENMANS LIMITED, PARIS
Makers of Underwear, Hosiery and Socks



MEN'S MONEY MAKERS

STILL AT OLD PRICES

While they last we are willing to give our customers the benefit of complete stocks in many lines. Don't delay though as they can't possibly be replaced at these prices.

SOME LEADERS FOR SPRING AND SUMMER BUSINESS

Stock of underwear now complete, consisting of Merino and Balbriggan makes. Natural Wool Shirts and Drawers. Sizes 34-32 to 42-40 for \$7.20 dozen.

French fine make Natural Wool, 34-32 to 44-42 for \$10.50 dozen.

Flannelette Night Shirts, number 244, extra value, sizes 15 to 17, 17½ to 20, \$9.00 dozen.

THE W. R. BROCK COMPANY (LIMITED)

MONTREAL



The BERKLEY Satin End Cravat

Better Value Longer Service
Bigger Scarf than Ever

This Satin End will **end** your neckwear troubles. It allows the tie to slip through the collar as easily as can be and incidentally makes it possible for us to give you a larger shape at a popular price, notwithstanding the increase in cost of Tie Silks.

TO RETAIL AT

4 Ranges

50c.

24 Colors

The Novelty of the Season
Striped, Knot, and Figured Ends

THE BERKLEY SATIN END CRAVAT will be a real trade winner for 1916.

Get started early by sending us a sample order for assorted novelties.

Crescent Manufacturing Co., Limited

Montreal

Toronto

Winnipeg

Vancouver



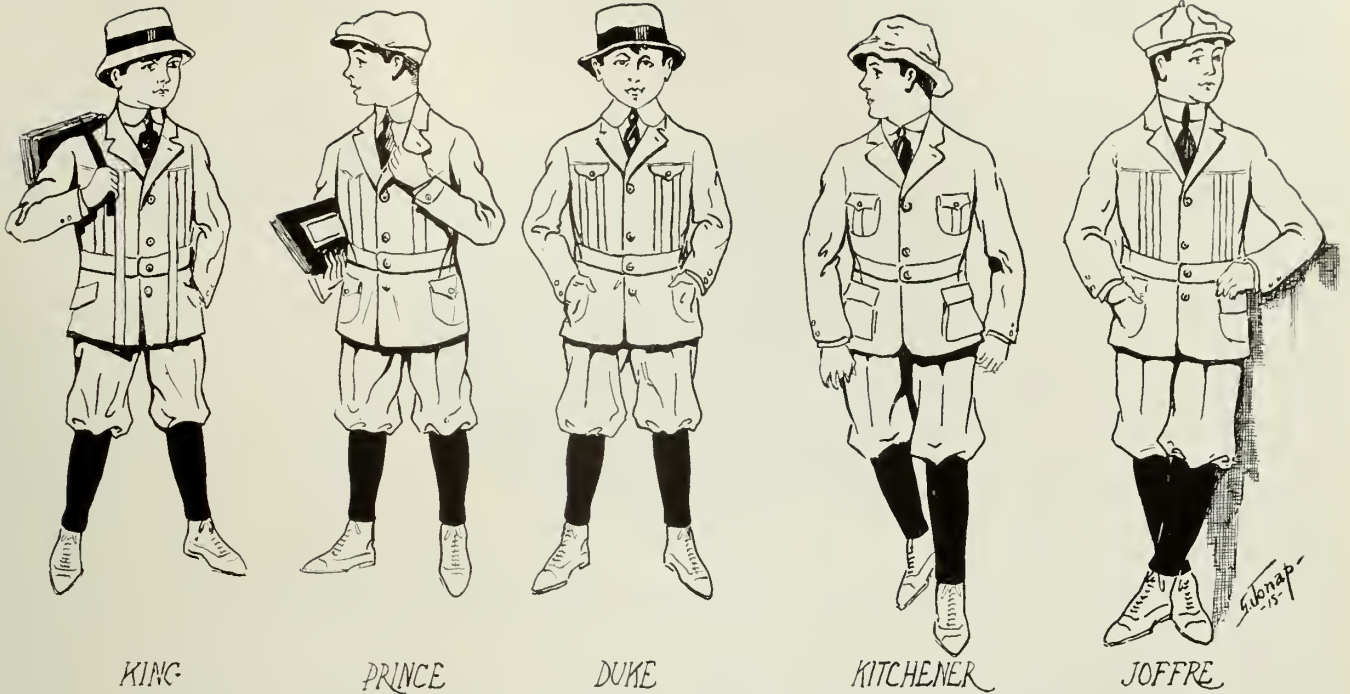
The Soldiers' Trade's Worth While

A stock of the above lines will attract the soldiers to your window displays, into your store.

We manufacture a complete line of military insignia, and have supplied many Canadian regiments.

Let us supply your requirements—large or small. Ask for particulars of anything you may require.

CARON BROTHERS, Caron Building, 233 Bleury Street
MONTREAL
Manufacturers of Jewelry and Military Insignia



THE H.G.B. BOYS



THESE are only a few of our very best sellers. Write for samples.

Everything we sell is made in our factory (15,000 sq. feet) in Montreal, by skilled tailors. "No Country Made Suits."

Helleur, Gariepy & Broderick, Limited

Manufacturers of Men's, Boys' and Juvenile Clothes

16 Craig Street West

Montreal, Quebec

OUR SPRING "BALMAROON"



Our salesmen will soon be calling with models and fabrics for Fall and Winter season 1916



"NEW ERA" clothes meet the urgent need for satisfaction-giving popular priced clothing. Every "NEW ERA" garment is a milestone in our success and is a credit to the merchant selling it.

We have anticipated, by large purchases, the scarcity of the wool market, which places us in an excellent position to offer to the trade our usual good values of smart clothes for men, young men and boys for the coming Fall.

We make a special bid for the smart trade of young men and boys. It will pay you to inspect our lines before placing your Fall orders.

The Freedman Company

SOMMER BUILDING

41 Mayor Street

Montreal, Que.

"NEW ERA is our Trade-Mark, but it is the QUALITY behind the name that COUNTS"

Our Values

Throughout Canada, in city, town and rural districts the excellent values of Hercules

Negligee and Work Shirts

are appreciated and are maintaining their lead in public favor.

Though our values in the past have been unequalled, we claim to have surpassed ourselves in our Spring 1916 offerings. The range includes all the most popular styles and there is no dead stock in the lot.

See our samples before placing your order. Drop us a card to-day.

**The Hercules Garment
Company**

59 St. Peter Street, Montreal

Factories at LOUISEVILLE, QUEBEC



OFFICERS' CAPS

DE LUXE
REGULATION AND TRENCH
Made from Fox's Serge



PUTTEES

Fox's Improved Spiral
REGULATION AND LIGHTWEIGHT

BADGES

EMBROIDERED AND METAL
EVERY DESCRIPTION
Special designs and prices quoted on application

LEGGINGS—SAM BROWN BELTS
Solid English Leather Very Superior



NURSES' EQUIPMENT

CAPE CLASPS BELT BUCKLES HAT PINS BUTTONS CAP AND COLLAR BADGES

EVERYTHING IN MILITARY EQUIPMENT

Send for Catalog and Price List
OLDEST AND LARGEST MANUFACTURER OF MILITARY EQUIPMENT IN CANADA

WILLIAM SCULLY

Office

320 UNIVERSITY STREET, MONTREAL, QUEBEC

Factory



CANADIAN GOVERNMENT CONTRACTOR

Military Specialists



OFFICERS' TRENCH AND FORAGE CAPS

\$25.00 per doz. up, with or without band. Cadet caps, \$5.60 per doz. up.

WOLFE'S SPIRAL PUTTEES

Guaranteed non-frayable. \$19.00 per doz.

EMBROIDERED BADGES

In all Army and Navy regulation designs. Accessories of every description.

KHAKI KIT KITCHEN, ETC.

Greatest boon ever offered Military or Sportsmen. 7 x 7½ inches, weighs 3 lbs. complete. \$30.00 per doz.

These lines will help you to get and hold this trade. Write us for samples and prices of anything you may require.

A. HARRY WOLFE

UNITY BUILDING
MONTREAL, CAN.





**YOU DON'T NEED
MANY BAGS
or Suit Cases—or Trunks**

A few of the Eveleigh leaders will give you an assortment sufficiently large to satisfy the demands of your most exacting customers. As we are catering especially to Men's Wear dealers, you will be interested in having



our large Illustrated Catalogue, which pictures the standard styles and newer models of baggage of every kind—goods that are particularly adapted to the needs of men. It is a complete buyer's guide that describes in full the qualities which 46 years' experience has put into all Eveleigh-made baggage.

WRITE FOR CATALOGUE.

J. Eveleigh & Co LIMITED.

MONTREAL

"The Big Baggage Makers"

Branches:

Winnipeg Saskatoon Calgary Vancouver



**ARM
AND
HAMMER
BRAND
OVERALLS
SHIRTS
TROUSERS**

J. A. HAUGH MFG. CO., Limited
KING AND BATHURST STS., TORONTO

Striking, Isn't It—
**THIS NEW DISPLAY
CARD OF OURS?**

Well, it is better in its full size, and it is yours for the asking.

Yours to help you sell more Arm and Hammer Brand Overalls—the triple stitch kind which have won favor in the past.

Yours to help you sell more Arm and Hammer Brand Shirts and Trousers.

Use it in your window trims and with your counter displays.

J. A. Haugh Mfg. Co., Ltd.
658 King Street West TORONTO

Ansley Dineen Hat and Fur Co.

Limited

52 WELLINGTON ST. WEST

Toronto, Ont.

TO THE TRADE—

If you need desirable Hats at once we have in stock for immediate shipment—

MEN'S SOFT FUR FELT HATS

COLORS:

Net Price
per dozen

Green } Rope Edge } \$17.50
only } only } and \$24.00

Black }
Blue }
Green }
Dark Slate } Staple
Light Slate } Shape
Light Slate } only } \$14.50
(Black Band
and Binding)
Pearl }
(Black Band
and Binding)

Same }
Colors } Welt Edge
as } or } \$16.00
Above } Staple Shape



ROPE EDGE



STAPLE



WELT EDGE

Also numerous other lines from the best English, American and Canadian factories in staple and fancy shapes, all colors, at prices in between those illustrated.

LARGEST STOCK.

BEST VALUES.

PROMPT ATTENTION TO MAIL ORDERS.

NO Merchant who wishes to make the most out of next Fall's business can afford to place his order for Hats until he has seen what we have to offer. Our Representatives will call on you at the usual times.

Sole Wholesale Agents for:

CHRISTY
SCOTT

HILLGATE
PEEL





MONARCH PUTT-EASE

(Knitted Puttees)

Can Not Fray.

Allow Free Circulation.

\$13⁵⁰ per Dozen Pairs

and IMMEDIATE Delivery.

THE
MONARCH

Knitting Co., Limited

DUNNVILLE

CANADA

Order a Sample Dozen



Our trousers stand the test in every walk of life

First quality materials and expert workmanship make

"EVERYMAN'S" TROUSERS

the most serviceable and dependable for any condition whatever.

"Everyman's" embraces all styles for all classes of men, from the millionaire down to the farmer or laborer and "Everyman's" service is such that absolute satisfaction is guaranteed with every sale.

A stock of "Everyman's Trousers" will enable you to cater to all classes of customers—the most fastidious dressers as well as the most conservative.

This label on your 1916 stock is a splendid guarantee of satisfactory profit-making sales.

Let us send you samples.

DAVIS BROTHERS, EXCLUSIVE MAKERS OF **EVERYMAN'S TROUSERS** **Hamilton, Can.**



"FOR THE MILLIONAIRE AND THE MILLION"

Officers' MILITARY SHIRTS



Daily the soldier's trade is growing throughout Canada. How much of it are you getting? We know the shirt needs of the Soldier, Officer or private and make several lines of Khaki Flannel shirts in strictly regulation styles. Note the officers' military shirt here shown. Made in coat style, with neckband and two separate collars (either round or square corner), shoulder straps, military bellows pockets with tunic flaps. Send trial order.

The Deacon Shirt Co.
Belleville, Ontario



This is Khaki Year

and khaki suits for little people are going to be in big demand. Let us supply you with a complete range. The style and wearing qualities of our Khaki suits and bloomers will secure your share of this profitable business. All goods will be scarce in 3 months. Buy first chance.

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

Big business is knocking at your door

Investigating our proposition will put *you* on the right road to secure a good share of the trade in Military equipment.

The present size of Canada's forces and the bigger things that are developing, insure the dealer big future business through featuring military requirements.

British Warmes,
Military Rain Coats,
Camelhair Blankets,
Sam Brown Belts,
Leather and Rubber Boots,
Swagger Sticks,

Puttees,
Slickers,
Leggings,
Snuglets,
Spencers,
Badges,

Khaki Handkerchiefs,
Khaki Neckwear,
Khaki Suspenders,
Unshrinkable Shirts,
Soldier's Friend Polish,
Military Books.

We know what is correct and supply it at close prices.

Every line we handle is thoroughly reliable. We hold the agency for *Young and Rochester Shirts, Aquatite Military Coats, and Tress' Official Service and Trench Caps.*

Don't neglect this unprecedented opportunity of business expansion.

Write now for full particulars.

WREYFORD AND COMPANY

Wholesale Military Outfitters and Manufacturers' Agents

85 KING STREET WEST

TORONTO, CANADA

SPRING FEVER

Affects your men's trade more than any other season of the year. Everybody is feverish for new outfits.

We Have Two Big Departments for Men and Boys

DEPT. F
Staple Furnishings. "Hero" Fine Shirts.
Underwear, Sweaters, Working Shirts, Overalls,
Smocks, etc.

DEPT. I
Fancy Furnishings. "Hero" Collars.
Ties, Suspenders, Gloves, Umbrellas, Waterproofs,
etc.

Big assortment of new Spring and Summer goods in stock

Adequate

Try Racine Service

Adequate

ALPHONSE RACINE, Limited

Dry Goods Jobbers and Manufacturers

60-70 St. Paul Street West

Montreal, Que.

Manufacturers of "Hero" Fine Shirts and Collars

Manufacturers of "Maple Leaf" Overalls



Send Us Your Order
for

Swan-Russell Hats

They are
WELL KNOWN EASY SELLERS
PROFIT MAKERS

SWAN-RUSSELL COMPANY
59 Bedford Street Boston, Mass., U.S.A.

A BIG LINE FOR THE SOLDIERS TRADE EASY-NECK ADJUSTABLE BAND

*Removes all
Possibility of Infection
from Uniform*



*Prevents
Neck Chafing from
Rough Khaki Cloth*

Size 2 1/2 x 18 inches

MADE IN KHAKI CHINA SILK TO BE WORN INSIDE COLLAR OF TUNIC

Retail Price 25c.

Designed and Made Only by

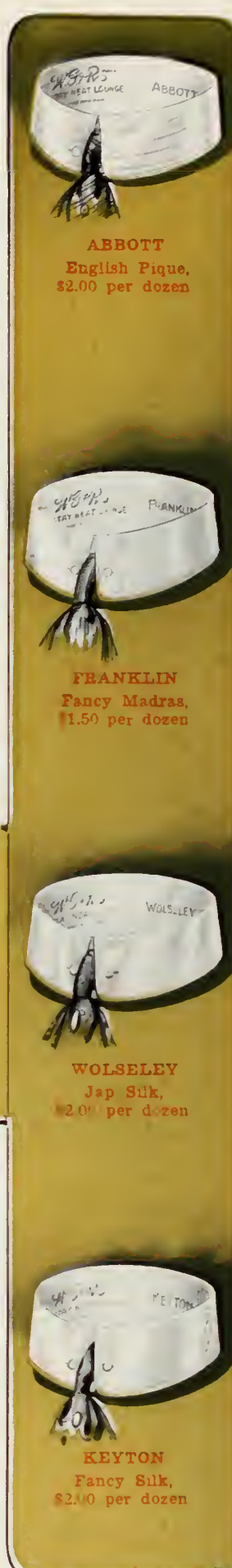
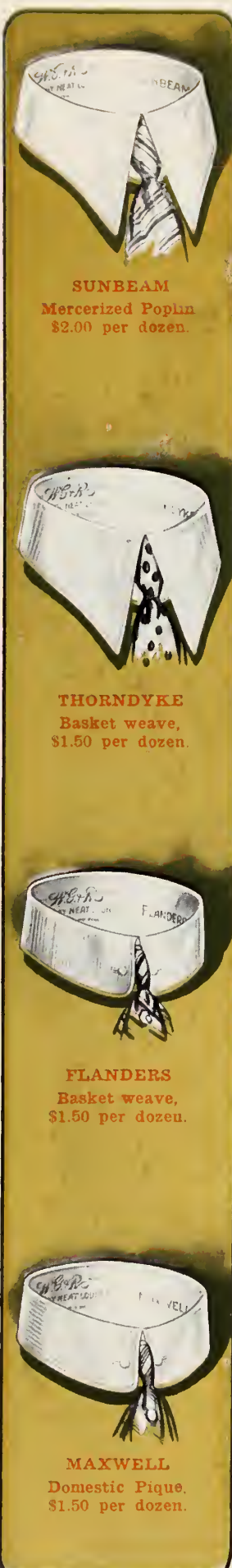
THE J. A. SWORD NECKWEAR CO., LIMITED, TORONTO, ONTARIO

It can't Crumple

—this new patented soft collar.
 Work or play in the sun won't pucker it.
 That's a soft collar you can do business with.
 Simple idea, too.
 Look at the pictures.
 The selling force of the Stay Neat Collar is
 in the *patented stiff insert*.



STAY NEAT LOUNGE Collar



SUNBEAM
 Mercerized Poplin
 \$2.00 per dozen.

THORNDYKE
 Basket weave,
 \$1.50 per dozen.

FLANDERS
 Basket weave,
 \$1.50 per dozen.

MAXWELL
 Domestic Pique,
 \$1.50 per dozen.

ABBOTT
 English Pique,
 \$2.00 per dozen

FRANKLIN
 Fancy Madras,
 \$1.50 per dozen

WOLSELEY
 Jap Silk,
 \$2.00 per dozen

KEYTON
 Fancy Silk,
 \$2.00 per dozen



To retail at
 3 for 50c
 and 25c

A showing of our patented Stay Neat Collars will attract the attention of your best trade. Decide to show them somewhat in advance of the season.

The Williams, Greene & Rome Co., Limited
 Makers of Fine Shirts - Berlin, Ont.
 WINNIPEG, MAN. VANCOUVER, B.C.
 Corner Donald and Cumberland Ave. 324 Seymour Street

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6

TORONTO, MARCH, 1916

No. 3

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President*
T. B. COSTAIN, *Managing Editor*

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EVERY man has friends—several of them intimate enough to ask him where he gets his clothes.

Every noticeably well-dressed man is asked this question many times a year. There is no more effective form of salesmanship for any store than the voluntary praise of its customers.

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Men's Wear Review

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

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NO. 3

THE MAN IN OVERALLS

Being an Argument for the Conviction of the Retailer Who Passes Him Up

By Philip Elliott, Montreal

VERY few men's wear dealers throughout Canada seem to realize what enormous quantities of men's overalls, working shirts and working mitts and gloves are sold in Canada. In our large cities and towns the leading high-class gent's furnishing stores seem to think that it is beneath their dignity to deal in such commodities as overalls, working shirts and other working men's goods. Other gent's stores that do handle these lines generally give them scant space, and carry a very poor assortment.

Now, take for instance, St. Catherine St., Montreal, this street is the greatest retail thoroughfare in Canada. There are a hundred or more gent's furnishing stores on this street and very few of them carry overalls, working shirts and other workingmen's lines—you will find store after store, windows filled with ties, collars, dress shirts and other Sunday toggery, and no space given to the working man's week-day wear. All these stores are loaded to the chin with neckwear, mufflers, fancy underwear, fancy shirts, dressing gowns, etc., etc. Now, when a mechanic is dressed up in his best, it is hard to tell what vocation he follows and naturally when a working man parades along St. Catherine St. in the evening, he is dressed up in his best—and possibly 50¢ of the men who enter these gent's stores of an evening wear overalls during the day. If the working man went shopping in his working attire, some of these stores would likely then wake up.

Take the average office man: the man who works dressed up—these men on an average draw less money than the overall man. Their work is easy, they are very light on clothes, their average wants, and their buying is small. These are the class of men who go in strong for ready-made clothes.

Constant Needs of Workmen

Now, with the working man his wants are many. Some workmen get through a suit of overalls every month. They are continually buying overalls, working shirts, socks, gloves, etc.—a fireman on a locomotive engine gets through on an average one pair of gloves a month—men in machine shops and other large factories are everlastingly getting their shirts and overalls torn by machinery etc. They are very hard on braces, socks and colored work handkerchiefs. Fully 90¢ of the skilled workmen get their clothes tailor-made. They seem to have an abhorrence for

ready-made clothes. They base their ideas on the class of ready-made stuff that was turned out years ago, and they don't seem to realize what great strides have been made in ready-to-wear clothing. Here there is a chance for the clothiers to get after these men and educate them. Of course with the unskilled laboring classes it is different; these men buy poor grades of ready-made clothes.

Up to a few years ago, working men fought shy of ready-made shirts, overalls and even socks. Their wives or mothers used to make their shirts and overalls, and knit their socks, and if the men had no wives or mothers, they rooted up some old lady to do the job. Working shirts and overalls were very crude affairs in those days, and only as a last resort would a working man buy these lines in a store. It is different now, a working man has now got overalls and shirts to such perfection ready-made, that the home-made stuff is never used at all.

Munition makers are making big money. Hundreds of them are making from \$10 to \$15 a day and about the smallest money any of them earn is \$5 a day. In Montreal alone there are fully 25,000 men working on shells. Of course these high wages won't last after the war, but why not get your share of this big money while it lasts? These men all wear overalls, and lots of them are in the \$5,000 a year salary class. At the present time, skilled machinists are impossible to get and handy men are in many cases making shells, because there are not enough machinists to go around—

If you entered a high class St. Catherine St. gent's store and asked for a suit of one dollar a suit fleeced lined underwear, or asked for a couple of pairs of heavy grey 25 cent socks—you would be politely told that they did not carry that line of goods—but they could show you some imported fleeced lined goods, fancy trimmed with silk, with a fancy name on it at \$2.50 per suit, which would not wear one bit better than the dollar a suit article.

Here Are Results

This cheap fleeced lined stuff, and cheap grey, heavy working sock is sold by the car load in Canada. I, in my store, sell twenty-five suits of this cheap fleece to one suit of any other kind and this winter so far, (Feb. 10th) I have sold over two hundred dozen grey working socks, 50

doz. of which I sold, to be sent to the boys in France. Some women buy two pairs of socks from me almost every week, to send overseas to their boys in the trenches.

A working man has two outfits of clothes. When he comes home from work he changes, from top to bottom: underwear, socks, boots, hat, gloves, everything is changed. Thus it can be seen that where this man is all dressed up, parading along St. Catherine St., all these gents' stores are only catering to half of his needs—these stores in a cluster are fighting it out for the high class trade—and every night thousands of working men all dressed up, are passing their stores and they make no effort to get this trade.

Mr. Office Man steps into a store and buys a 10 cent pair of cotton gloves, to be used around the furnace, doing

evening that he was going out—during these ten years its a safe bet that I have sold this man 75 pairs of working gloves, at an average price of a dollar a pair.

Working men's goods are easily handled. There is never any old stock; there are no styles to go out of fashion, and while in times of depression when men are on short time, they will cut out buying Sunday toggery. working clothes they simply must have.

Business Which Requires Training

But don't for one minute think that you can jump right in and get this trade, by simply stocking these lines. It is business that requires training. As to stock I carry 350 various lines of mitts and gloves. I sold in 1913 over 8,000 pairs of overalls. Naturally owing to war conditions



Successful Retailer to Unsuccessful ditto—"If you're looking for business, what about that bunch? Every man is a crackerjack prospect."

chores, etc., around his house. It never enters his head, the enormous amount of working mitts and gloves that are used in Canada. This one 10 cent pair of gloves will likely last this man a whole year. I have known bricklayers that wore out twenty-five pairs of cotton gloves in one week, carters and teamsters get through two or three pairs of mitts every winter, railway yard men wear out a dollar pair of mitts every month. It is the same with enginemen and train crews, in fact in almost every working trade mitts and gloves are used. But for all this, the gents' furnishing stores ignore this trade, and load their windows full with fine dress gloves and never show or carry a pair of heavy working men's mitts or gloves. This evening a working man, a customer of mine, showed me a pair of fur-lined kid gloves that he has been wearing

I am not selling near this many now. I sell at least 250 doz. working shirts a year, and not any more than 20 doz. fine shirts. I sold last month 935 pairs of working mitts and gloves and less than 25 pairs of dress kid or mocha gloves.

My store is so small, you can hardly see it. It is 15 by 30 ft., only one window, I haven't one show case; no looking glasses to stare you in the face, I have no fancy fixtures. I am right in the heart of the working man's trade. A man can come into my store with his face as black as coal. There are no mirrors to insult him; there are no costly fixtures to scare him; there are no silent show cases for him to tumble against and smash. Sometimes at dinner hour I will serve as many as 50 men overalls on, black faces and hands. I make friends with them all because I like them. They are easily served, all cash. We have been

in this store twenty-five years. I have seen countless stores come and go. Take up a fifteen-year old directory of Montreal then figure out the business wrecks that have taken place in Montreal since then; it is appalling.

I sell no junk; don't even stock collar buttons. It is not very nice on a busy Saturday night to have some gink walk in and ask to see some collar buttons, and possibly waste 15 minutes in selling him one 5 cent stud. With some men; buying a collar button is a very, very serious affair. This one "is too short," and that one "is too long," another "is too fat," another "is too thin" and "I had one like this one, and it only lasted me 10 years." I keep a few collar buttons in a drawer and if a customer asks for them, I give him one without charge.

Some few months back I ran across a job lot of mill men's heavy buck mitts; 50 doz. in the lot. I did not advertise them or even put any in the window, but to the first mill man who entered my store I showed a pair. He took a pair right off and he, of course, showed them to his mates. Well, I cleared out these 600 pairs in less than

two months. That is a very limited trade for this sort of mitts. but I guess I sold a pair to every iron roller in Montreal. Last fall I bought a job lot of 100 doz. boys' mitts. I hunted up the "leader of de gang" of school boys, gave him a pair as a present, and let him loose in a large school. He showed those mitts to every kid in my locality, with the result that I have less than one dozen left and I made a good profit too. Other stores had boys' mitts as well as mine, but the channel was turned into my store. I mention these incidents to show how, one customer or boomer can advertise you more than all the free gifts in the world.

The departmental mail order stores are all wide awake to the working men's trade. Look in their catalogues and you will find that the working man is well catered to, some of these stores order mitts in 1,000 doz. lots and they make their own overalls and work shirts, and these mail order stores draw the working man's trade from under the nose of every gent's furnishing store, in every town and city in Canada. The way to stop them is to push it yourself, for all you're worth.

MAKING A SUIT OF CLOTHES

From the Taking of the Order Till the Suit is Delivered—Efficiency and System in Complicated Processes—What Your Suit Represents in Labor, Time and Method

First of a series of articles on manufacturing men's wear goods.

The splendid sanitary conditions under which the men's and boy's clothing which is sold by Canadian men's wear dealers are made, should perhaps be more emphasized than has been the case. This is an age of prevention. The medical men are continually preaching the need of guarding against certain diseases. They are devoting more attention to keeping people well than they are to making them well when they have become sick. This is a point of value to men's wear dealers. They have the opportunity to bring before customers the fact that the clothing they handle is made in splendid workshops, by well paid and cleanly workmen, and that the sweatshop conditions which have sometimes been associated with clothing are unheard of as far as the well-known Canadian brands are concerned.

Incidentally this is a point which some men's wear dealers are making as indicating the benefits derived from buying a ready-made and special measure clothes, as opposed to getting a suit from a local tailor. Some local tailors unquestionably make their goods under fine conditions. There are others, however—and some of the most exclusive, at that—who farm out a good deal of the work to what might be called "kikes." The work undertaken by these people is done under conditions which may or may not be sanitary, but of which there is no guarantee.

It will be interesting to trace hurriedly—unfortunately a detailed description is impossible because of space requirements—the various stages in the production of a suit of clothes.—EDITOR.

THE opprobrium that has been associated in the public mind, in past years, with the making of clothes is no longer based upon facts if it ever was to any really appreciable extent in this Dominion. The facts as known to the general public are based largely upon the conditions that once at least existed in New York as a result of its restricted ground space and overcrowded tenements, its sweatshops, its toil and moil. To think of the making of a suit of clothes was to project one's imagination and picture

in the eye of the mind some half starved anaemic foreigner staggering under his load of piece work, homeward bound. And to such a home—where the home was a factory of underpaid and ill-fed wretches who could not rightly be called children!

All this is changed if it ever really existed. The new order reigns. In Canada there is too much space. More by grace of God and cheaper rents have we been able to escape this pictured order than by any saving quality of our own perhaps. It is sufficient though that things are so, and that we can wear Canadian-made clothes, that have never left the modern plant that gave them birth, from the time the goods were taken from the shelves until the finished suit went out, clean and wholesome, a product of Safety First, the safety of sanitary conditions, of efficient overseeing of detail and of a broad-minded sweep of outlook that brushed aside the superficialities of present gain for the fundamental issue of later profits that have their being in the quality of the goods.

CUTTING SLIP													No. 6312										
DATE											QUALITY	WHEN WANTED											
FEB 9 1916	Men's Suits										5	July 20											
J.P. signature																							
Order	Grade	Length	Waist	Sleeve	Collar	Neck	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	Instructions	
4	243X													2	1	2	2						Rep. 9 watch Should wear Suit & Buttons
SPECIAL																							
INSTRUCTIONS																							
OWN LABEL'S																							
SEWN OUTSIDE INBODIES																							
BREAST POCKET.																							
Average	Total Used					Total Cut																	
Completed	181						Single					3 up	Ends Color										
Finished	181						New Cut					4 up	Comments										
Marker						Ends					Flashed												
ALL SHIRTS MUST BEAR THE ORIGINAL TICKET, BE PROPERLY TOLD UP AND HANDED TO STOCKKEEPER																							

Cutting slip showing detailed instructions to cutters and tailors for proper filling of order.

The Individuality of an Order.

Naturally a large part of the product of any establishment consists of standard styles and sizes which may be made up in slack times to form a reserve stock for a busier future, about 70 per cent. to be accurate. Unfortunately for the manufacturer this is not always possible. The investment is too large. The remaining thirty per cent. must always be made up from the placing orders of individual customers, and the necessities of the case are such that a large part of the standard seventy per cent. are made up at the same time and under the same conditions as the odd styles and sizes.

The dealer receives the benefit of this condition of the trade. It insures for each order an individuality and distinctiveness that is directly opposed to the trend of modern methods which seek to drown each atom of personality in an ocean of collectivism.

The order of Brown & Sons of Winnipeg, is not immediately submerged on arrival at the factory in a host of like orders. Quite the contrary. It is given its factory number and as such travels the entire route of manufacturing from the lay of the goods for the initial marking and cutting through all the various processes that lead to the completed suit and the shipping room from whence it emerges again with its original Brown & Sons, Winnipeg, individuality intact and never tampered with, ready for the cars. To insure this end means that to each order there must be devoted the most unremitting watchfulness and tireless patience that hovers guardian-like over each one of the several hundred operations, manufacturing, handling, clerical, etc., that go into the making of a suit. The slightest inattention to detail, the most innocent confusion of one order ensures the most hopeless confusion of all. Hence it is not done. There is no equivocation about it. It is not done. The vast machinery of a system that digests countless orders simultaneously moves on in well-oiled efficiency, each sensitive artery and nerve of the whole, fed and governed by that flow of orders—from and through the head of the main channel which stops and starts, leaving a piece here, picking up one there; parts separated for a while, never lost sight of and always reunited at the mouth as a result of orderly co-ordination.

The Placing of An Order

Out on the road somewhere between Halifax and Vancouver a traveller takes an order that is based on his representations, the reputation of his house, the swatches he has with him and the merchant's needs. Perhaps it is our friend Brown & Son, of Winnipeg. They order 12 men's single-breasted suits, style 511, pattern No. 243X, pants unfinished (meaning the 'trousers' bottoms), at \$12.50 each. Under the columns for the various sizes are named the number of each; two of 34-inch, four of 36-inch and so on. The traveler's sheet number is 39 and contains the information that the order was placed on Feb. 7th, 1916, by a certain traveler on terms of sixty days net for shipment, at once, by express. That's a habit orders have nowadays.

The order thus detailed is turned over to a cost clerk who checks the prices and adds the additional details that the account is No. 64, received on Feb. 10th, checked by himself and acknowledged so that Brown & Son know their order has now developed an entity of its own by grace of its factory number 6312. The original slip containing this massed information is kept handy for reference until the goods are shipped when that information is added and the slip filed. A duplicate is sent to the customer with an injunction to examine it carefully to avoid any possible misunderstanding later. A second duplicate is sent to the

Winnipeg branch for later checking against the completed order at that point.

Ready For Designing Department

The order is now ready for the designing department. It appears there with its essential details stated on the "Cutting Slip," and with the added information that the order is to be made up in Quality and wanted for Feb. 20th, and duly subdivided into various lengths of trousers. Perhaps some special instructions not included in the original order are included, vital ones that Brown & Son and the traveler took for granted. "Own labels, or hooks and eyes on all trousers, etc." That is the first intimation that order has that its days of haphazardness are over. It is now being watched and fathered and tended.

The next comes from the designer, a man of parts whose business is not only to know cloth and styles but human nature. So he adds some details of his own, especially if there has been an obvious neglect of them. Out in Winnipeg they may not know that the Vancouver trade favors this and the Montreal that and the Winnipeg neither. But the designer does. Also he has studied the individual wants of this customer on a basis of previous

Set I		Quality 4 D	
Cutting No. 6312		6312 I	
Examining	49	Busheling	480
Assembling	47 48	Brusher	480 480 480 480 480
Button Sewer	46 46	Off Presser	440 440 440 440 440 440
Edge Presser	43 44	Edge Stitcher	420 420 420 420 420 420 420
Button & Whole Marker	41 42	Basting Collar	400 400 400 400 400 400 400 400
Finisher	39 40	Armhole Basting	380 380 380 380 380 380 380 380 380
Sleeve Seam Pr.	37 38	Sleeve Wanger	360 360 360 360 360 360 360 360 360 360
Bottom Presser	36 36	Bottom Baster	340 340 340 340 340 340 340 340 340 340 340
Edge Baster	33 34	Tape Feller	320 320 320 320 320 320 320 320 320 320 320 320
Tape Presser	32 31	2nd Basice	300 300 300 300 300 300 300 300 300 300 300 300 300
Sewing Round	30 29	Shaper	280 280 280 280 280 280 280 280 280 280 280 280 280 280
Canvas Trimmer	28 27	Cur. Serg. & Bar. Sec.	260 260 260 260 260 260 260 260 260 260 260 260 260 260 260
Front & Shape Pr.	26 24	Shoulder Seam Pr.	240 240 240 240 240 240 240 240 240 240 240 240 240 240 240
Collar Estender	26 22	Shoulder Closer	220 220 220 220 220 220 220 220 220 220 220 220 220 220 220
Collar & Bell Baster	23 21	Canvas Baster	200 200 200 200 200 200 200 200 200 200 200 200 200 200 200
Lapels, Collar & Bridle	20 19	Joiner	180 180 180 180 180 180 180 180 180 180 180 180 180 180 180
Seam Presser	18 17	Packet Tacker	170 170 170 170 170 170 170 170 170 170 170 170 170 170 170
Sleeve Maker	12 16	Flap Sewer	160 160 160 160 160 160 160 160 160 160 160 160 160 160 160
Sleeve Canvas Baster	11 16	Flap & Well Maker	140 140 140 140 140 140 140 140 140 140 140 140 140 140 140
Sleeve Seam Presser	10 14	Canvas Presser	130 130 130 130 130 130 130 130 130 130 130 130 130 130 130
Sleeve Operator	9 13	Canvas Maker	120 120 120 120 120 120 120 120 120 120 120 120 120 120 120
Lining Presser	6 8	Undercollar Maker	110 110 110 110 110 110 110 110 110 110 110 110 110 110 110
Lining Maker	6 7	Ticket Sewer	100 100 100 100 100 100 100 100 100 100 100 100 100 100 100
Sergent	3 4		
Fitter	1 2		

Original piece-work slip from which coupons are detached by the piece-worker as his particular operation is completed.

orders. So after discarding this suggestion and adding that he adds the detail "Hip and watch pockets in pants to button." This was obvious and taken for granted by Brown & Son but nothing is taken for granted here.

The Making of a Suit

So with the patterns the Cutting Slip goes to the bench where the former are chalked out on the extended bolt of cloth. Now there are cutters and cutters. Each receives his subdivision of this job and makes his layout on the cloth so as to save on waste according to his ability. A good one may save ten per cent. of the total of goods he handles in a season by means of his well thought out lays. Each man knows what is required of him in its relation to the whole order so that he may absorb a broad outlook of the needs of the case. A thorough follow up system ensures the minimum of waste and the following of specifications and this follow up system hangs doggedly on the trail of each operation throughout the factory.

The Cutter's Morse Code

The cutters have a mysterious code all their own, one that is a replica, in result but not in effort, of the needlewoman's laborious stitching and basting. A dot here means a tuck there, a dash there means a pleat here and so on ad infinitum.

The lay marked out, the hand electric knife is brought into requisition—a compact-knife on wheels that is hooked up to the light bulb and whirls and cuts with marvellous accuracy and tremendous speed until the long bolt is in lengths convenient for handling. Then singly or in high piled folds according to the price quality and the number of any one pattern the bolts are sliced up along the chalked lines of the patterns. On the more numerous styles of cheaper goods the band knife is used; on the higher quality single patterns the hand scissors are used. The result is the same in either case. Combining a quick eye and deft hand with long practice the operator shaves and twirls and twists the goods in one case and the knife in the other with inconceivable rapidity and unerring accuracy in a circular bedevilment of motion that confuses the slower eye of the layman. Here further symbols of the Morse Code are added; of a more permanent nature these, tiny slits and cuts, unobservable, except to an expectant eye, ruling the true meeting of edge with edge later in the garment.

On the government orders of high priced cloth and low priced product where the margin of profits is infinitesimal and the size of the order tremendous, the over use of an inch of cloth would entail the loss of hundreds of dollars on an order of thousands of pieces. Here where the cloth is piled up to the full capacity of the knife, twenty-five pieces high, there is full play for the flexible wrist and clever fingers of the operator.

The Parting of the Pieces

The pieces cut, each is tagged with its temporary descriptive slip that notes the account number, the quality and the size of the garment to which each piece belongs before it starts on its adventurous wanderings amongst the machines.

Meanwhile, trimming slips, facsimiles of the original order in all essential points, denoting quality of linings and of sleeve linings, canvas, buttons, etc., have gone into the trimming department and now come out—with their odds and ends of etceteras.

Then to the distributing room where the suit begins to assume concrete form. The cloth, in bundles of coats and vests and trousers, meets its corresponding bundle of trimmings and thereafter become inseparable from it. Then tagged with its order number each bundle goes to its department of machines accompanied by instruction slips adapted from the original order to facilitate the making of each part. There are special and detailed instructions

about a score of vital points for the tailors; the stitching of the edges, the nature of the seams, the style of pockets, etc.

The Coat Operations

Now begin the multitudinous operations of the making for which a special form is used to keep close check on all the piece work and insure no confusion or delay. A printed card is issued of a different color and detail for coats, vests and pants. The card is subdivided in the case of the coat to cover forty odd different operations and on each diminutive slip are all the essential particulars by which factory and worker can keep account of the job. Thus the collar fastener whose number on the time clock is 30 adds that information to his ticket and to the centre column of the main slip. He detaches his individual slip and passes the job and the main slip on to the next worker who is in this case the front and shape presser. He has in his hands a ticket that on pay day will signify that he, No. 30, fastened the collar on the twenty-fifth operation on a coat of D quality the factory number of which is 6312. The factory on the other hand retains the centre column of the main slip and the top. Set No. 1 indicates in which shop the work was done, Quality 4D the class of work and consequent rate of pay, and the stamped numbers accompanied by the pencilled ones the time clock number of the operator against that of his particular operation.

So this is followed through the forty or more operations of the coat, the eighteen to twenty-two of the vest and the thirty to thirty-two of the trousers.

The Completed Suit

In the examining room the Instruction Slip is carefully checked against the completed garment, piece by piece, button by button, in order to note and repair the slightest omission so that the required standard of workmanship may be maintained before the examined bundles of garments are sent to the assembling room for reassembling into suits and orders. Here they undergo a final hawk-eyed scrutiny and one that takes into broad account the known preferences of each customer from the cut of the clothes to the speed of their future carriage across the continent.

Then the last operation of all—the moving to the shipping room, the casing of the goods; an auto truck backs in and whisks its load away; the clerk in the office marks "Shipped" across that original slip and Brown & Son's order is on the way.

Lucky Brown

And Brown & Sons are lucky fellows. That order has become a thing of price. Even in ten days its value may have increased. The stocks of the raw material that have gone into it have become that much more depleted without any corresponding replacement. More factory hands have enlisted, more ships have been commandeered or sunk, more dyes have gone the way of all dyes and the barometer of prices have taken another spurt. Brown & Son would not cancel that order to-day if they had a fire, not if they discovered they were hard up, not as long as they expect to be in business in 1917 because to-day there is no room for philandering in the acquiring of any one of twenty lines of wearing apparel.

J. F. Leinster, clothier and men's furnisher of Brantford, has moved to Parry Sound and commenced in the same line.

* * *

Mr. Austin, of Austin Company, Winnipeg, has enlisted. One more men's wear man gone to do his duty.

SELLING METHODS FOR SPRING AND EASTER

The Slogan Should Be "New Outfit From Top to Toe"—The Use of Show Cards—Harmony of Color is Important—Using a Correct Dress Chart

AFTER Christmas a lull; not by any means, of course, a time of no business at all, but a time, shall we say, of quieter business. In the last issue of Men's Wear Review it was pointed out that these 'Dog Days' can be utilized and made to, at any rate, bring in some business by means of a special sort of sale.

After the 'Dog Days' comes Easter. This is the first significant day, as it were, after the Christmas and New Year selling periods. Of many meanings which Easter has come to bear, not the least so far as men's wear men are concerned, is the inference which the public has long ago accepted, that Easter time is the time for new articles of apparel. A man will struggle on with his suit after he has once well passed the Fall until he gets past Christmas and New Year's, telling himself that he will treat himself to a new suit at Easter. The same applies, though in somewhat less measure, to accessories and furnishings. And particularly, perhaps, in war time, when some men may not be as flush as they could wish, the trend has been marked towards waiting until Easter time to re-furnish so far as clothes go. Easter is almost universally recognized, not only so far as the male sex is concerned, but also in the case of the gentler sex as the time for a new personal showing. It happens along about the same time as the opening of Spring and is inevitably bound up with that. Just as the trees come out in a new dress, so in our time we have come to regard Easter and Spring as the opportunity for a new dress for men and women.

This should be taken full advantage of by the men's wear men of Canada this year. Are you preparing to

this end? Are you going to make this Easter the best Easter from a business point of view that you have ever had? Here are two or three things which may help towards the attainment of that object.

A Complete Re-Furnishing

First of all see to it that in all your publicity, in all your ways, means and devices for attracting and keeping business at this time, you make the point that the man should not only get a new suit at Easter, but should outfit

himself completely from top to toe. Some men's wear men have hitherto made the mistake of devoting their windows to a display only of suits, having window cards and show cards generally which deal only with this one article of men's wear. The more arrows you shoot in the air the better chance you have of hitting somebody. It may be that some of the customers at your store won't want the very one thing that you are imploring them to come in and buy. If on the other hand in all your publicity you point out that you possess at reasonable and attractive prices, and in the very newest of styles, everything that a man can possibly want to garb himself



Figure 1—This trim shows the use of a long, low plateau with top of composition board. At the extreme right is a decorative feature suggestive of Easter. The accessories consist of three neckties, two hats, two canes and pair of gloves. Note treatment of rest at top of coat. For detailed description see article on next page.

throughout, then you make a wide appeal and you stand just so much more chance of getting business.

The Impressive Window

It is not very far wide of the mark to say that most men get their impression of new styles from the window of a men's wear store. Men do not spend much time reading fashion books like women do; they are not so well guided as to the detailed correctness of prevailing styles.



No. 1 is a quarter size card specially designed for Easter neckwear, working in a combination of water color—green—background (at the bottom) with a cut-out rabbit design. The color scheme adds a mauve inner border.

No. 2 is of a moire greenish grey ground and shows an effective use of a cut-out design



of violets as a decoration. The color scheme is a light mauve to a deep violet. The lettering is in white, a combination of letter brush and pen stroke. Nos. 1 and 2



are the work of Mr. R. T. D. Edwards.

No. 3 is of deep mauve, a typical Easter shade, with the air brush used for shading. There is a very apt use of a cut-out illustration of a hat in the upper left-hand corner. A neat and appropriate card. Designed by F. G. Mills, Toronto.

They do not get in 'steen fashion monthlies and pore over these day and night with a view to finding out what exactly is the width of the new Spring tie and how many inches, to a fraction, the coat should be in length. Therefore, the window is the index so far as the average man in the street is concerned to what is new in style. The goods in your window then, should appear as fresh and attractive as possible.

The first step towards this is to have show cards which point out that the goods are new, in the latest style, and at reasonable prices. The idea is to make the impression on the mind of the watcher at a glance and by installing cards of this character you will be able to bring about this condition. To illustrate this point there are some show cards included to give you a good idea of what might be done along this line. Use the symbols of Easter. For instance, if you are a hat man, why not depict an egg hatching, out of which is issuing a new straw hat. In particular cases of the cards shown to illustrate this article there are used the pictures of rabbits. Then again, there are Easter lilies. Above all have your cards plain. As has been said, the introduction of pictures of Easter symbols will help to attract the eye, but if these cannot be done well, it is far better to leave them out and rely on printing. Have your cards boldly lettered, and carrying a distinct message. A good suggestion might be to have a card point out that a man should renew the whole of his wardrobe at this time. For instance, "We recover you from head to toe" or some such phrase like that might be a good thing to have on a show card. Good, appealing and attractive show cards are a requisite.

Importance of Trimming

Now as to trimming the window. On opposite page is shown a very attractive unit trim. The unit trim, as readers of this journal know, is coming more and more into general use and on such occasions men respond to this

kind of appeal. Notice this trim. It shows the use of the long, low plateau which is constructed from 7/8-inch soft pine lumber to form the frame work, over which a top of composition board has been applied. This can be covered with felt, plush, cotton flannel or imitation.

Wood grain, onyx or marble paper may be used instead. The supports underneath are made from a composition claw foot ornament inverted, and finished in silver slightly touched up in a lavender tint. At the extreme right-hand side is shown a decorative feature in the shape of a flower box made by bending a piece of cardboard into cylinder shape, cutting and opening out the top. This is then covered with bark paper. The sawed end can be reproduced through the use of a circle cut from one-inch lumber inserted therein and painted to represent the end of the log. The boards underneath are made from one-inch lumber, covered in the same manner. The box can then be filled with excelsior moss and flowers, and ferns inserted therein. Still better, of course, Easter lilies can be brought into play. Attention is directed to the accessories which are utilized in connection with this unit grouping. They are three neckties, two canes, a pair of gloves and two hats. Each item of that whole stands out by itself and impresses the onlooker.

Remember Color Harmony

Along the line of this general usage of unit trims, very much can be accomplished towards livening up your displays by the use of a plateau which can be of factory make or which you can make yourself. In the preceding paragraph, fairly broad principles are given by which this plateau can be made and brought into play. The unit trim, of course, is only one kind of trim and each men's wear man will know the opportunities, room and scope of his own window the best. Possibly it is not suited for the unit trim. If not, try and arrange to have a unit trim in

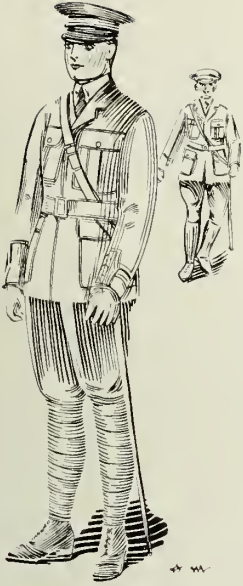
(Continued on page 35.)

Easter Sunday—
Formality and Smartness



If Easter is the re-opening after the Winter closing down—the sunshine burst after the cold and heavy days—surely Easter Sunday is the day of days so far as clothes for formal wear are concerned. Then, all sorts and conditions of men appear in immaculate morning-coated splendor, plug hat glistening, step jaunty, linen white as Easter lilies. A trim of this sort is liable to procure for you a goodly share of that business. What are you doing to get it? Surely there are some men among your clientele who will appreciate and be interested—with a view to purchasing—by such a display. This is one of Balmer's best; as usual, it is exclusive to Men's Wear Review.

Your Spring and Easter Ads



“Lieut. Jack—”

looks mighty well in uniform. So does Captain Jack, Major Jack—any and every Canadian officer whose uniform came from _____’s. Well, we are agents.

You want an outfit that looks the part, a uniform that is punctiliously correct. Listen! We can do it well, quickly, economically. A few days from the time we shake hands you are wearing your uniform. Our military cutter knows his business. That’s why he’s with us! Come in and prove it.

(Firm name and address)

Here are three advertisements drawn up by an advertising writer for Men’s Wear Review that should prove helpful for the Spring and Easter campaign. Each is intended for single column, 7 inches—an appropriate size and

Good Copy
and
Appealing Cuts
Blended in Samples
for You



Egg-cited?

Eggs-actly! He’s got his Easter outfit at _____’s. From top to bottom he’s the latest thing out!

How about you? You tided over the winter on the clothes and such you had by you, but now the year’s at the Spring, and with nature dressing up, you want to follow suit. Have we diagnosed properly?

Well, from morning coat to scarf-pin we can fix you up. There’s dash mingled with tastefulness in our goods. When shall we see you?

(Firm name and address)



Talking of Spring—

What is the state of your wardrobe?

The two are co-related.

With Spring almost upon us you are thinking that you need a Spring overcoat, not too heavy, yet warm enough, and smart withal.

Our stock of lightweight overcoats for Spring is certainly the best we’ve ever had. That’s saying a lot. New weaves, new shades, novelty styles, above all wear-ability — these are to be found in the overcoats we’re talking of. Drop in and see if we’ve put the case fairly.

(Firm name and address)

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, post-paid. Cash must accompany order.

TALKING OF SUMMER LINES—

Bathing Suits High in Price—Greys to Be Popular—Dye Troubles Affecting Hose and Shirts—Ducks in Great Variety—Advance Information on Summer Goods Markets

THE ruling factor in the whole clothing and furnishing trades to-day is the note of warning that is being sounded by manufacturers, importers and agents to the trade at large to the effect that the present condition is a fact and not a theory; that instead of becoming better it is growing worse and there is no telling where it will end. These authorities insist that the wise man to-day is the man who buys all that is offered him of old stocks at as near old prices as he can get up to the point of the ability of his clientele to absorb them.

This shortage will be most keenly felt in the Fall lines of which the colored flannels are already threatened with a shortage that will turn the trade to greys. But in a lesser degree the same causes are affecting Summer lines in somewhat the same way.

"Shortage" is the Big Word in This Connection

Briefly, those causes may be summed up as resulting from the shortage of dyes, the shortage of color in English mills, shortage of all raw materials, army orders and instead of an improvement, a tightening up of all these conditions that is leading to a substitution of material, an absence of colors and an increase in price upon which it is as yet unsafe to place any limits.

Old Stocks Disappearing

It seems possible that the Summer orders besides opening up the new channels of less durable goods and weaker dyes at higher prices and no dyes at all will in addition absorb the last remnants of old stocks at old standards of manufacture and of price. The Summer will represent the line of demarcation between the definite if temporary passing of the old order and the introduction of the new. For that reason it is hard to speak with authority of the condition that will exist then for there are already indications that a more or less chaotic condition exists in the intermingling of old and new makes and a wide range of prices in the same quality of goods. The trade is "spotted" so to speak. Nevertheless, it is no time for hesitating or haggling. Delivery has become much more important than price. Quick decisions are of paramount importance.

The heaviest demand and strangely enough the greatest stocks are in staple, good old bread and butter lines. This is a basic condition. It emanates from the people who incline to soberer, less colorful and novel wearing apparel and it is forced on them by the manufacturer whose mills are so busy on army and other orders for just plain clothes that he has no time to give to a taste for novelty effects and simply says of his plainer goods: "Take 'em or leave 'em."

In colored goods—bathing suits for instance—the pinch is becoming more and more felt as the days go by. Dye manufacturers are back to processes in dyeing that have been dropped for ten years and are meeting with indifferent success in their efforts to replace the German anilines with a good, fast dye that will not run. Like the fancies, there are certain colors that may not exist in appreciable quantities on the market of next year, so that plunging in colored goods is good, conservative buying. Even the fancies, or the bulk of them, depend largely on the dyes for their manufacture. The larger part of future event-

alities in Summer goods hinges on that one factor—the dyes. It is decidedly no season for novelties. The chief thing in supply sources is to be able to get all of the goods required. There will be fancies and novelties of course, but just in spots. It will not be a general condition.

Mills Discourage Quoting

The mills evince a healthy interest in normal trade despite the large outside orders they are receiving. But they do not exactly fall over one another in the securing of orders. In fact they discourage the quoting of prices. They are price-shy, and they explain it this way.

They say: "Although prices seem high to the trade, they are not high enough. Someone must ask for higher prices soon. We don't want to do it. We know you won't buy. You'll say we are robbers. So we'd rather you look over some other houses' lines. Let them sell you at a price below the market or else bear the onus of first asking for the advance. You won't pay it, not yet. But you have to be educated, so let George do it." They add "Shoddy that cost us nine cents is now worth from 35c to 44c, and you kick on the present advances."

As to Hosiery

In hose the trade is falling back on the States and finding higher prices for inferior articles. Cashmeres are almost impossible to get, even in the whites, although the dyes are naturally the scarcest. Sand and Palm Beach are in the lead in silk lines, with light colors predominating for the amount of dye that was formerly used on one hundred dozen of hose must now serve for four hundred dozen. In the cheaper lines, cotton is going to largely replace cashmere.

In shirts and collars the same general conditions apply with a noticeable absence of colors and more conservatism. A bigger demand is evident for soft Summer goods, French cuffs and so on, although Fall demand promises a greater use of stiff stuff then.

Bathing Suits Very High

In bathing suits and kindred lines the scarcity is keenly felt. One importer tells of just having received a shipment of boys' jerseys, ordered eighteen months ago and of having heard that another year-old order is on the way. Navy blues are the hardest to get and the most wanted, so that to a large extent anything offered is snapped up in this line.

Prices in boys' jerseys have, to a large extent, been withdrawn. There is very little new stuff on the market, as the small stock of dyes is being used largely for trimmings which are less repelled by high dye prices than larger cloths.

In bathing suits this condition operates to produce a very thin navy or else greys, balbriggans in some cases no coloring matter of any description, particularly as some of the new dyes will be of unknown quality. The goods have advanced in price but are not out of reach. However, as regards colors and sources of supply for same, a great deal of uncertainty exists. A shortage is freely predicted, even in balbriggan, but to what extent is not known.

(Continued on page 39.)

WHAT OF THE PALM BEACH SUIT?

Special to Men's Wear Review

THE trade is in somewhat of a quandary, if one is to judge from enquiries which reach this office, as to whether or no it will pay the men's wear man to stock Palm Beach suits to any large extent. Judging from these letters, dealers in country towns and smaller provincial cities are more inclined to stocking hot-weather clothing this year than last. In view of this, and so that the trade may have some guidance in the matter at an early date, enquiry was made from clothing manufacturers. The following are typical of answers which have been received, and mention, for themselves, what our own manufacturers think:

Cannot Recommend Them

"We had already gone into this matter very fully and decided that we could not recommend our dealers to stock these goods. The season for these garments in Canada is so very short, in fact we have very few evenings in the warmest weather when one could comfortably wear a Palm Beach. Even in New York the sale is very limited and only last season we noticed nearly every shop selling them out, in many cases less than half price. That was in July and a friend bought one and later told us that he only had the opportunity of wearing it twice. They are a splendid hot-weather suit but could not, in our estimation, be handled profitably by Canadian retailers."

Scarcity of Flannels May Boost Crash

This next one, while agreeing that Canadians, as a rule, have not taken kindly to crash goods, points out a reason why this year they may go better. It says:

"In answer to your enquiry re Palm Beach suits, it is very difficult to prophesy whether there will be a sale for this line this coming season. In the past, Canadians have not taken to cotton goods, such as Palm Beach, crash and other goods of a similar character. They seem to prefer light grey tweeds and flannels. However, owing to the conditions prevailing, the scarcity of flannels and lightweight tweeds, and the high price of same, it is quite possible that there will be a demand for the Palm Beach suit the coming season, especially if the weather is warm."

A prominent Eastern manufacturer says:

"Answering your favor asking us for an opinion on the popularity or otherwise of the Palm Beach suit for use in Canada, we desire to draw your attention to the "Art in Dress." "Art in Dress"—The whole art, is to look the part, to be fitly dressed. This

applies as much to the fabrics a man chooses as it does to the cut of his clothes. The desire to be fitly dressed shows up in the silks, in the pongees, in the flannels and the tropical materials used by the Southern races. This same desire dresses the grim Scotchman in the homespuns and rough tweeds of his native land. Now there is no doubt that most modern men of to-day are fastidious about their dress and ever ready to adopt any new materials that the manufacture may introduce. The Canadian men are reasonably safe in wearing what is being worn at the moment by the best dressed men in New York, but this does not mean that the garments worn in New York and Palm Beach with the thermometer 80 in the shade are the proper clothes to wear in Montreal, Toronto and Winnipeg with ordinary weather.

Every now and then one hears that fashionable men are going in for "Fancy Silk" and "Palm Beach" suits, but on looking around in mid-season, one finds the promised change has not materialized. This year, with foreign makers showing nothing odd or bizarre, the best dressed men will more than ever be conservative. He who can afford a wardrobe will, of course, have three or four lightweight suits, one or two of which will be made of Palm Beach materials and he will have one or two extra Norfolk coats with plenty of flannel trousers

Our candid advice to most dealers in the Dominion is that though they may have a certain number of men amongst their clientele who pretend to dress, it would be poor business policy to carry more than a smattering of "Palm Beach" or "Tropical Clothes in stock."

It would appear from these opinions—and they represent the views of most of the manufacturers—that this Summer is not to be very different from other Summers, after all. The best advice which the retailer can have is "Study your own clientele." If you have customers who can afford two or three Summer suits, then carry a slight or large stock (according to their number) for them. If you have, on the other hand, customers who usually only buy one Summer suit, it seems fairly safe to assume that something more weathery and serviceable is demanded, and that crash goods is too flimsy.

Study your own market, and buy or turn down lightweight crash and Palm Beach stuff accordingly.

It would appear that the average retailer could safely carry a few suits, but each retailer knows best. One thing is certain: the crash suit is not Summer suit—alone.



A smart model in Palm Beach cloth, for outing wear.

WHAT I SHALL WEAR THIS SUMMER

By BEAU BRUMMEL

EDITOR, Men's Wear Review:

Dear Sir,—In response to your letter, asking me to give you an advance idea, as I did last year about this time, of how I shall dress this Summer, I beg to point out that you take for granted that I shall have money enough to buy myself an outfit. It is true that business is considerably better all round this year and for that reason I hope to be able to manage a Summer suit and such. Let me say, first, that if I had my way I would dress in khaki. However, I can't, so there's an end on't.

Taking headgear first, I have considerable choice both in style and in article. I might have a Fedora-shaped Panama with a slightly curled brim, a modish but conservative shape, crown not too high, brim medium. I think, however, I shall invest in a split straw, white, and of very quiet shape, wider brim than last year and shallower crown. The bow will be plain black—though I admit the limited use of Puggaree bands (the blazer-striped one looks attractive)—and the bow will be at the side.

Soft and Lightweight Collars

As to collars, I am inclined to go in chiefly for soft ones, or at any rate lightweights. Probably I shall have both. The soft one will be in piqué or Madras, with a quiet super-pattern of dots or perhaps diamonds. Both shallow cutaway and polo shapes will be modish, fastening with either a bar pin or tape and buttons. In lightweights, the collar with fairly long points and the one cut square at the bottom, both leaving ample room for the tie and fastening with the tape will be my choice. I shall, in all probability, wear as low collars as possible, and manufacturers tell me that soft cutaways particularly cater to this. Colored collars, as your readers will know, are quite taboo, the only exception being a pale blue, stiff linen collar which has long been very popular in England. But even that is not affected much here.

Sport Shirts, Of Course

There is a width of choice for me in the matter of shirts. Of course I shall wear sport shirts for leisure wear, for tennis, boating and the like. I have a fancy, myself, for the convertible one which, unbuttoned, gives lots of play for the neck, and, buttoned, makes an ordinary cutting shirt. The shirt will be plain white (material—soisette or cotton) with collar and cuffs having black or heliotrope stripes. I shall have one or two sport shirts with the short sleeves which are delightfully cool. If I wear this shirt for anything but athletics (a good many Americans wore them in the city last year) I shall use the foulard tie, in a nice design (large white spots on blue background) as an accompaniment. But I shall not wear the ring instead of tying a knot. It was faddish; it's done now.

So far as day-shirts are concerned, the predilection for stripes is to be marked this Summer. One I saw recently struck me as being just the thing for the man who desires an extra touch of smartness. It was a white ground with black-striped bosom (stripes half an inch apart and not too heavy) and the corresponding pattern on the cuffs, which will be double. Another equally smart is a plain white, with a single line of black piping down the front and cuffs edged similarly. Crepe shirts are very natty, too, in white or cream. They are soft and filmy. Some will have cut-away cuffs (that is the outside leaf will be cut away). Stripes, not too bright, will be very much worn. Delicate tints, where colors are concerned; but I am inclined to

think that many men will run heavily on black stripes. Green is also to be a favorite color, for which hurrah! since I'm half-Irish. An eighth-inch green stripe on white background, at intervals of an inch or so is a mighty attractive thing, and I'm there with one or two of that sort. One or two manufacturers have had good sales of tri-une stripes, three fairly thin lines, in bright orange, black and green—or other combinations—so that some startling colors will be seen. I foresee, however, the biggest call for fairly quiet colors on white or cream backgrounds.

Will Wear Batwings

When I come to ties I am in a quandary. I shall certainly wear more batwings than anything else, chiefly in foulards or a combination of Roman and mogadore stripes. Foulards, I believe, are the best bet. A batwing, to my way of thinking, is the serviceable tie for Summer. Of course, I'm probably in a minority, but this is how I figure it: I don't want a whole lot of surplus silk flapping about in front of me, at my desk and so on, and, without a vest, that is liable to happen, even with the use of a tie-clip (by the by, I guess your readers do quite a business in little accessories of that kind. They are so important). Yes, I think batwings will have a big run.

In long ties, I shall undoubtedly get some tubular stuff, though it will be higher priced this year, on account of the fibre being "bagged" for munition purposes. I saw a very attractive thing the other day in a fawn-colored tubular cord, with a quiet but pretty floral pattern in blue. Very natty! It was intended, I think, to match with a crash suit. Stripes, so far as four-in-hands are concerned, will get the big call again. Black and white, in a combination of Roman and Mogadore, will be strong. Floral and scroll designs are going fast; they've had a good showing. Stripes, as I see it, will be 'de rig.' As to colors, fairly quiet shades will suit my taste, and I'm glad to see they are ordained. It's perhaps a trifle early to be sure as to all neckwear developments, but of this one we may be sure—there will be popularity for narrower shapes. Silks being high has imposed this, and it's a new fashion hint anyway.

Lightweight Flannel Suit

Coming now to the matter of suits, I suppose I have greater liberty than in anything else. I have been wondering whether or no I could afford a Palm Beach suit. I should certainly like one to wear on the few very hot days we have here, but—is the game worth the candle? Is there sufficient hot weather in Canada to make the fifteen or twenty dollars I put into a Palm Beach suit worth while? This is the question I ask myself, and lots of other men will be in the same box. You see, if a man can run half a dozen suits, he's wise to get a crash or lightweight, as one of the half dozen. But since Mr. Average man, I take it, only permits himself one Summer suit, why he would be foolish to have that one a suit which would be too cool for nine-tenths of our Summer. This is not Florida! If I were going to have a crash suit, it would be in the semi-Norfolk style; waisted (yet not so much that the rest of the boys might hint I had come from the corsetière) and with the mock belt at the back only. I should want the pleated back, giving the shoulders easy play as I walk. Pockets, I think, would be patch. Shoulders would be narrowish.

However, all that's not strictly material to me, since I shan't get a crash. It's a lightweight flannel for mine. I

have already seen the very cloth I want. It's English material, quite plain and patternless, well shrunk and light grey in shade. Checks will also be popular again this year, a trifle larger check than last Summer being particularly modish.

They tell me that Summer suits and suitings are costing retailers more, on account of difficulties in the primary markets and prices are being gradually and steadily raised. Also, I am told, stocks of flannels and worsteds are light, so far as most manufacturers are concerned. If they were extraordinarily light, the crash stuff might, after all, make a big showing.

Now, as to style: As usual in the case of Summer stuff, there are various and widely-ranging details, so that a man, if he wishes, may be fairly distinctive in this regard. I mean, we shan't all wear a very high lapel, nor all a very low one. And some of us who wish to wear pants resembling stove pipes (they are so tight) may do so and be as 'de rig' as the man whose nether garments have medium width.

The single-breasted, two-button sack, with drapery over the hips is the leading coat for both immediate and Summer wear. Peak lapels appear to be favored again, though this is a detail in which, here in Canada, any amount of latitude is allowed. The English lapel is being included in several models. Personally, I favor the peaked lapel.

The coat will be about the same length as last season. While the most popular coat for young men will be a two-button sack, three-button (to button two) and one button will be worn. The two-button sack—for mine, though. There will be few coats with cuffs on the sleeve, for which the saints be praised! I shall have a coat with patch pockets, having the fairly long, square-finished vest.

I know that many men, particularly the younger set, will favor outing and Norfolk styles. These will have two pleats in the back, running over the shoulder. They will be fairly loose, though perceptibly waisted. By the by, cuffs on the coat I shall have will be rather narrower, and without fancy buttons.

As To Smaller Things

'Sox' is an item that perhaps gives more scope for individuality in choosing and wearing than almost anything. Plain colors in silks are good; so are shot effects in vari-colors, red and black, blue and black, and so on 'ad infinitum.' Personally, black silk, very light in weight, is about my particular fancy. Some clocks will be shown, and the clock design is an old favorite of mine. I don't think colors will have as big a run as black, and white ought to make a good showing, particularly for athletic wear.

The last but by no means least item of dress which is important is accessories. I infer, more particularly, belts, invisible suspenders, jewelry and the like. A belt which has been selling to a large extent in the States and also in lesser measure in Canada is an elastic affair, avoiding the buckle. It is leather, but is so made that it expands enough to give perpetual comfort, yet contracts sufficiently to give proper support.

Tie clips do not alter much. The initial pin is regarded as a good tie clip, and it has the added attractiveness which comes from the personal touch. Another natty clip is a cameo design and links are sold to accompany this.

There is little change in canes this year, and I suppose a man may use what he prefers. For myself, a white cane is the thing for Summer; I shall shelve my ash till next Fall, when I take to the lighter stick.

Now, all this harangue is in response to your query. It is my idea of good Summer dress, correct Summer dress, distinctive Summer dress.

With kind regards, I am, Sir,

Yours,

BEAU BRUMMEL.



SELLING METHODS FOR EASTER

Continued from page 29.

the store and decorate the window as well as may be, along the line of including as many lines as possible. In view of the fact that possibly the biggest factor in the renewal of a man's wardrobe at this time of the year is the suit, give your attention to this trade, both with regard to displaying these and to pointing them out by show cards. As to display, bear in mind the necessity for paying special attention to coloring and the natural fitness of different articles which will be grouped around your suit or suits. In constructing a clothing window in which accessories are always used, be sure to have them match up well with each other on display. Hats, shirts, neckwear, waistcoats, gloves and many other items used in conjunction with accessories should be selected with great care. Pay particular attention to color schemes; don't have half a dozen ties matching very badly, so far as colors are concerned, with shirts. So much then for the window which is possibly the best advertising medium, through which you will approach and interest your prospective buyer.

Using a Dress Chart

There are other methods too. For instance, one men's wear man known to us has the habit of giving out at the commencement of Spring, a card which is on the reflex side a chart of correct dress. It gives the whole of correct dress brought up-to-date, while on the other side is an announcement of the store, together with a photograph or drawing of a smartly dressed man. The one referred to, for example, had a photograph of a man dressed in immaculate morning attire with a bouquet of flowers, presumably for presentation to his lady friend. This formed the centre piece of the card on one side. A number of these cards were sent out to regular customers of stores, while a continual supply was kept on hand for a month or couple of months in the store itself, so that when anybody came in to buy, they might take a copy of this correct dress chart. That was a good stunt.

Nor should advertising in the papers in your respective towns be forgotten. This, of course, is always an important method of getting business and particularly at the present time. Wherever possible introduce cuts into the ad. They tell the story as well almost as your reading matter. On another page of this issue will be found some suggestions for ads., and cuts can be purchased from Men's Wear Review at a remarkably low figure. The idea would be to get these cuts and use them in conjunction with your own reading matter in the daily paper in your town. Many dealers avail themselves of this service right along.

With the adoption of these few suggestions and many others which will occur to the minds of the men's wear men themselves, the Easter opening should be signalized as a time of good trade and profitable selling.



BANDS AND BINDING

The newest touch of smartness in hats includes a similarity of color in bands and binding in direct contrast to the body of the hat. If one is dark the other is light and vice versa.

A DIAMOND IN A DUST-BIN

Being a Comparison in the Methods—and Results—of Two Men's Wear Men

By GEORGE E. PEARSON

I WAS down in Lachine the other day muck-raking, not ostensibly, but actually. I went down on a false scent. Fellow told my editor there was a live wire there, revolutionizing the sale of overalls to shell-makers. That fellow had a queer taste in knick-knacks.

I arrived at the store of this man who shall be nameless and one glance at the affair he called his window put the kibosh on me. However, I had twenty minutes to wait for my car and an editor with an insatiable appetite for news at the other end of it, so in I went.

A bell clanged loudly in the cavernous depths at the back as I shut the door to. I took a hasty glance about me to get a line on something good to draw my man out on for the basis of a good, strong article. My hasty glance became one of apathetic impatience as I wearily scanned the musty interior. The minutes sped by. No one came. I cleared my throat loudly and shuffled my feet. It seemed sacrilegious—like shouting in a cemetery vault. The dark interior, the musty smell, the general air of neglect was getting on my nerves.



"Whatchu want?"

"I'd like to see your husband," I answered mildly.

"Maw!" shouted a voice, "See who's there."

A slatternly woman presented herself, arms akimbo over a greasy apron that the dim light failed to hide.

"Whatchuwant?"

"I'd like to speak to your husband," I answered mildly.

She eyed my city clothes. "We don't wanta buy nuthin!"

I assured her of the purity of my intentions. She ambled away. There was a muttered conference in the rear of the museum and a discouraged looking man in his shirt sleeves and a worried expression came dragging dejectedly into the room.

I asked him how business was. He straightened up truculently. "Bizness!" he interjected. "Ain't no such animal. It's rotten mister, jest rotten."

I murmured my sympathy.

"It was bad enough before, but now we've got prohibition it just seems like their ain't no bizness in town t'all. An' what there is is all tick. Can't collect nuthin. You ain't wantin' to sell me nuthin?" he cast at me defiantly.

I reassured him.

"Can't expect nuthin' else when my own folks turn aginst me."

I looked my curiosity.

He continued: "Yuh see, it's this way. There ain't many English-speaking folks here, but what there is are good dressers an' liberal spenders. Well sir! d'yu know what they've gone and done? The whole kit and boilin'.

Quit me! Quit me cold and gone to buying from a Frenchman."

From the expletives that followed, I gathered that to be a Frenchman was to be a shade lower than a Prussian.

"The only folks I can sell now are the French and it just seems like I can't get no money for anything.

I came to with a start. My attention had wandered after my eye, which had been caught by the business-like efforts of a particularly gruesome-looking spider that was skating about after a crippled and frightened fly that fluttered over the web which hung pendant-like from the smoky chandelier.

I glanced at my watch. The creature tired me. Excessively. The man I mean. "Where does your competitor, this Frenchman, live?"

"Next door," he said.

I excused myself and girded up my loins for the Frenchman and for copy.

The store was the other half of the same building. A fairly decent display of working clothes and boots and the cheaper Sunday-go-to-meeting variety of suits met my eye. No frills, but substantial. Pasted on the inside of the window was a tasteful sign in both languages: "Newspaper Display Week. We sell these standard products. All advertised in the daily papers."

My ears straightened up and my back stiffened. I stepped inside. The owner greeted me. He was a little, young fellow, smooth-shaven and snappy of eye. I could see him quite plainly, for he had done what his neighbor had failed to do—cut a hole for a large window in the side of the poorly-constructed building.

"Monsieur?" he inquired with an infectious smile that irradiated good cheer and spelt "mixer."

I introduced myself and asked how business was.

"Beezness. What you call tres bien, good. I lak him." And he beamed. "Lachine vaary good now. Mak' lots of artillery."

"I hear you have a good English trade," I suggested.

"Oui. You see it's lak dis: My friends here in dis Lachine are poor people, de French. Dey have the large familee, but no monee. I lak' him, but I sell only for the cash. So he leave me an' go where for one dollaire he pay down and get the fifteen dollaire bill of goods. Also, mes-



A discouraged-looking man in his shirt sleeves.

sieur, I sell to the Polak, the shell makeer who comes here ever' day on the car from Montreuil."

I was astonished, and said so. By this time I had had time to observe the stock and fixtures. Everything was in direct contrast to the slothful condition of affairs next door. Instead of dust there was shining brass and glass.

There was nothing ornate about the place, but there was a well-chosen stock, suitable to a small town business.

He explained to me the details of how he first attracted the attention of the shell makers, even those from the



"Beezness what you call—tres bien—good!"

shops of Montreal, by approaching them in their lunch hour with verbal descriptions and printed circulars of his bargains in working boots, hats and overalls. He was quite boy-like in his bubbling enthusiasm. He explained

that he had started on nothing except a good name. He had worked for wages by day and had spent his nights working on the interior of the store until he was ready to lay in his original stock of five hundred dollars' worth of goods. All on credit by the aid of an indorser on his notes. That was two years ago and now he pointed proudly to his twelve hundred dollar stock, all paid for, which he turned over five times a year.

He had entirely opposite opinions to his competitor on every subject touched upon, even prohibition. He waxed eloquent on that and insisted that there was more money for legitimate trade in a dry town.

I missed my car and waited for a later one under the mesmerizing influence of this backwoods original in his odd-looking clothes, who gesticulated and paced about as he talked of studying the needs of his trade and of catering to the divergent wants of the Polaks and the English. It was like finding a diamond in a dust bin.

GOOD TASTE IN ARRANGEMENT

This is Half the Battle in Window Trims—Originality in Draping—Gotham's Latest and Best Trims For Your Observing

Special to Men's Wear Review by Maclean, New York.



Advance showing of Summer goods for such as can afford to Winter where light-weight stuff may be worn. Besides being a forward style pointer, the display itself is certainly worth while.

WHILE the bombardment of Special Sales is still battering down the surplus stocks, the first displays of new merchandise are appearing. At this early date they are really advance showings; nevertheless, they are necessary to the shop's smartness and in fact to the intrigue of interesting the public.

In the first illustration a markedly impressing trim of Spring shirts is seen. The accompanying window card says: "Spring Buds" and as such the various units are

good representations, for they stand out as distinct and fresh as the first blossoms of May. It is exceedingly rare that one sees shirts featured in this snappy way. Each garment, like a diamond, scintillates in the reflected light and its soft delicate colorings attract the most casual glance.

The window is divided into two compartments. On the left silk and cotton goods are shown and on the right fancy Madras. The former in pale blue with old gold stripes is

one of the most effective of the new season's offerings. The accompanying cravats are dark blue and tan and they bespeak the revival of striped patterns for the coming months. Faintest rose with black stripes is the striking color scheme of the shirts in the adjoining section. The cravats are deep rose to harmonize.

Originality in Draping

The shirts in both displays are made with pleated bosoms and soft cuffs. Worthy of particular notice is the drape seen on the extreme left of the window. Drapes are always interesting as they are nowadays a factor in almost every trim, and to produce something original in the way of a drape is the ambition of every enterprising artist. There are times when every display man finds his ideas running out and his most resourceful field for new thoughts along this line is the accomplishments of others in which there are always helpful suggestions. The odd design here seen is created by simply covering a hat box with shirting material pleated and gathered into knobs on the top and bottom of the box or sides, as the box is shown here. A shirt easel is used as a support and through the easel strips of material are draped into flounces falling to the floor. Two walking sticks are so arranged as to appear to be holding this drum-like drape and cravats and collars are woven in to enhance the attractive effect. Several small units consisting of accessories are also scattered over the floor of the window. They detract in no way from the importance of the shirts and in each instance are far enough separated to be conspicuous in themselves.

Opening displays should always be suggestive of distinctiveness, for it is at this time more than at any other that the shop's character is sized up by the public. Not long ago a Broadway shop advertised an opening sale which naturally cast its shadow before it and the wary public hastened by, guarding against any possible decep-

tion. The shop soon lost its way and disappeared from the great white trail where thousands of prospects pass along hourly.

It should be the aim of every display man to cultivate distinctiveness in posing merchandise. Recent examples I saw in the Sulka Shop embody the latest ideas adopted by experts and carefully studied would probably offer a helping hand in giving displays a refreshing atmosphere.

In one example cravats and rich silks were featured. Two units stand out and in each instance the artist has given utmost care in adjusting the cravats on smart collars, in arranging the handkerchief and gloves with precision and in the relation of each to the setting. The setting which consisted of drapes of silks differentiated this from the usual effects. In this instance cravatting silks were used for the foundation covering and variety in patterns as well as in coloring is shown. There are few shops to-day that continue the practice of devoting an entire window to goods of one quality, one pattern and one color. If the right individual comes by the one-in-all display may strike him forcibly, but to all others—the nine hundred and ninety nine out of a thousand—its influence is lost, whereas if a choice variety were shown, every passer-by could be estimated as a possible prospect.

Cravats are one of the most popular articles with the display man, but often they are not shown to the very best advantage. A little more thought and time given to the effective draping of four-in-hands would unquestionably be of value. In the average window they are too crowded to look impressive. The onlooker is naturally interested in each individual effect and not in the display as a whole. Thus each unit should stand on its own merit. As another suggestion in pose the cravat unit pictured at the bottom is worthy of note. Especially is the arrangement of the cravat tucked into the collar unusual and pleasing as a decorative touch to the unit.



Rogers, Peet & Co. show attractive arrangement of accessories in this window. Using several units, the effect of a balanced and symmetrical whole is obtained.

The Month's Clothing Trims

As Nineteen Fifteen tottered out amidst a crash of deafening noises, so as I write this, the Winter stuffs are being disposed of amidst the noisy reduction sales in making way for Spring goods. The chief difference is that the reduction sale period is a prolonged noise, while the New Year's Eve demonstration was over in a jiffy. This duration of the Reduction Sale period is unmistakably a handicap to the clothing trade as well as in other lines, but as long as sale displays are classified as a necessary institution it behooves the window trimmer to trot into his felt slippers and get busy regardless of the principles involved.

What constitutes an efficient sale display is generally supposed to be inducements in prices and from the average of such displays it is evident that the appeal of the goods themselves is either secondary or not considered at all. Odds and ends of every description are jammed into the window in every manner instead of upholding the air of refinement maintained at other times. A \$20 suit reduced to \$14.50 should be even more carefully presented than it was in its palmy days if you expect the credulous public to have faith in your dealings. In the window your strongest claims are smartness and quality, regardless of price and it wouldn't matter if you offered the suit at half its former price or gave it away, the same thing would be true.

As an example of what really constitutes a good sale trim of clothing, the window from the Browning King & Co. shop was good. The window dividers were removed and a generous assemblage of smart garments were posed in most characterful attitudes. Just as on other occasions, every detail was retouched down to a crease, and space, balance and color scheme were as carefully considered in the instance of each unit as was the custom when putting in an opening exhibit. Every article here shown looked its best and the concessions announced on the window cards meant immeasurably more than if the same clothing were given a hodgepodge treatment.

In this particular window the area is usually divided into three compartments and the transformation brought about by removing the division partition changes the aspect of the window so completely that even the daily passer-by is impressed. If shops would frequently vary, their windows in this respect, the public would doubtless be more apt to take notice of the displays. Another feature is that the mahogany panels are covered with white moire silk which makes another striking change in the general aspect. The light background silhouettes the dark clothing and adds a distinctive note that awakens new interest.

Southern and outing apparel is presented with excellent taste in the next trim. This timely showing of smart garments and accessories is intended to make its appeal chiefly to the tourists to Southern resorts and as such it also attracts the attention of others to the smartness of the shop.

Good Taste in Arrangement

Two attractive jackets are shown, the one on the left is of tropical cloth and the other is of snappy checked flannel. Caps to match are included. The sweater coat on the right is well posed and the white half-hose with a checked four-in-hand wound around the form and with a handkerchief protruding from the top adds a dapper touch to the decorative scheme. You will perhaps say that there is nothing in the way of novelty in the various poses here seen. In fact there are actually few trims that can boast of novelty, but there is something more important in the art of trimming: good taste in arrangement. Doubtless you will agree that the trim looks markedly different from the average display of these goods. The objects shown

are not markedly different, however, but the treatment in general is the distinguishing item.

It will be found that it is not so much a matter of expense as ingenuity that determines the attractive power of a window exhibit. A discord in the decorative motif, poor lighting and careless posing are responsible for a greater loss of trade than is either quality or price. There are few shops perhaps which have time to separate the chaff from the grain, as it were, and thus in the majority of instances the value of many good poses is depreciated by some slight incongruity. A unit composed of unharmonious parts or lines casts its reflection upon the entire display and this is usually the reason why some popular shops fail in accomplishing the satisfactory results attained by the so-called exclusive concerns which have more time to devote to the details of artistic trimming. The actual difference between the style of exclusive and popular window trimming, however, is so slight that in many cases it is scarcely possible to determine which is which, unless it is by the quality of the goods itself. By close scrutiny and comparison the windows of New York's premier shops show a marked similarity. The exclusive concern has dropped much of its extreme high art and the popular has evolved to a considerably higher degree of refined taste. Thus to the stranger a knowledge of value would in many cases be necessary in discriminating between the two.



TALKING OF SUMMER LINES

(Continued from page 32)

Duck in Great Variety

Ducks are promised a run on account of the turn to whites and they will probably be offered in greater variety. Being outside the dye question and depending more on this continent for their raw material, they will be on hand in sufficient quantities to meet the demand, but probably like everything else, at a higher price. The material has already advanced considerably in price.

In leather belts advances have occurred all along the line, particularly in the high-class goods as a direct result of leather advances and the situation in the producing centres indicates a further shutting off of these supplies.

Hosiery is showing a very strong tendency in the better lines to horizontal stripes particularly in black and white stripes in all shades of material such as champagnes, palm beach, sands and whites which are all as good as ever. The United States is undoubtedly going to be the chief source of supply of all classes of hosiery for some time to come, and cashmeres are being replaced almost entirely by cottons and more cottons. Silk promises to be fairly plentiful but artificial silks are getting scarce for all purposes.

Waterproofs are another line the supply of which has reverted to the United States in the whole range of grades. Flannel pants in both plains and stripes are being bought in greater quantity than ever before.

Last year was probably the best ever known in bathing suits but this year promises to outrank in the volume of its trade. Plain navys of Canadian make are becoming a more important feature of this market than ever before owing to the great desirability of this color in this line and its present scarcity. There is a wide range of condition of stocks on hand in this line. Some manufacturers and agents are in the enviable position of being able to care for their normal trade while others complain of a very serious shortage. At any rate colored bathing suits particularly solid navy blues are going to be very important.

THE TWO-TONED STRAW HAS A HELIO BRIM

Combination Colors in Summer Hats—New Soft "Lid" is Adaptable—Startling Shades in Summer Shirtings.

Authentic and Authoritative Fashion Resume.

What's Old

Shed a tear! Ye large floral patterns in neckwear have had their day. To the bargain counter for theirs.

* * *

The plain sack or recfer coat in crash and light weight suits is to give place to the Norfolk.

* * *

Old-style telescope Panamas, whose brims lap over like a reading shade are taboo this Summer for the smart man.

* * *

Black morning coats step aside and grey worsted will be the thing for Easter.

* * *

Collars of the butterfly shade may no longer have the little wings.

* * *

Large and obtrusive are those which are ordered in their stead.

* * *

Very wide shapes in ties are to be unfashionable in Gotham, which is just as well since silk costs so much!



SPRING is coming. Recently I had the opportunity of looking over some of the new shirtings for Spring wear and I find these are different from anything we have had before, and yet not entirely startlingly new in fashion. That is to say there is no sharply defined trend toward either bright or subdued shades in shirts for Spring. The best shops here, and manufacturers too, are showing both quiet and bright colors. Exclusive shops are sponsoring richness in coloring and very striking patterns. Regarding patterns it is safe to say that stripes once more will predominate. All-over self designs are combined with pronounced stripes. Moire effects, and jacquard figures are also prominent.

Perhaps the outstanding thing about shirtings this year, so far as colors are concerned is the excellent way in which dangerous colors have been blended. For instance, in many of the shirtings I have seen myself already, very strong shades such as red, green, orange are all mingled together often in the same shirt without the result being at all too loud or displaying any discord. Rather unusual colorings are also shown. Crimson, plum, violet, gold are all mingled in stripe designs with black and white, on a very soft, either white or tinted ground, in exquisite shading. So far as materials are concerned, Madras corded linen, pique, silk and flannel—all these are represented. As I looked down the rolls of shirting as they stood one on top of the other, I was struck by the fact that the outstanding design was the stripe. Nothing seems to be able to take the place of the stripe in our regard and once more it will be strong for Spring and Summer.

Foulards The Best Bet

Turning now to neckwear, it is said by people who should know that foulards or rumchundas will be the big material for Summer. Last year the foulard had an exceptionally good run and it is showing signs of equalling this, if not exceeding it this Summer. Large stocks of foulards are being made up into ties. Crepes, failles and quite a lot of satins are also predominating in the best range of goods for Spring and Summer. The very high cost of fine silk is a factor to be reckoned with. It must be remembered that foreign silks are practically shut right off. All England is producing now she needs for herself, while France is not putting out anything like the quantity that has been the case in pre-war years. Japanese silks are hard to get at. When they do get here the freights and war risks have put the price up so monumentally that the retailer has to pay dearly. This increases my conviction that cheaper silks and crepes and foulards and satins will be the big thing in material.

As to style it is old news now that the narrow shapes, four-in-hand will be emphasized in Spring and Summer. Already indications are being observed of this tendency. Bat-wings are going to be prominent. These will be worn with the double collars and are being made in both butterfly and square end shapes. Foulard is strong material for this kind of tie. Some combination stripe effects such as Roman and Mogadore are noticeable. In long ties, while tubular will have considerable run, probably the most popular of all will be a four-in-hand in a grenadine or crepe or brocaded silk, in very delicate tints, such as champagne, light greens, tans, etc. Instead of the very large floral treatment which was the rage last year there will be some very dainty patterns on an extensive ground. The patterning in little flowers or diamonds or figures will be placed widely apart on the neckwear giving lots of room for the dark background to show up, when the pattern is in light shade, or vice versa.

Never was there an approaching Summer when so many different styles were indicated in Panama hats. For years the Panama has been lost in the semi-telescope shape with an outcurling flapping brim. This shape is going to be fashionable again particularly in the South which is evidenced by what is being worn at present at Palm Beach. For the rest Panama shapes this year have swung round more to what they were two years ago, with plenty of variety. Drooping brim or a flat brim or a curled brim, all these are in good taste. The Fedora shape is going to be strong if I know anything. The Spring Derbies are showing a tendency to a more moderate curve in the brim and a trifle higher crown. I do not think Brown Derbies will have much popularity. In soft hats, more latitude is allowed than ever. In colorings, greens, pearl grey and browns will again be very strong. A very attractive hat I saw here the other day which I think will have considerable vogue is a wider brim and a soft roll which adapts itself very easily to whatever the wearer would like.

SEMI-NORFOLK COAT IN IRIDESCENT CLOTH

This is Palm Beach's Fashion Forecast For the Dog Days—Foulards to be Strong in Bat-wings and Four-in-Hands.

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

That is to say if he wants to roll it one way he can do so. There has been a demand for some time for a hat which can be worn exactly as the wearer desires it and yet look perfectly all right. This should fill that requirement.

Enter Ye Helmet

A rather odd and somewhat freakish fashion is the favor which the helmet is finding in the eyes of people who go in for athletics. There are now golf helmets, riding helmets, tramping helmets and tennis helmets. Why, I don't quite know unless it be that the fashion started down in the hot country, in Florida, for instance, and was an innovation more for the sake of usefulness than ornamentation. However, be that as it may when you play tennis or when you fish or when you play golf you are supposed to wear a helmet. I suppose the first sport to really give the fillip, some years ago, towards this idea was polo. I happened to see one of these tennis helmets the other day in Florida. It is covered with white canvas, is finished with the same colored silk ribbons and has air vents dotting the crown. Very good sport helmets are also made of Chinese pith and are finished with silk pongee; others again are cork, covered with khaki. Usually the under-brims are painted green as a protection for the eyes.

Striped Collars Returning

The striped collar appears to be coming back. One of our best-dressed men the other day was wearing a sort of polo shape, a kind of long-pointed affair in a pale blue stripe, which matched his shirt. As a matter of fact the collar was attached to the shirt. This shirt and collar is perhaps a little freakish but then it has its coterie of wearers.

There is very little new in formal dress. The strong coat is still the approved morning coat with hardly anything which is novel in cut. Dark grey worsted is the material with a sort of hair-line stripe for the trousers which are in light grey. Perhaps one thing may be noted as novel, and that is the use of a white cloth waistcoat instead of silk. This white cloth appears to wear well as well as look just as smart. The ascot tie is still worn and is used with a collar of rather higher variety with big, overlapping wings. Silk hats show little new; they follow more or less the lines of the opera hats used this Winter.

In boots, the tan cloth upper or the grey cloth upper is being sponsored by the best men.

The Separate Ticket Pocket

In sack clothes, the waist is not quite so pronounced as it was and the long and sweeping lapel is surely going. Many men of my acquaintance, some of the best dressers in Gotham are wearing a coat with three buttons now instead of two and with a higher and rather narrower lapel. Something new is the prevalence of ticket pockets on the outside of the right hand part of the coat. This is an English fashion which has been noted in these columns before and is getting more general usage this year. When this pocket is worn there is no little ticket pocket inside the main pocket. Peaked lapels seem to be giving way to the English lapels to some extent. Conservatism is the keynote alike in formal and lounge clothes.

I might just add one note which is important because it deals with Spring and Summer topics: that is, amongst many new novelties in straws the two-toned effects are having considerable run as shown by advance orders. Last season when the two-toned straws or combination straws with silk brim appeared on the market, the price was so high that only the very wealthy could afford this hat. For Palm Beach wear some very smart effects have recently been noted in some of the high-class retail stores in New York. A hat of this variety which I liked very much and which I am told will have a good run, has a leghorn crown and Milan brim. Another one has a Milan crown with a leghorn brim. In the one the crown is tinted a light heliotrope and in the other the brim is tinted. I understand these are fairly moderate priced hats at that.

One other postscript, and that is that there does seem to be, at any rate in America, an increasing vogue for cool clothing for Summer wear. This has brought many smart and attractive styles into the market. Amongst these is the sporting coat—many in a semi-Norfolk style of iridescent cloth. I believe this fabric is also known as Bombay cloth. It is said to have originated with British Army Officers, it is also used for gold suits and riding suits.

What's New

Both bright and quiet colors are displayed in advance showings of Spring and Summer shirtings.

* * *

Stripes are certainly going to be strong. The best shops and manufacturers stand sponsors.

* * *

A new light-weight suit is in iridescent cloth, and the shape is Norfolk or semi-so.

* * *

Leghorn and heliotrope tints in crown and brim of Summer straws are forecast.

* * *

Colored hats! We get nearer to milady's wardrobe every season!!!

* * *

Bat-wings, both square-end and butterfly will be strong this Summer. Vive la convenient tie!

* * *

Stripes are not to be outdone in neckwear.

* * *

Popular also will be the little-pattern - on-the-expansive - ground variety of four-in-hand.



THE CANDID ADVERTISER

By B. W. CHARLES

THE most candid advertiser who ever lived, in my opinion, was a dentist, who put up a sign which read, "Painful Dentistry." There have been associations formed within the past year, the object of which is to prevent fraudulent advertising. There would be no need for such bodies if we were all like this dentist. Nor would such correctives be necessary if all haberdashers were as candid in their advertising as Lurie, who has a haberdasher's store in the Queen's Hotel, corner of Portage and Notre Dame Street, Winnipeg.

On January 20, Lurie took a quarter-page in the Manitoba Free Press for an advertisement which marks a new era in salesmanship. It reads more funnily than a comic supplement, and if the whole city didn't talk about that January sale, they must have been deaf, dumb and blind. Lurie heads his talk in big type with the words "Too Proud to Fight," using the word "not" as a prefix, and "for business" as a suffix. There followed a few lines to the effect that, whereas wholesale prices are going up, there are always a lot of odds and ends around a store that must be gotten rid of. Then the fun begins. For pure, unadulterated gall used as a means for bringing custom to a store, Lurie sets the pace. Read this:

Lots of Suckers Wanted

"I've marked down every article in the store so that it'll move, and the bumper the article, the deeper the cut. I've heard it said: "There's a sucker born every minute," well, I need lots of these people to get rid of some of the things I have here. Good chinchilla \$2 caps for a dime—10 cents—but, the color looks like—peculiar; so a dime will rid me of them."

Lurie quotes manufacturer's names later, and they include some of the most reputable houses in Canada. From the cut this dealer has made in their line, they will be able to judge what he meant when he said: "The bumper the article, the deeper the cut," and while I like Lurie's candour in many ways, and believe he must have had tremendous crowds at his store, yet, if I were a manufacturer, I'd hate to have my goods named in an ad. which ran: "I need lots of these people (suckers) to get rid of the things I have here."

However, to continue with the funny stuff; and here our friend excels himself: "\$1.25 mufflers—cerise ones—they've been here since the year one; I don't think they're worth a nickel apiece, so I'll sell them three for a dime. I hope they sell."

Pause, please. Here's a libel on a noble patriot who has gone to fight for King and Country. A copy should be sent to him in the trenches; he might make a better soldier when he comes back. Evidently Lurie has not been troubled with the dye situation; or, more correctly speaking, he overstocked in colors which should have been in hosiery instead of in neckwear. Listen:

"Nice, warm red neck ties, and some good Irish green ones, too; 75c Bengaline silk ones, and I'll only set you back 17c for one. I've only got about 25 dozen of them."

Lurie a Humorist

Lurie, if he wrote that ad., has missed his vocation. The humor of that last line is equal to that of Stephen Leacock.



Winnipeg people are not pleasantly disposed towards Austria.

Here's hoping the twenty-five dozen Bengaline silk ties have faded away. Now he takes a crack at a former employee. Referring to the man who placed the order for this neckwear, he says: "This buyer, you know, I had years ago." (Sounds poetic, doesn't it?) "He's enlisted and gone to the front, and I hope he makes a better soldier than he was a buyer. He must have foreseen the war coming, and knew that dyes would be scarce, and he sure did stock up."

Here he starts to talk about well-known brands of underwear, but takes care to prefix his remarks thus: "Don't run away with the idea that I've only got odds and ends and off-color goods. I carry the best lines of underwear in Canada." The cuts he makes in some of these goods will stagger the makers if they ever see them.

Poor Winnipeg

The unfortunate thing about this Lurie sale is that it will start all the other haberdashers in Winnipeg going, and once they get started, there'll be a scramble, for there are more men's wear stores per thousand population on Main Street and Portage Ave. than in any other city in Canada. They are high-class stores, too. They can show the haberdashers of the East a thing or two in the way of window dressing.



The whole city was talking about the sale for days.

However, getting back to Lurie's ad. There's another funny touch. It is this: "Mufflers. silk (in name only). regular \$1.25 for 48c. They're certainly cheap enough if you like the color."

I notice among the lines offered are "Velours hats \$4 to \$7; price now \$1.85." Lurie adds: "These velours hats at \$1.85 are some bargain—don't pass this up." I should say they are "some" bargain. and unless Lurie intends retiring from business, I should advise him to put them in his vault while the sale is on, that is, if they are genuine Austrian velours. Some Eastern dealers I know who have them are not even displaying them; and where a man demands one, he pays full price. It will be a long time before Austrian velours come on this market again. However, what is worn in Montreal will not always do for Winnipeg. Perhaps the country of origin has something to do with it. At the present moment, Winnipeg people are not pleasantly disposed towards Austria.

CORSETS FOR MEN! WHAT NEXT?

The Ordinations of National Association of Merchant Tailors at St. Louis — Plum-Colored Dress Suit With Lavender Vest—Enter the Basque.

THE National Association of Merchant Tailors, in convention at St. Louis, this month, settled our sartorial destiny for Spring and Summer at any rate.

Single-breasted, two-button sack coats, with drapery over the hips will be the Spring style. The ballroom of the hotel where the convention was held was filled with models of the spring styles and many striking designs were shown.

Double-breasted coats are to have peak lapels and both single and double-breasted will follow natural lines. Extensive padding will be avoided.

Scotch plaid is to be a popular pattern, judging from the designs.

An extreme model in evening dress was exhibited by one designer, who showed a wine-colored coat. With the coat goes a lavender vest.

Outing coats are to have two pleats in the back, running over the shoulder.

In Summer clothing designs of seer-sucker coats, weighing eight ounces, were shown and also a fawn-colored coat, with white buttons.

Sleeves this Spring and Summer are to be small, with a button at the cuff. Trousers will follow the conformation of the leg, but will not be tight.

Canadian Uniform Seen

Following the opening of the convention, the three "perfect men" chosen to serve as models for the convention appeared in dress rehearsal, A. J. Dietrich, 24 years old, in an olive drab uniform of the Canadian artillery, was in a perfectly good humor until he heard some reference to "Apollo."

"Apollo? Some fellow from the old country, wasn't took much interest in that game. Anyway, I don't believe I look like him."

The sight of Dietrich, who is an athlete with sandy hair and hazel eyes, clad in the soldier suit glittering with brass buttons, was enough to make a matinee girl forget all thought of Francis X. Bushman and other heroes of the movie screen.

Norfolk Shines With Buttons

The jacket was made in Norfolk style and the front was ornamented with brass buttons, on which were the King's crown and a small cannon. And the trousers! Loose and baggy at the top and gathered sharply in at the knee, from where they were buttoned tightly down to the ankle like a pair of leggings.

Military clothes are a big feature of the tailors' convention.

"Apollo? Some fellows from the old country, wasn't he?" said R. E. Litsch, 25 years old, a printer, as he looked over the edge of his bat-wing collar and carefully lifted up the plum-colored coat tails of his elegant dress suit before sitting down.

The suit is the latest in evening dress for men. The carefully creased trousers matched the coat and between the lapels of the coat and beneath the spotless white shirt peeped—a pale lavender vest.

This a Business Suit

F. A. Paschek, 23 years old, unmarried, and a dental student with dark eyes and hair, wore the latest business

suit for professional men—a double-breasted frock coat of sand color and an indistinct plaid pattern running through it.

"I should worry about Apollo," said Paschek. "I'm going to have a suit like this when I get an office of my own."

The basque has arrived and a resolution endorsing it and urging its acceptance by the National Association of Merchant Tailors was discussed at the business session of the convention.

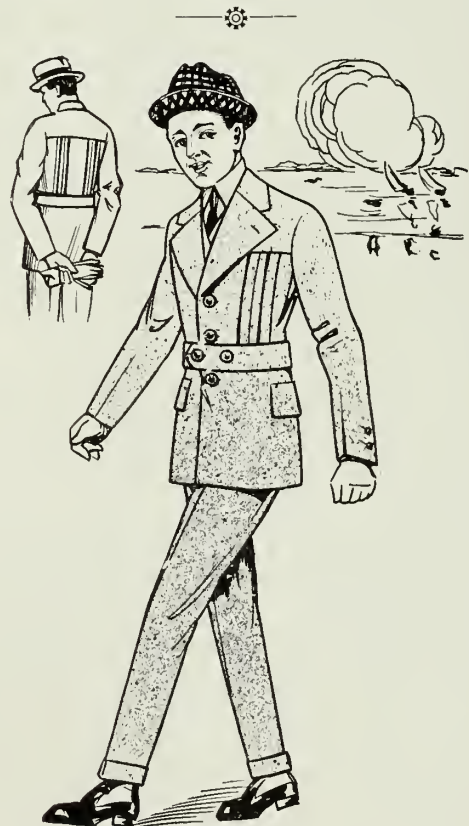
The basque is a "gentleman's corset," according to the powers that set our styles, and is worn for the improvement of health and beauty.

The man's corset will force bay windows back to their proper position, will make "long slims" out of "short stouts," and according to prediction, improve the appearance of the fat man 100 per cent.

Now for the basque. It is designed for the waist line and is made of all grades of cloth from muslin to silk, without bones, lacings, hooks or eyes, has fronts, sides and backs stayed with inlaid cords, and for elasticity has fourteen small springs inserted in each side.

New York and Chicago doctors have told members of the tailors' association that masculine corsets are actually beneficial.

Unlike those worn by the fairer sex, the men's corsets are scarcely more than waistbands, some being as narrow as six inches. They are of the same materials used in the manufacture of women's corsets—coutil, net, silk and satin, and range in price from \$3 to \$15.



Boys' size in a young man's suit is this attractive model by Saxe Clothing Co.

MEN'S WEAR REVIEW



VOL. 6.

MARCH, 1916

No. 3

A NEW SERIES

IN THIS issue appears the first of a new series of articles. It is entitled, "Making a Suit of Clothes," and will be followed by similar stories of the manufacturing end of the men's wear business. The reason for such a series is that the clerk or the men's wear man may know exactly the why and wherefore of what he is selling, and the price, and the conditions which govern price. A clerk will sell a suit of clothes more readily and more easily if he knows what labor is behind it, how it has come up from the first stage—the order taken—to the last—the finished article. He will sell a tie at its proper value and have less trouble in so doing if, from a knowledge of its process of manufacture, he is able to see just why it costs so much at present, and to talk knowledgeably to his customer about the various stages of its making. "Know thyself," said the sage. "Know your goods," say we. And this series, of which the first appears in the current issue, will help towards that laudable end.

CONSIDERATION DUE THE TRAVELER

THE attitude of the merchant toward the traveling salesman should be based on business principles. The merchant should accord to the representative of the manufacturer and jobber the same consideration and attention that he in turn expects from his customers.

This is not always found to be the case. A contemporary cites the following incident to show what the traveling man has sometimes to contend with. The senior partner of a big importing house, being not altogether satisfied with the returns of a junior traveling representative, called the young man into his room and asked him to give a demonstration of how he tried to sell merchandise. The traveler did so in a manner, respectful, dignified and convincing, but the proprietor thought that he could improve upon it, so he told the salesman to sit at his roll-top desk and play the part of a retailer, while he went outside to act the drummer. The chief, outside the room, knocked at the office door. No answer. He knocked again and louder. Still no answer. So he opened the door and walked in, to find his erstwhile salesman with his feet on the roll-top desk and a pipe

in his mouth. "Get out o' here!" he shouted to the supposed salesman. "But you don't know what I ——" "I don't want to know! I don't care what you've got, or who you are!" blared the man at the desk. "You're the sixteenth sale-man who's called here to-day, and that's enough for me. Git!"

This anecdote may be tinctured with a certain degree of exaggeration, but it is nevertheless true that the traveling man frequently has to face indifference and even discourtesy. It is in the interests of the retailer to at least give the traveler a hearing. He may have something worth while to sell and, in any case, is a fellow salesman and as such deserving of friendly consideration.

THROWING DOLLARS AWAY

IF YOU saw the editor of this paper or its manager or the house which publishes it throwing dollars away because of neglect to stoop down and pick them up, wouldn't you, at least, pass a few caustic remarks? Yet countless men's wear men are throwing dollars away every day of their lives. That is, they are throwing them away because they are not picking them up. Profits must be positive. The waste referred to is the neglect, by many merchants, of the working-man as a prospect. In this issue a practical article appears from the pen of a practical men's wear man in Montreal. In "The Man in Overalls" he gives his view of what money is being wasted by some in the trade who are too high and mighty to bother with overalls and working shirts and the clientele they infer. The point to remember is this: a dollar is always a dollar, whether it is the Duke who spends it at your store for silk hose, or whether plain Bill Jones spends it on a working shirt. It is always a dollar, one hundred cents. The Duke's dollar is not a hundred and one and the workingman's is not ninety-nine. Every dollar is as good as every other one. Why, then, waste any? Presumably the men's wear trade, individually, is not in business for its health. Presumably, it will joyfully ring the cash register upon any coin it can. Why neglect opportunity which is daily knocking at the door? The working-man buys all the time. He buys valuable articles. And if you sell him his working clothes, you will, ten to one, sell him his leisure dress, too. "To whomsoever it may concern"—then, stop throwing away dollars.

EDITORIAL NOTES

DON'T FORGET the man in overalls! He's worth real money to you.

* * *

ARE YOU preparing ahead for a good Easter and Spring trade? Nature does.

* * *

WHAT about your windows? Aren't they good enough to enter the competition?

MONEY IN MILITARY "LITTLE THINGS"

Making Good on Accessories—Some Facts and Statistics as to Receipts — Drawing Attention to the Topical.

WHILE numbers of men's wear men right throughout Canada have taken up the trade to be got in officers' uniforms and have made good on it, there has been a certain section which has not felt inclined to go in for this branch of special order tailoring, but which has, on the other hand, derived considerable benefit from accessories and what may be called 'Little Things.' In passing it is as well to lay down the opinion that wherever possible the two should be blended. The outfitter should be in such circumstances that he is able to take care of orders for uniforms and also orders for accessories. The reason for this is obvious. If you sell a man a uniform you keep him as a more or less regular customer, as long as he is in Canada, by reason of the fact that you thereafter sell him accessories. If, on the other hand, you do not sell him a uniform, if indeed you do not stock uniforms in your store at all, you lose a great percentage of business, as everybody who comes in your store for a whistle cord or Sam Brown belt or cap or puttees is a new customer rather

than an old one coming back to get at the same store where he secured his uniform, his 'little things.'

However there is a certain percentage of men's wear retailers, which does not undertake the blending of these two departments and it is interesting to look into some facts concerning the success of a retail concern which has dealt exclusively in accessories. Consider the case of a man in Toronto, who one day recently, one Friday sold no less than \$281 worth of accessories alone! This man handled uniforms to a certain extent, but the whole of this nearly \$300 represented sales in accessories and little things alone. To go further afield, take a city of nothing like the same size in Ontario. There, a men's wear retailer who sold over \$120 worth of accessories in one working day alone. There are letters coming into "Men's Wear Review" from all over Canada which every day tell of the success secured along the line of catering to this military demand and these figures can be backed up to a consider-



W. McClelland, of Hamilton, has one of the best displays of accessories yet seen. No uniform is shown. Note the topical event card.

able extent. There is a man in British Columbia who has done such a good military business since the beginning of the war, in an endeavor to get back the trade through military channels that he lost through the dearth of civilians, that he has been putting over business in accessories and uniforms combined which some days has amounted to \$300 or \$400. These are facts. As Henry Ford would say, "What one man can do, others may," and these statistics should prove heartening for any men's wear retailer who is thinking of taking up a military department, having lagged behind in so doing thus far.

Some Effective Methods

There seems to be but little need for going into the wisdom of the policy of selling military accessories. Retailers are getting more and more to be aware of this which is demonstrated by their greater and greater adoption of a military department. There are ways and means, however, of getting after this trade to be had in accessories. Circulars have proven effective in very many cases. The accessory trade is important because it concerns not only officers but also non-coms. and privates. The trade to be had in uniforms is restricted of course to the officers. Several retailers have tried methods such as, for instance, hanging placards or notices of their location and what they are doing in public places frequented by soldiers of all kinds, as for example, the armories in different towns, the soldiers' club rooms and so forth. Others have gone to the trouble and expense of sending out extensively a circular detailing exactly what they have to offer in their store. Others again have done some advertising in local newspapers, though this has not been followed to any great extent in smaller towns so far as one may judge. Bigger cities have, of course adopted it wholesale.

The Important Window

To come back to the window as the most important appeal which will bring in trade for military accessories; on this page is shown a window by a retailer in Hamilton, which is, we think we may say in all fairness, one of the best military windows yet shown in Canada. In it everything in the way of accessories was included, everything indeed—to quote a vulgarism of our time—"from soup to nuts." Boots were there, slippers were there, puttees, gloves, ties, canes, mirrors, shirts, gauntlets—these and a hundred other things.

The force of appeal of this window was its completeness; anything and everything that a soldier could possibly need was displayed. The dressing of the window is worth considerable attention because it is on somewhat new lines; also it was a rather awkward window to dress. The shape is not conducive to an effective display of military accessories but the dresser got over this in a manner which was surprising. He used as a centre piece a railing of wood around which and against which he draped his important units. Then in a manner which was apparently haphazard, but which was really nothing of the sort, he managed to get in the hundred and one accessories. Another point about this window which is particularly well worth while noticing is the fact that it uses a topical event in the town as a drawing card. A card in the centre of the window, "Come now," refers to the recruiting campaign of the 173rd battalion and was striking enough as a text to draw on its own account a considerable amount of attention. When the retailer got the attention on the card, it was three-quarters of the way to the goods. He knew he had it to be passed on to what he was showing and selling. The use of something topical which will interest the public is absolutely necessary and reference has been made to this in these columns before; to the use of an Honor Roll of some big manufacturer in the city, for example.

It is an important thing to remember that you catch human nature with an appeal to the topical, or something which it knows, or something in the way of an event which has taken place round about them. Having focused attention on this, the eyes will naturally wander to whatever else there is in the window and probably a card announcing an event or a matter of this kind is better than a strictly military show card.

BLACK AND WHITE STRONG

There is a decided tendency to black and white in all classes and makes of goods from hats to socks and but little call for novelties. It is felt that until things are more settled the bizarre is out of place and likely to prove a white elephant. Such is the scarcity in some lines that small mills in some places have had to face the prospect of closing down for want of an adequate supply of yarns.

IN RESERVE

The story is going around of a prominent retailer who received a line of underwear that is much advertised and that is going to be of a less all-wool variety—decidedly so. When this man received his order he said to his manager—"now you just take half those cases and store them away where we won't see them and won't spend them. That's going to be our reserve line and our Fall stock. Push the old lines and we'll have this line next Fall when all the other stores are sold out and can't get repeats."

IMPORTED LININGS TO GO UP

Two popular grades of imported linings used by the coat and suit trade will soon be advanced in price. The goods have a high lustre effect and are made of Egyptian yarn. They are produced in England where recently a price increase equivalent to 12 cents a yard was instituted. On all backstanding orders, of course, the manufacturers are protected, and until stocks in importers' hands are cleaned out the advances will not have to be paid. The goods which were formerly priced at 65 cents a yard will shortly be increased to 77 cents.

A BELT NOVELTY

Tooke Bros. are offering the trade a novelty in their narrow black belt with a half inch grey overstrap that extends the full length of the belt. This is distinct from the old overstrap that is fastened on one end of the belt only. Black belts with white stitching along both edges are also offered as a novelty.

THE FALSE SLEEVE LINING

The false sleeve lining so popular an addition to a waterproof as a preventative against the intrusion of water at the wrist has opened up other possibilities as a protection against both dust and cold. It makes a good talking point that is largely featured in many Burberrys and cheaper grades of both light coats and ulsters.

TAILOR IS IN OPTIMISTIC MOOD

Dan Schwalm, tailor, Donald street, thinks the greatest improvement in the retail tailoring business is in the cheaper line of clothes. "Tailors are the last to get the benefit of improved conditions," he said. He however, is optimistic as to the future and thinks that a much better time is coming.

OF A PERSONAL NATURE

Mr. John Paterson who died in Montreal on February 9, came to that city in 1852 and for twenty-six years was in the employ of Henry Morgan & Sons. He was later vice-president of the Richelieu & Ontario Navigation Company.

* * * *

M. W. Grace, of Arnprior, has moved to larger quarters. He is now in a much better position to show goods, being in a good, large store well lighted and on the best corner in town.

J. H. McKechnie, President of the Canadian Consolidated Rubber Co., Ltd., Montreal, died on February 8th, at his residence. Much revered by his business confreres in all lines of commercial endeavor it is not alone Canadian Consolidated that loses the benefit of his experience and wisdom, but the whole of big business in the East will feel it too. One of his near associates says of him:

"He was a man among men. His sterling qualities and noble character exerted an influence for the betterment not only of business conditions but on the community in which he lived. His was a type that stood for courtesy, integrity, intelligence and prudence. In him were found those fine human elements that go to make humanity better because of his presence. Mr. McKechnie has gone, but he leaves behind him the silent influence of an exemplary manhood that will inspire many to a higher standard of life and living."

The Watson Clothing Co., of Sarnia, are rearranging the interior of their store and utilizing more space. By this arrangement they will have considerably more space in the rear of their store for the clothing department.

* * *

The employees of Grafton & Co., of Hamilton, recently sprung a surprise on D. Hunter, who has for many years been associated with them at the store, and who is now

leaving. T. H. Keller conveyed to Mr. Hunter the kindly tokens of esteem and regard, knowing that it would be received as an indication of the attachment which each one of the employees cherished for him. In addition to the presentation of a club bag, Mr. Hunter was the recipient of a beautiful set of military brushes by the office staff.

* * *

Death came with startling suddenness to Mr. Harry Vineberg, of Red Deer, who was 34 years of age and had been in Red Deer for years, latterly with Mr. Rose. He was well liked by all his acquaintance in Red Deer, and he will be kindly remembered by those who knew him in the city and district.

* * *

The employees of A. and T. Hall Co., of Toronto, presented a gold wrist watch and New Testament to Archie Wilson, who is leaving the firm for active service. Mr. Wilson lives at 538 Richmond Street West.

* * *

H. A. Nelson was recently elected president of the board of directors of the Semi-Ready Corporation in Montreal. Mr. Nelson had intended visiting the West this month to see the reconstructed Semi-Ready store on Portage Avenue, but, being unable to get away, he despatched Messrs. J. H. Brownlee, director, and the vice-president, Alfred Wood, to be in attendance at the re-opening by Mr. Van Alstyne.

* * *

The employees of the W. E. Sanford Mfg. Co., Ltd., of Hamilton, gathered together recently to honor Sergeant James H. May and Gunner Stanley Fryer, two more fellow-employees who enlisted for overseas service with the 40th Battery some months ago and are now under orders for active service. They were presented with military wrist watches suitably engraved as a memento of the occasion and all joined in wishing them God speed and a safe return.

This firm's employees are responding nobly to their country's call, and those who have enlisted are assured that their positions will be held open for them until they return after the war, as well as re-imbursed for any pecuniary loss they may sustain through enlistment in the service of their King and country.

W. G. & R. BOYS IN OFFICERS' UNIFORMS

The photo sent us by the Williams, Greene & Rome Company, Limited, of Berlin, Ont., shows four of the fourteen men who have left that firm to enter active service for their country. From left to right: Lieut. Solon Albright (in charge of Cyele Corps), Lieut. Carl Heinrich, Lieut. Robt. Washburn (the two latter provisional officers with the 118th), Lieut. Harold Scruton (in the trenches).



NECKWEAR

WHAT WILL BE THE SUMMER TIE ?

It is possibly just a trifle early to consider style tendencies for Summer, although a number of manufacturers have gone fully into this already. Others, however, are holding back, and in view of the extraordinary conditions developing along the line of price, they are waiting until the last moment before deciding just exactly what lines they will put out. Nevertheless, some manufacturers have been able to formulate their Summer campaign and there are two or three main issues involved. One is as to the popularity or otherwise of the wash tie.

As to the Wash Tie

This is a subject which may be dealt with frankly, because it has several sides. We have to consider different influences. It is a fact which is hardly to be debated that for the last three or four seasons the wash tie in the Summer has been growing steadily less popular. It is true that last year there was some evidence at the beginning of the Summer buying season that the public would take to the wash tie again. Several of the larger stores featured it when the time came along and there was a certain amount of renewed interest on the part of the man in the street for the wash tie. This, however, did not last. Within two or three weeks the interest flickered out and once more the wash tie proved itself a specific and not a generic line. A number of men bought wash ties because they have always worn wash ties in the Summer. It is, however, not an exaggeration to say that the greater number of the younger men deserted the wash tie last Summer as they did the Summer before

for foulards and other fine materials which were, to their way of thinking, more 'a propos' to the garments worn in Summer. Thus, while at the beginning of the last Summer season, the indications were that it would be a good season in wash ties, that was only partially justified. There was some activity, but as the Summer wore along it flickered out to a marked extent. What is more, the trade were rather chary of buying to any extravagant extent until they were sure just which way the wind was blowing. As it turned out they were wise.

What of this Summer? We have talked to most of the neckwear manufacturers in Canada and the majority seem to think that the wash tie will not have any great run this period. We quote one manufacturer who said: "We are obliged to say that we have not much confidence in the prospect of a successful season on these goods. Our experience of the last three or four years has been that the Canadian trade do not take very kindly to cotton neckwear. We have come out with the finest fabrics we could buy of that nature only to be forced to sacrifice them each season." Another manufacturer to whom we spoke was in total agreement with that opinion. "In my estimation," he said to *The Review*, "the wash tie is not worth taking up and featuring as an important line. We shall make a line of what we have in stock from last year and doubtless it will be sold, because retailers like to carry a few to cater to the demand of the more conservative of their customers, but we have never found for the last three or four seasons that the wash tie was worth featuring as the Summer line and for that reason we shall not take it up again this year."

Another Opinion

On the other hand, however, there is at least one concern, which is confident of prospects in the wash tie for the Summer. In answer to a letter from *Men's Wear Review* they say "There will be a great scarcity of this article (the wash tie) and the woven tubular tie of which we are sending you samples this season. The line we are selling at \$2.25 is 47 to 48 in. long, made of silk and cotton, with reversible sides and is a wonderful tie for the money and could not be duplicated to-day to sell under \$3.00. The other sample of cotton tubular tie is 46 in. long, with reversible sides and wonderful value at \$18 per gross. There will be a great demand for tubular ties this season, as there is a great scarcity of regular \$2.25 silk ties in the market, owing to the war." This manufacturer, at any rate, feels assured of good business in his tubular ties. We are bound to say, too, that the stuff which he is putting out is mighty attractive. We reproduce it on this page by way of illustration. It is by long odds the nicest thing we have seen in wash stuffs for a long time, and if the market is right, it certainly should sell like hot cakes.



Crescent Manufacturing Co., of Montreal, have some very natty tubular stuff. If there is any best in three such good wash ties, it is a fawn ground with pale blue flower pattern shown on the right.

Foulards to be Strong

It is contended, however, by those who do not think this Summer will be a good season for wash ties that the main line in Summer ties will be a foulard. This is urged because the foulard, to begin with, will go pretty well with a Palm Beach suit, if that should be popular. At any rate, it goes particularly well with all light shirts and light grey flannel cloths. In fairly dark colors and in the very popular short design, it is always acceptable and it doesn't lend itself at all towards catching the dust of which there is an inordinate amount around in the Summer months. Moreover, the foulard makes up exceptionally well into a batwing tie and there was an enormous number of batwings sold during last Summer. This is not surprising inasmuch as a batwing is a short and small tie without any long, flowing ends, which, during the Summer, when no vest is worn, would get on to the desk and knock up against things and so catch the dust. By wearing a batwing tie the wearer would avoid that sort of thing. It is a small, compact little tie and besides looking chic, it is a good tie to wear.

Many manufacturers predict that the big line this Summer will be the foulard, for this reason. And some of them are preparing their campaigns based on that assumption. This opinion, too, is held to some extent in the States, where an agent in confirming it is the fact that so many men wear the Palm Beach and light material suits.

As we approach the Summer we shall see which opinion is right. We shall see whether the wash tie will be as popular as people suppose or whether the big line will be the foulard as some others imagine. For the present, we do nothing except present the views of the manufacturers for and against, and leave it to the retailer to know himself whether his trade calls more particularly for one or the other.



EASTER NECKWEAR

Easter always brings with it a special demand for neckwear, and the manufacturers are preparing many novelties in addition to the usual staple lines. Printed crepes and broche failles promise to become popular. There is also a demand for embroidered silks which have the appearance of being hand-embroidered with Easter lilies of the valley on a leaf. These will no doubt be particularly appropriate. Checks are also reported to be coming in again, varying from a quarter inch to an inch and a quarter. Stripes will also be popular, the hand woven double stripe, being in evidence. Also a new design will be a large white tissue spot on black background.



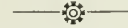
WITH OUR ADVERTISERS

From Information Supplied by Sellers, But For Which the Editors of The Review Do Not Necessarily Hold Themselves Responsible

In view of the fact that considerable difficulty is being experienced by dealers in securing woolen goods from abroad, Finnie & Murray, importers and manufacturers of gents' furnishings, Winnipeg, have gone into the manufacture of underwear, which they are putting out under their own brand name of Kozyrib. This is an all wool unshrinkable line, and the claim is made that the ribs leave an air passage between the body and the garment, keeping the body healthy and warm. It is made from staple pure wool yarn guaranteed unshrinkable, as the wool is washed

before being put into yarn. This underwear is being turned out in a variety of qualities and weights.

Finnie & Murray, importers and manufacturers of gents' furnishings, Winnipeg, have arranged the territories being covered by their salesmen, and have increased their staff by four. Their representatives are now working as follows: Wm. Curl, centre Saskatchewan; Wm. Morrison, southern Saskatchewan; B. Saunders, north Saskatchewan; E. M. Kane, north Alberta; F. O. Burgess, southern Alberta; G. A. McIntyre, British Columbia and F. C. Goode, Manitoba.



NEW MILLION DOLLAR CORPORATION

The business of the National Cash Register Co., which up to the present time has been handled in Canada as a branch of the parent company at Dayton, Ohio, will be incorporated and will be known as the National Cash Register Company of Canada, Limited, according to the last issue of The Canadian Gazette. The capital of the company is \$1,000,000, which is fully paid up.

The management of the Canadian Corporation will be in the hands of Mr. H. J. Daly, who has been manager of the Canadian branch. Mr. Daly will be managing director of the new corporation, and his assistants are all Canadians, Mr. W. J. Irvine being assistant manager; Mr. C. H. Rooke, office manager, and Mr. W. L. Tobias, factory superintendent.

The National Cash Register Co. is one of the best known and most highly organized industrial concerns in the world, and its entire capital and ability is devoted to the creating and manufacturing of store and office systems.

Continued on page 58



An unusual stripe design shown by Tooke Bros., Montreal

Gossip of the Trade

BY
C.W.B.



A DEALER showed us the other day a line of bathing towels which he said he had just recently introduced into his stock against the advice of the manager and by featuring them in conjunction with bath robes, slippers his new line. Which made me wonder why more men's wear stores did not carry this essentially men's wear line.

Bread and Butter Lines

There is probably more attention being paid to-day to old and standard lines in Montreal shops than has been the custom for many a long day. Merchants are getting out goods that positively have dust on them and are selling them like the proverbial hot cakes. The situation is happily similar to one I witnessed a few years ago in a small mining camp in the West. Floods destroyed the railroad and isolated the camp, commercially speaking, for ninety days. No goods entered the town, but the people went on eating and drinking and wearing out clothes pretty much as usual. The consequence was that goods of a vintage that was lost in legend sold at top prices. When the railroad finally got to operating, everyone who had been on the job was ready to buy new stocks on a basis of empty shelves.

The wise ones even in the smart shops in Montreal and I imagine all over Canada are doing that to-day.

When Hearts Are Young

A manager who is unusually successful in smart lines explained to me his method. In the Winter time he sees to it that his clerks, even at some expense to himself, are

own particular friend. The manager advises them not to do any vulgar touting though!

Chagrined Buyers

Many is the quiet chuckle being indulged in by the fortunates whose orders have either been filled or confirmed at less fortunate individuals who are having to stock with some "filler" line to replace some standard that they have always carried, but can't get now.

Actual concern is expressed by some retailers over the blow given to sport shirts locally by some of the French-

EFFECTIVE ADVERTISING

DURING business hours, every minute has a karat-mark. I meet you at the door and put you through measuring and fitting. You are not back-rubbed along from Tom, to Dick, to Harry.

Thus, you get personal attention, with not a clock-tick going to waste, if I can help it.

\$20 to \$45
for Suits and
Overcoats
to measure

CLEMONS
Custom Tailor
Broadway at 39th St.
17 Years on This Corner

An ingenious and out-of-the-ordinary ad, which is calculated to grip the attention of passers-by.



Boston Cap Company have an excellent Summer cap in light weight and light shade.

well and "differently" dressed, differently on each occasion and from the other guests at the various social functions they attend. Incidentally, attending functions is one of the best things they do. The consequence is that each of them, even the nineteen-year-old junior clerk has his own particular clientele who insist on being waited on by their

Canadian customers who insisted on wearing the collar outside and over the coat and so brought it into some disrepute with better informed dressers. However, it is warranted as good as ever outside the city in the Summer places and has actually made a hit in town for wear on dress occasions.

Catering to Localities

A manufacturer explains the great popularity of the French cuff in the West by the absence of good laundry facilities in that section. He says that of his customers, the Westerners orders call for 85¢ soft cuff and the Eastern orders 85¢ stiff ones. There's food for thought in that.

Paper Profits

A retailer told me the other day that he figured that all the goods he had in now, or on the way, or confirmed,

were worth from ten to fifteen per cent. more than when he ordered them, so that it was clear velvet for him. His one-time one-dollar glories are selling at one and a quarter now and he expects to put them at one-fifty before the season is over.

Outlook Never Better

It is stated that the outlook was never better for a lively trade in good staple lines that are always good but have not always sold as their merits justified in the past. Cancellations are no longer correct for the man of foresight. Instead, the order is "Ship my goods! I'm getting short."

MANY PRICES STILL SOARING

Tense Hat Situation—Shirts 'Way Up Owing to Cotton Shortage — Advances in Hat Ribbons, Web, Leather Goods, Silks—Overall Prices Steadily Rising.

Special Market Review Article

AS time passes the situation so far as men's wear lines are concerned grows more acute. Price advances, which have already been made, seem only indicative of what is to come. Almost without exception higher prices are inevitable. This question of rising prices was dealt with in Men's Wear Review's February issue, but again demands attention and probably will for some months—indeed until the reconstruction period, following the termination of the war, is over.

The time is at hand when big orders for hats will be placed and merchants will perhaps be wondering why they are asked to pay such a heavy advance in price. Perhaps also they will be pondering over the new features of certain hats. These new features as a matter of fact are very closely connected with the change in price. They are introduced to the end of keeping down the sum which must be asked for the product.

Dyes, of course, are at the bottom of the whole hat advance. It used to cost for instance, 75c a dozen to dye hats. Now it is costing \$1.50 a dozen and even at this double figure the results are not satisfactory; far from it.

Aniline Dyes Way Up

Aniline dyes, which up to date have been largely used to procure the right colors, are practically out of the question at the present time. Not only are aniline dyes exceedingly scarce, but manufacturers who are using these state that they are 90 per cent. adulteration. This simply means that a manufacturer pays perhaps \$2.60 a pound for a dye which ordinarily would cost 50c a pound—this is an actual occurrence—and he finds that this high price dye is over 75 per cent. salt. One manufacturer so placed was proud of himself for getting the dye at \$2.60, which under existing conditions is a low price, but found upon actually putting it to the test that it had little or no value. Salt, it is said, is being quite generally used in dies. It absorbs the color, and will moreover dissolve when put in the vat. It naturally, however, will not give the desired color to the hat or to other fabrics which are being subjected to treatment.

So hats are up. Lines which were selling a year ago at \$12 a dozen are now quoted at \$14.85. Other lines which sold at \$13.50 a year ago are quoted at \$16. And English hats, which last fall brought \$18.00. Now are selling around \$24.00.

Apropos of the shortage in some lines one buyer tells of an order he placed for twenty-five dozen hose, of an old pattern that he took in desperation because the material was good. They were to serve as "fillers" to his trade. But they never had the opportunity. They were snapped up as soon as offered and that man is looking for more "fillers."

The Poor Buyers

There is considerable discussion about the lot of the Canadian buyer on the English market. He goes as a suppliant to-day and the measure of the filling of his needs is based on past relations and his present go-get-it-ness.

Nor are these advances all that are to be expected. Manufacturers have sent to their selling agents instructions not to be too eager in making sales, advising them that hats will, of necessity, go up again in March. The present, indeed, would seem a time when merchants might well estimate early what they will need to bring their stocks up to a good conservative point, and then to place orders for this amount as early as possible. Some merchants, who deal exclusively in hats, took such action last fall—as a result they have the stocks they will need this September at 33 1/3 per cent. better price than they could now buy this.

It must be understood that there are causes for the advanced price of hats other than the dye situation. Ribbons, with which hats are bound, have advanced to such an extent that, binding costs approximately 60c a dozen more than a year ago. These ribbon lines, of course, come from France and Switzerland, mainly, and there the scarcity of labor is greatly interfering with production.

This ribbon scarcity is resulting to some extent in the adoption of welt edges. These are made in rope and triangle and look exceedingly well. Again it is pretty certain that grey hats will be largely used this year. This, of course, on account of the dye situation. With dyes as they are at present it is almost impossible to get good tones in dark and fast colors, especially in navy blue. This navy blue die was used in prodigal fashion just after the war started—so that the limited supply is well nigh exhausted and there is practically a bare market.

Shirt Situation Tense

The shirt situation—especially as to fine shirts—is difficult to understand. The price of raw material is very high. Added to this there is great difficulty in getting labor and an exceedingly high price for this labor is being paid. Also materials are not only scarce but high in price—on an average 25 or 30 per cent. higher than a year ago. Yet in fine shirts there has as yet been little price change. It does seem certain, though, that this change must come. Manufactures so far appear to have been giving the retailer benefit for good buys which they made—but the reasonable priced goods seem about exhausted. For the former \$9.00 shirt \$10.50 is, or very shortly, will be, the price—the present price of cotton makes this seem certain.

Here, of course, the dye situation is not the only factor. As a matter of fact the growers only put in a two-thirds

crop, considering the large amount of cotton left over made a big crop inadvisable. There has resulted a big shortage of raw cotton—for the "Askings" have been unusually heavy. Indeed, there is at the present time a raw cotton shortage of many million bales—and no relief in sight from a new crop for some months.

Tie Materials Sharply Advancing

So far as ties are concerned here also there is an unsettled condition, but generally the movement has been upwards. Dye difficulties are having something to do with the advance in the price of silk but perhaps of even more importance, is the fact that cotton has been put on the contraband list. This means that Switzerland is getting little or none, and because of this and because so many of their workmen, are mobilized, the silk mills are turning out only about one-tenth of the silk formerly sent from there. What does come through, moreover, is exceedingly late.

Then the other products which have been used in ties to a considerable extent, especially of late, are up in price. Lining is much higher, and satin in the last two months has advanced 5c and is going still higher. No relief seems in sight here, nor is the situation as regards knitted ties easy. The silk needed for these is also very scarce. In fact one manufacturer who has been making silk sweater coats has discontinued the manufacture of these, feeling the need of husbanding his silk for use as raw material for ties.

Another line which merchants are almost certain to pay more for, and which they will almost certainly have to ask more for is suspenders.

Web has advanced 20 per cent. It is certain to go higher, labor difficulties in the staples being one of the big factors which are driving this up.

Then the advance in the cost of brass is an exceedingly important factor. Rolled brass which used to cost from 10 to 15 cents a pound now brings from 34 to 35 cents a pound. This, of course, is due to huge demand necessitated by the tremendous amount of brass being used for the production of cartridge shells. Just what this higher price for brass means, as regards the price which dealers will have to ask for suspenders, may be indicated by taking a suspender and considering the new prices upon various parts of this. Take the button which holds the suspender proper to the leather which attaches to the trouser button. This button now costs from 8 to 12 cents per dozen more than when brass was at the old figure. Then the buckle which fastens the web of the suspender to the leather part upon which the dome fastener is fixed—this used to cost roughly from 32 to 35 cents a dozen. Now it is costing from 70 to 75 cents a dozen. Manufacturers say they must advance prices before long and it will be for the dealer to determine whether he is going to suffer this loss and sell at the old prices, or whether he is going to demand what he is entitled to, and get 30 to 35 cents for former 25 cent suspenders and from 55 to 60 cents for the old 50 cent suspenders.

Interesting Underwear Situation

The underwear situation is rendered interesting by an offer which has been received from English manufacturers. These men are unable to supply the worsted thread necessary for the manufacture of garments but they are able to supply a certain amount of the worsted heads from which the wool yarn can be made. They are unable to spin these in the old country because their plants are all so busy.

Unfortunately so few spinning plants are installed in Canada, that getting the worsted is of little advantage. It does, however, make possible the securing of the yarn at

a higher price, for manufacturers are taking the worsted sent over from England; are sending it to the United States spinning mills; paying the duty upon it; having it made into yarn there and sent back, paying another duty upon the finished product. This double duty has not seemed entirely fair and the matter has been taken up with Sir Geo. Foster. Sir George remarked to one of the manufacturers who put the matter before him. "I see what you want. You are after two things. Three things perhaps. I might say four things. The first point is you want to get more wool; and the second, third and fourth points are that you want to get it at a better price."

There is the small satisfaction in this that Sir George is paying more for his underwear than ever before. Unfortunately he will not be a very heavy consumer.

There seems no doubt that underwear generally is going to go considerably higher. To-day manufacturers are paying \$1.20 per pound for the same wool which last year in November they bought for 92c. Some sweater lines have advanced as a result of these raw materials rise from \$43.50 to \$48 per dozen. Others are on the point of going up in March.

In cashmere hosiery there is a shortage at the present time but it is going to be worse. Here too yarns have advanced tremendously. Indeed yarn which ten months ago could be bought for 40c is now bringing \$1 and at that the yarns required cannot be secured. Again dyes have a great deal to do with this situation.

As regards overalls the cloth manufacturers are being forced to advance their prices. A considerable move upward came early in February. It was then indicated that the 1st of March would see another upward rise. The old prices at which overalls had been sold—the prices which have in many cases afforded a mighty small profit for the retail merchant—are going to be shattered. They must be shattered unless the retailer chooses to sell overalls as a trade bringer and to put them forward merely as a means of drawing trade to the store. This policy of making overalls a leader seems a good point in some cases, but many merchants are making honest profits on overall sales and that after all seems the object of business.

One cheap grade of cloth which on a contract placed last year had been bought for 8½ cents a yard is now being secured on a new contract at 12c a yard.

Denims, which were secured last September at 14½ cents are now costing 18 cents. The line which in September last cost 17 cents rose in November to 18½ cents and is now quoted at 20 cents.

Figuring that overalls take 24 yds. to the dozen the advance here of 3 cents a yard will be seen to amount to \$1.32. Add to this the very much higher manufacturing cost, as a result of greater capital needed to get the cloth, and as a result of the higher cost of labor, and it will be readily seen that the manufacturer has to do something by way of raising his prices.

Coat Prices Soaring

Certain coats which were at \$10.75 are now being billed at \$14.75 per dozen. What is going to be the future is uncertain. Some lines of raw material are pretty nearly off the market. Canadian blacks, for instance, have jumped from 14¾c to 19c and the mills will not guarantee delivery after June. Material is being brought in from the States at 19.6 10 cents now (inclusive of duty) in order to get in Canada the supplies which are needed. Indeed there seems nothing to hope for but still more advances.

Another line to rise in price is oil coats. Due to high price of cotton, and of linseed oil these have been moved up 5 per cent.



COLLARS & SHIRTS



SPORT shirts have attained a definite place in the men's wear stocks of both East and West. Of that there is no longer any doubt.

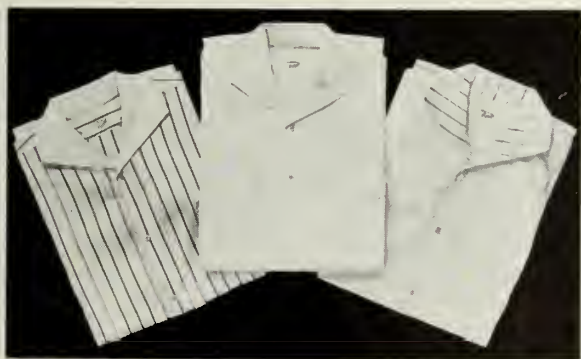
Although it is a seasonable article and was introduced as a novelty it has become temporarily, at least, a staple. This does not mean that it will always be so and that a merchant can carry the line over from one year to another secure in the knowledge of a steady demand. But it does mean that to-day the demand is as strong and well defined as it has ever been in the eighteen-month life of this line.

The demand comes from both country and city stores, most noticeably from Summer places and city dealers with a good Summer trade. A noticeable feature in the line is the dearth of novelties—so far as style is concerned, not patterns and colors. The sport shirt to-day is practically what it was when it was first offered to the trade except for a toning down of the extravagance of the early collar. It was found to be much too large and flappy for male snappiness and all those in this season's offerings are of the standard small size collar with hidden button that is buttoned into the opposite lapel for wearing with a tie or for wearing closer about the neck. The chief novelty or rather addition to range has been the inclusion of smaller sizes for young men's shirts.

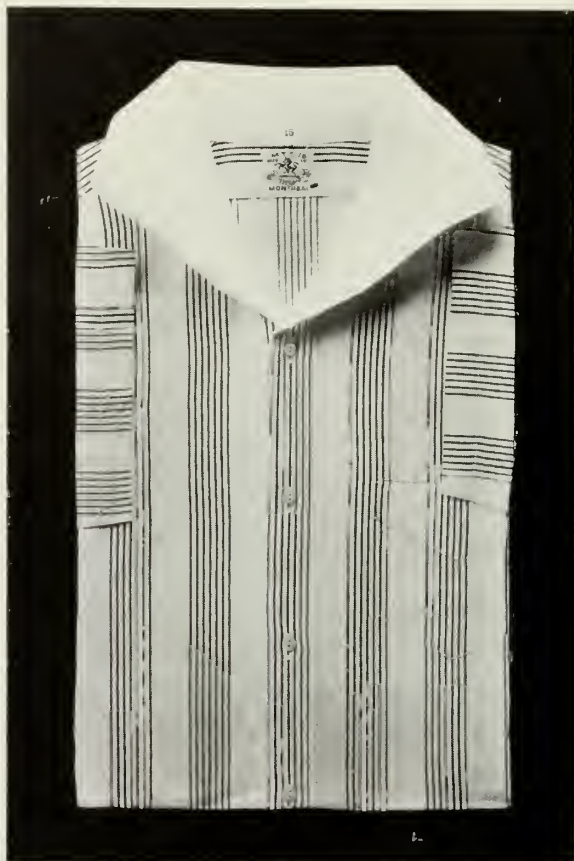
There are, of course, a few variations of this collar, novelties pure and simple in the way of trimmed collars and they will probably command their share of attention—with the plain. There is so little real difference though that the sale of the one will not injure that of the other, but would probably enhance it. White bodies with white pique or white Russian cord collars represent one class of novelty.

As to Price

Five or six dollars seems to represent the top range at retail price but the amount of this line in silks that is



Sport shirts will be more popular than ever, manufacturers agree. John Forsyth Company has some mighty nice lines: black stripe on white; plain white; white ground with helio collars and cuffs.



A sport shirt in pale blue stripe, novel and attractive. Shown by Mathews, Towers and Co.

and manufacturers' bookings. This grade comes mostly in light weight soisettes, and artificial and near-silks.

The one big best bet, though, is the medium-priced shirt that sells from \$1.25 to \$1.50. This is the shirt that heavy orders are being placed for from all sections of the country and without exception white is the color most in demand. One manufacturer places the proportion of his orders in this line as 99 per cent. white, but this cannot be accepted as true of the whole trade. It is too far-fetched to be true in more than one or two cases. But to say that 75 per cent. of the demand for all grades of sport shirts is in white is to be quite safe. Two causes determine this result—the dye shortage and the inevitable long association of white-wear in the traditions of Summer sport clothes. And this is literally a sports garment, for tennis and boating and kindred activities, and how often do we see colored clothes of any description even in the pursuit of Summer sports?

Some Colored Goods Taboo

booked is infinitesimal. The two and two and a half dollar line represent the near-top range of most stores' orders

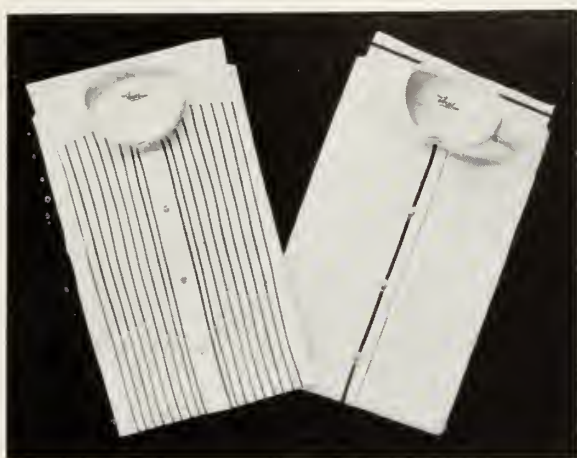
This shirt was evolved from and took the place of the white duck in the first instance and that fact has governed

demand to a large extent ever since. Colored goods are largely taboo except with the younger and less critical portion of the public but a certain demand does, of course, exist and must be catered to. Likewise duck or dressy imitations of it are almost if not entirely in greatest favor. For as a knockabout article of tried and true quality, duck is hardly equalled.

As to colors in general the rage for white extends clear through the fancy weaves of soisettes and near-silks. Of all the colors, the colored poplins are possibly the most in demand and are offered in a fairly wide range that extends from a light pink to dark brown including most of the intermediate shades. The colors are usually solid and rarely mixed so that after solid whites, the greatest demand occurs in solid tans, blues and helios. The few patterns offered are very conservative such as fine helio or black stripes on white body or solid blues and browns traced with fine contrasting stripes.

The Single Cuff

Everything shown, if it has cuffs at all, shows only the single cuff. The French cuff is noticeable by its absence, strangely enough. There is a certain number of sleeveless



Tooke Bros., of Montreal, have two smart black-and-white ideas. Right, unusual effect: white ground, black piping, repeated on cuffs.

or half sleeve shirts but they rank a decided second in demand. They are very popular for paddling, for tennis and other of the more strenuous sports but to many a summer holiday means an opportunity to loop luxuriantly in semi-dress and for that large class sleeves are a necessary part of their costume. It is the existence of that class that insures the pre-eminence of the line until such time as a better article drives it off the market. A larger part of the demand for cheap lines in other than duck is created by them—such as in mercerized cottons and the other lines that approach as close as possible in appearance to silk without the added price of the latter.

It is the simple uses to which the line is put that insure its simplicity of style and present popularity. There is and promises to be less adoption in it than many class of goods of equal popularity and the cheap lines are undoubtedly supreme above all others and in whites—that much is certain. There is not the slightest falling off in sales from last year. The reverse is true in many cases, that this trade is bigger than it ever was in Canada for that class of goods and that statement includes the recognition of the fact that last year's sales were very large. There is besides normal demand a considerable left-over one from last year. One house states that they could have sold three or four hundred dozen more than they did last

year and with that condition existing in other places as well a large part of that demand will spring up with the warm weather.

Fancy Stripes and Pocket Flap

The most attractive of a wide range of sport shirts shown in "Men's Wear Review" was a fancy, blue striped, fancy mercerized cloth in the sleeveless style. It is in one of the more expensive lines but is credited with being the best seller of the house showing it. The stripes are in vertical blocks of varying degrees of width in black and white that make a bar of about one inch and a quarter in width. This line is offered in blues, greys and mauves with black stripe in bars and white pique collar in each case.

Flaps on the single pocket are offered in a few of the better lines and one shown was in a fancy broad striped woven cloth, in mauves and greens, blues and browns with alternating black and pink stripes in each color.

Cheaper Lines in Plain Colors

The cheaper lines tend to plainness and no color has a better sale than plain white or simple light shades. Besides the duck and plain white already referred to there are some simple flower designs shown in white in a stiff cloth. The champagne shades which promise well come in mercerized cottons which are also shown in fine blue, grey and helio stripes with white collars and in khaki bodies. Woven cloths are shown in khakis, champagnes and whites.



Walter Blue & Co., Sherbrooke, have attractive new models in boys' clothing.

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

1916

March

DAY WEAR

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETERAS
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted jacket or cut-away plain or braided	To match, or fancy fabric cut medium or else double-breasted, with long roll.	Like jacket or in case of cut-away coat, striped grey	Black derby or grey soft	White or colored negligee; plain or pleated stiff cuffs.	White wing or double fold; square cut	Four-in-hand or bat-wing	Yellow chammois or tan cape	Cotton, lisle or silk, black or subdued colors	Black or rich, dark brown, plain black with white or light spats	Chesterfield loose or fitting; grey or black or cravenette	Single pearl, gold or jeweled links. gold chain, light weight cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed sport overcoat.	To match coat or fancy fabric.	Same as suit or flannel; knicker-bockers with strap or buckle, knicker-bockers	Tweed hat or cap.	Negligee; soft cuffs. Cambric or fine flannel	Soft, cutaway, or fastened or kerchief	Four-in-hand, or sailors knot or stock	Yellow chammois or special sporting cape	Wool stockings plain or fancy tops or puttees	Brown low brogues or russet high	Italian loose-fitting or cape or Burberry	Plain gold bar plu gold links.
WEDDING, CALLS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away black or grey, braided or plain.	To match coat or white or fancy check.	To match coat or grey striped worsted	High silk with broad felt band	Stiff or pleated white.	Wing poke	Ascot or four-in-hand to match gloves	Pearl grey suede	Black or dark colored silk, plain	Patent leather buttoned kid tops	Black Chesterfield	Pearl or opal or diamond pin; gold chain; plain gold links
EVENING WEAR												
EVENING, WEDDING, BALL, THEATRE, FORMAL OCCASIONS.	Swallow tail coat.	White s. or d.b. of pique or linen or black or grey fancy silk	Same material as coat, with or without braid	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, one stud showing	Poke or wing	With straight ends, plain white or small pique pattern	Plain white glace kid or cape	Black, grey or deep blue silk or other subdued color	Patent leather ties, patent leather pumps	Frock Chesterfield or Inverness in black	Pearl or moonstone links and studs platinum bar chain
INFORMAL DINNER OR DINNER AT HOME, ETC.	Evening jacket, black.	Black silk or linen, single or double-breasted.	Same as above	Silk Alpine plush or derby	As above or soft pleated bosom	Wing or fold	Same as above in black	Chamois or tan cape	Same as gun metal pumps	Same as above	Same as above	Same as above

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SPECIAL ORDER IS A GOOD STAND-BY

Dealing With One Manufacturer is Better, Say Duncans, of Sherbrooke—A View of the Retail Hat Situation—Getting the Most Out of \$4.50 Neckwear

Special to Men's Wear Review by Traveling Staff Writer

THERE are men who will try on half the suits in a store and not be satisfied. The idea of a ready-to-wear suit doesn't appeal to them, and when after trying on a coat for the twentieth time, there is not the faintest gleam of satisfaction in their eye, it is good to have something to fall back upon.

Duncan's, Ltd., Sherbrooke, Que., have found the special order business to be that "something" which can be used as a last resort effectively. In fact, it is the very thing for the man who is prejudiced against ready-to-wear. It is often the only and sure way of clinching an order, and Jas. R. Duncan, president and general manager of this firm, believes that special order business should occupy a bigger field.

Nevertheless, he believes in confining his special order business, at least, at the present stage of the game, to one house. He says: "While I think this end of the business should occupy a bigger field, it can never assume very large proportions. It is a trade of a suit at a time, and if it is divided among a number of houses, it does not make it worth while for any of them. A special suit is a costly thing to get out, and if a firm is supplying plenty of samples and gives every satisfaction, it is only right they should get all the business."

Young Men's Trade

Within recent years, Duncan's Ltd. have turned their attention more to the young men's trade, of which they secure quite a bit from the colleges in the neighborhood.

This fact probably had something to do with the development of the special order business in their store.

Having been in the tailoring business for a number of years, they found themselves exceptionally equipped to handle special orders. Too often, the clothier lacks a knowledge of the intricacies of the physique, and the taking of an order of this kind develops merely into putting a tape around the customer. He measures like the man on the street would do. It is easy to see that the retailer with some knowledge of tailoring and of various types of figures will give best satisfaction, and it is evidence of ability in this direction that Duncan's, Ltd., have never had a special order left on their hands.

Sherbrooke has sent several hundreds of its young men to the Front, and like in any other business, the clothing and furnishing trade has suffered. However, to use J. R. Duncan's own words: "It is as broad as it is long. They will all want clothes when they come back. We have nothing to complain about in the amount of business we are doing."

Talk on Hats

To a representative of Men's Wear Review Mr. Duncan made some interesting observations regarding the furnishing end of his business. On the subject of hats he said: "We hear a lot about stiff hats these days: as far as we are concerned they will not go. Soft hats are still in vogue here."



The interior of the store of Duncan's Limited, Sherbrooke. Note the striking effect of the illuminated showcase.



KANTKRACK

Trade-Mark

Registered



Feature 1
Quickly cleaned
with only soap,
water and sponge



Feature 2
The heavy flex-
ible lip.



Feature 3
The cemented
and riveted lip.

We guarantee the
sale of **KANTKRACK**
—and that's say-
ing a great deal
these days when
competition is so
keen in the retail
business. Here's
how we figure it. Few merchants know their
trade so well that they are able to select a stock
of collars that will sell entirely out. There is
almost certain to be one style that will stick in
a certain section. This is where our guarantee
comes in.

KANTKRACK
TRADE MARK REGISTERED
COATED LINEN
COLLARS

Every **KANTKRACK** collar that does not
sell, if returned prepaid to us, will be replaced
by any other style selected. No retailer need
carry a dead stock of **KANTKRACK COATED
LINEN COLLARS**.

The sale is guaranteed.

The collar is guaranteed to give absolute satis-
faction.

KANTKRACK COLLARS ARE MADE IN
"ONE GRADE ONLY AND THAT
THE BEST."

Made in Canada by expert Canadian labor and
sold direct to the trade only.

Send an open order subject to approval. Order
a few dozen to try them out.

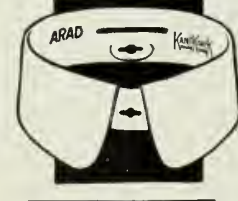
Remember the 3 K-K-K



Feature 4
The long slit
over back
buttonhole

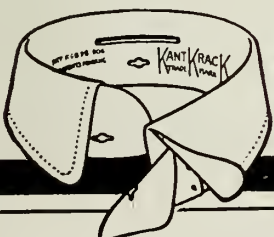


Feature 5
Absolutely water-
proof but
odorless

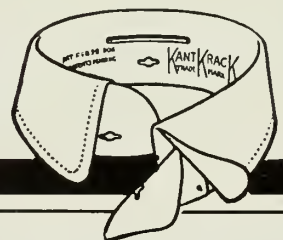


Feature 6
Made of fine
waterproof
coated linen

The Parsons *and* Parsons Canadian Co.



Makers of the famous
KANTKRACK Waterproof Co'lar
HAMILTON, CAN.



"The way styles have been changing lately is dangerous to the retail trade. The different blocks have got to be watched carefully if the dealer does not want stock left on his hands. Last season was remarkable for the number of contrasting brands which came on the market. Now we are getting down to a more staple basis, and dealers need not fear so much.

"There is a lot of talk about selling a man two hats. It is difficult to work a stiff and a soft hat at the same time. It is strange that a man will buy two suits of clothes, but rarely two hats. The soft hat is so comfortable compared with a stiff hat, and it has been worn so long, it is pretty hard to swing the public round.

"I don't say the stiff hat will not come back before long, but just now there is not the same market for it as for the soft hat. However, next Summer the latter may drop as quickly as that. There is one thing about the stiff hat that is against it in these days of quick change—it is not adaptable like the soft hat. You can put a contrasting band on the latter if you wish to. Then a stiff hat has got to have stiffness. Again, people will not wear colored Derbies."

Selling \$4.50 Neckwear

Breaking away to the question of neckwear, Mr. Duncan made some very pertinent remarks anent the price dealers should get for \$4.50 goods. It is well known that men are not concerned so much with the price of neckwear as with the appearance. Go into some of the best stores in Montreal and Toronto, and you will find \$4.50 neckwear on sale at fancy prices. But it is neckwear that appeals. This is what J. R. Duncan says about it: "If you put a tie in your showcase at ten cents, a man will not buy it unless it appeals to him. You might work it with a woman, but not with a man. If neckwear won't move, price won't move it. If it is good, you can get your price.

"I usually comb my \$4.50 ties. Plain colors are always marked 50c. For the more choice stuff I can usually get 75c. Until recently I always sold my \$4.50 neckwear at 50c. for most of it. Now I get 75c every time.

A Word About Collars

If the haberdasher depended upon collars for profits, he would soon get the sheriff's business. Collars are a leader in the men's wear store, and the man who gets satisfaction around his neck will assume he is in a store for satisfaction to his whole body.

Duncan's come across a lot of men who think they know the size of collar they take, but don't. After wearing a 15, they will bring it back and hint that it must be a little under standard, as the last fifteen they bought fitted them like a glove. It doesn't matter whether the collar is as black as the stove, he gets a new one for it. "You've got to do that in business," says Duncan's manager.

This firm is launching out on an advertising campaign in the local daily newspaper. They are using big space, the opinion of J. R. Duncan being that with clothing, it must be big advertising or nothing at all. For that reason they have placed orders for some large cuts at considerable expense.

Duncan's, Limited, are the successors of John O. Duncan, who died three years ago. The firm was established about a quarter of a century ago, and occupy premises on Wellington street, the main thoroughfare of Sherbrooke. The interior finish of the store is in golden oak, the silent salesman being brilliantly illuminated from within. They are trimmed with good taste, and are made fifty per cent. more effective by the use of flowers.

The clothing is kept in wardrobes, no display tables being used. Their stock runs in the neighborhood of \$22,000. The company is capitalized at \$50,000.

WITH OUR ADVERTISERS

Continued from page 49.

WINDOW CARDS

Nowhere, one might say, is the development of the art of window dressing more strikingly exemplified than in the general improvement of the cards which now adorn the well-planned window. And in no single instance perhaps is the improvement in quality more apparent than in the new series of window and counter cards recently issued by the Williams, Greene & Rome Co., of Berlin, Ontario. In originality of conception, in design, and in general attractiveness, these cards are a credit to the manufacturer, to the artist, and to the printer and undoubtedly should be a great help to the trade.

The larger cards are printed in colors and measure seven by ten inches; while the smaller ones, also in colors, come in a size convenient for show case displays, measuring three and one-half inches by four and three-quarter inches. What adds appreciably to their interest and attraction, however, is that they are all hand lettered and printed in a variety of agreeable and artistic color combinations, suitable for almost every kind of trim of men's shirts and collars.

Needless to say, like the product of the Williams, Greene & Rome Company, they are "Canadian-entirely." It will be a distinct surprise to many, no doubt, to find that cards representing such a high degree of artistic excellence can be produced in this country. It looks, indeed, as if Canada had come into her own in advertising art, as well as in some other things we know of.



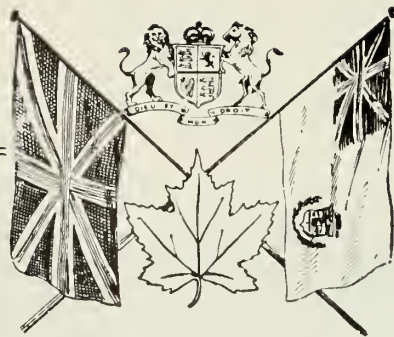
DELIVERY NOT PRICE

Of all the oddities and novelties now on the market, the greatest of these will be delivery of any line wanted as per order. Many people who think that they are protected will find that they are leaning on a broken reed.



Wool ribbed underwear being made in their own mills by Finnie & Murray, Winnipeg.

MILLER



MILLER



Miller Officers' Uniforms

Tailored to Measure at Real Wholesale Prices

We're the oldest and most reliable special order military house in Canada, and as such offer the trade a service in Officers' Uniforms, and Military Clothing second to none.

Before the 500,000 men have enlisted in Canada you will find that it will pay you handsomely to feature **Officers'** and **Privates'** clothing requirements. We make besides Officers' uniforms and coats, all kinds of accessories, including: MILLER MADE PUTTEES—FRAYLESS—\$10.50, \$12.00, \$15.00 dozen pairs; RITE-FIT SPIRAL PUTTEES, perfect fitting, \$21.00 dozen pairs.

Our **Privates' Breeches** sell at sight like hot cakes.

Send us a sample order and feature a military display. The results will surprise you.

THE MILLER MFG. CO., LIMITED
YORK STREET TORONTO

Uniform Contractors to the Dominion and Imperial Governments

SPRING ANNOUNCEMENT

Men's Hats, Men's Caps and Men's Straw Goods

OUR HAT STOCK is now as complete as could be, considering the difficulty in securing goods from the manufacturers in England and other centres.

Shipments are now being made to our customers.

If you have not placed your order for Spring, do so now. If we can assist you in the matter, ask for Catalogue of new Spring styles.

James Coristine & Co., Limited

Montreal, Quebec

THIS MONTH'S PRIZE-WINNING WINDOW



The windows of "The Boston Store," at Rossland, B.C., which took Men's Wear Review's prize this month.

THE COMPETITION

In accordance with our notice in the February MEN'S WEAR REVIEW, readers from far and near sent in photographs of their windows as entries for our window trimming competition.

There were many excellent windows, some of them dealing with Christmas; some not. They reflected great credit, all of them, upon the men who dressed them and the stores who showed them.

The award has been made, and the prize is won by a B. C. window trimmer. To him has gone the five dollars, plus a dollar and a half for the photograph.

Several other photos have been retained, and to the men who sent them in has gone a dollar and a half for the picture.

This competition continues every month. Get busy and send in your window. We don't mind if you have only small window-space; if the display is good, if you have made the most of it, you stand a chance of the prize. Whether you are in a small town or a big city, it's all the same to the judges. The man in the small town can do just as much, pro rata, with the facilities he has, as the man in the large town.

Send in your window, and send it EARLY.

—The Editor.

THE PRIZE WINNER

The winner of the prize in this month's competition was

EDWARD OEHNIG
ROSSLAND, B.C.

This window was decorated for the Edmonton Horse Show. Their colors were blue and gold. In the centre of the full dress window was a large horseshoe made of over 200 golden-colored carnations; 7 blue cornflowers were used to represent the nails in same. On the right side of the floral horseshoe was a huge rosette of blue and gold satin ribbon. Stirrups, whips and horseshoes seen in the background were connected with the floral horseshoe with blue and golden colored satin ribbon. Near the centre of the window was placed a large silver cup, one of the prizes to be awarded at the Exhibition. The sign was carried out in blue and gold air-brush work. The border of the sign was latticed, through which was drawn blue satin ribbon. The wording on the sign was: "Our Tribute to Edmonton's Horse Show." Particular attention was paid to color harmony. There were 700 carnations used in the decorations, all of which were made by the trimmer. The window was the cause of considerable favorable comment by the people of Edmonton.



*The only guaranteed line of
Men's Suits on the market*

“**THE Bachelor**” SUIT

To retail at \$15.00

Blue Serges and Staple Grey Worsteds

Just exactly the lines that get the big all-year-round call and at the price everybody can pay and most men prefer to pay if they get the style and quality that pleases them.

Read This Guarantee:

THE BACHELOR SUIT

\$15

SPECIAL

The Superior Value in this Bachelor \$15 Special is the result of a half-century of experience. The fabric is all-wool, cold water shrunk and hand-tailored, assuring permanent shape, fit and style.

BACHELOR GUARANTEE

Should this garment fail to give satisfactory wear, it may be returned to the retailer, who will make full and fair adjustment.

(Signed)

The Bachelor Clothing Co.
Limited

LOOK FOR BACHELOR'S
FRIEND IN COAT POCKET.

You can double the earnings of your clothing department by featuring the Bachelor line.

You owe yourself an early inspection of the “Bachelor” 1916 range, you owe it to your business, so why not get in touch with us now and inspect our samples. Compare “Bachelor” values then you’ll quickly see why our agents are “Bachelor” enthusiasts.

Our exceptional facilities place us in a position to fill all rush and repeat orders immediately.



The Bachelor Clothing Co., Limited

SHERBROOKE, QUE.

"Craftana"

Registered No. 262,000

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.**



New Silk for Summer, 1916—cool lining. Note raised band and peak.

Always the Newest in
CAPS
at popular prices

We make it a point to keep the trade supplied with the newest ideas in caps, and because we buy a little closer than the other fellow, are in a position to give you the latest goods at very popular prices.

We want you to see the fine range we are showing for Spring.

Write for samples.

BOSTON CAP CO.

219 St. Lawrence Blvd.

Montreal

You've got the goods —but are they selling?

That's our business—to help you sell your goods. This we do by making display forms so perfect in every detail that they create a desire for your merchandise by showing it off to the best possible advantage.

Our 5E Coat Form gives the proper set to the garment displayed. Has the round narrow shoulder, makes the collar stand up without bulging and the front to hang right, either buttoned or unbuttoned.

PRICES

- No. 5E, as cut - - - - \$ 5.00
- 9-in. round base in black japan - - - - 4.50
- 9-in. round base in oxidized copper - - - - 6.00
- 4AE, 12-in. base, 1½ in. standard, for overcoats (ox. copper) - - - - 7.00
- Coat form with oak stand and revolving motor as used by New York tailors (ox. copper) - - - - 30.00
- (Runs twelve to fourteen hours after winding)
- Vest form japanned - - - - 3.00
- Vest form (oxidized copper), round base - - - - 4.00



A. S. Richardson & Co.

Oldest and Best Manufacturers of Display Forms in Canada
99 ONTARIO ST. - - - - TORONTO



With the approach of Summer comes the increased demand for Garters and Armlets

Your garter stock certainly needs replenishing now that spring and summer are so near. Look it over and order **ARROW PAD GARTERS AND ARROW SILK ARM BANDS** now so that you will have a full assortment when the demand starts.

We specialize on garters and armlets, and can therefore offer out of the ordinary prices and goods. Note the following:

No. 386. Price only \$24 per gross. Made of 7/8 cable web and moire top. Rubber protected button.

No. 396. \$25.50 per gross. Made of 7/8 cable web and silk top. Rubber protected button.

No. 375. \$45 per gross. Made of 7/8 silk cable and silk top. Rubber protected button.

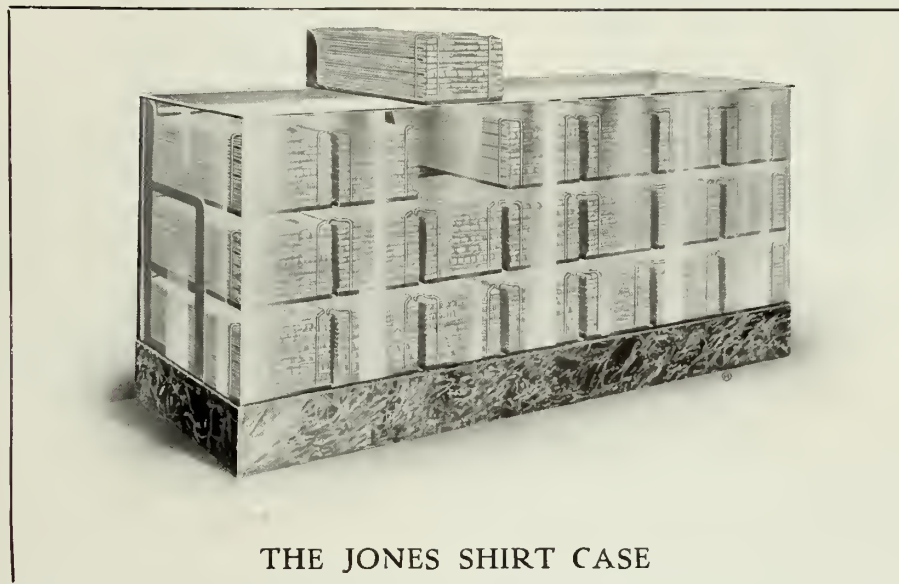
If your jobber can't supply you, write us direct.

Arrow Garter Mfg Co.

314 Notre Dame St. West, Montreal

J

Gent's Furnishing Show Cases



THE JONES SHIRT CASE

Special goods need special cases.

Special cases made to properly display and store goods mean increased sales and profits.

The Jones Shirt Case is just one example of a special case equipped only for the best possible storage and display of shirts.

We equip ten styles of show cases with interior fittings for shirts, at ten different prices.

We can supply you with special cases for every line you handle.

Our catalogue shows many of these. It's yours for the asking.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
69-71 Bleury Street
Montreal, P.Q.

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

Western Branch:
437 Main Street
Winnipeg, Man.

DENT'S



THE BRAND YOUR CUSTOMERS WANT

Dent, Allcroft & Co.
52 Victoria Square Montreal, Que.

EASYSET
SYSTEM

METAL STORE FRONTS

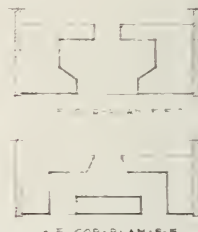


are used by many of Canada's best merchants.

These illustrated Store Fronts were installed by us and represent few of the many styles shown in our catalog.

There's an "EASY SET" Store Front for every conceivable kind of store. There's one for yours.

Write for catalog "M." sent you without obligation.



H. J. ST. CLAIR CO., LIMITED
27 Toronto Arcade - Toronto, Ont.



SERVICE COUNTS

There's no suit on the market to-day that gives better service than our Bannockburn Tweed.

Bannockburn Suits

Specializing on this line of clothes, we are in a splendid position to give you styles, materials and prices which no general manufacturer can touch.

SPECIAL ORDER DEPARTMENT

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

Suits and overcoats made with your material to measure for \$8.00. Measure slips and other information.

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

Some advertisers say:—"As soon as business picks up I'll advertise." Fancy a gardener saying: "I'll wait till harvest time to sow my seeds."

Take a tip from us

*Order your cap supplies early
—prices will soon be up*



Coming!

The very latest idea in young men's caps. The tight-fitting, jockey-peaked model that is proving such a big hit in the States.

This latest Cooper seller will be on the market about March 1st. *Order now. Every smart, young man will want one.*

Think what you would be ahead had you bought your Caps only three months ago.

You have another opportunity to make a saving now—by letting us know your needs at once.

Caps are certain to advance further. Scarcity of dyes and scarcity of labor in the Old Country make higher prices unavoidable.

Consider your needs now and order the well-known Cooper Cap.

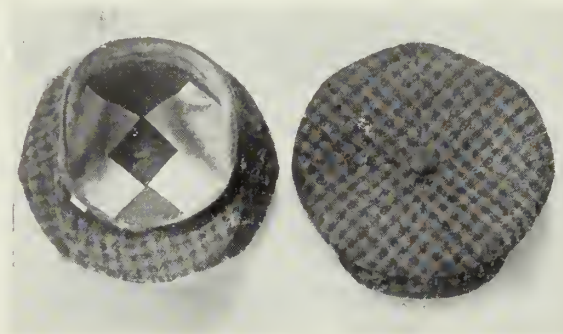
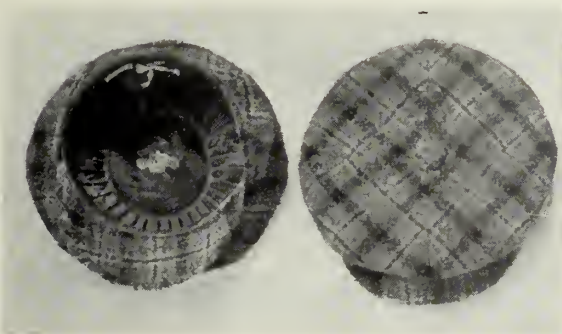
To show this line is to have it accepted.

Made for years of the *best* material, in the *best* styles, by the *best* workmen, Cooper Caps have become the Standard.

Get the Cooper Cap Sign in Your Store.

We foresaw conditions and have bought well in advance, so that we can supply your needs and can supply them with the best goods, at the best possible price.

You will appreciate our Fall and Winter lines. Samples are now in our Travellers' hands.



Cooper Cap Company

260 SPADINA AVE.

Cooper Building

TORONTO



University Companies Reinforcing the "Princess Patricia's"

From East and West they're rallying, these keen young college men, to uphold the glorious record of the fighting "Princess Pats". Taught by the experience of the boys already at the Front, those training now all have—or want—a

GILLETTE

Safety Razor

It's a favorite gift from those left behind, for it means to the boys more real comfort and satisfaction than you could ensure for them in almost any other way. So if you graduated so long ago that you cannot go overseas yourself, in the name of your Alma Mater send a Gillette to some brave lad who can.

Gillette Safety Razor Co. of Canada, Limited
Office and Factory : The Gillette Building, Montreal.

*The Crest of the
University
Overseas Companies*

*Reinforcing the
Princess Patricia's
Canadian Light Infantry*

*No. 1 Company
Raised by Capt. Gregor
Barclay, and*

*No. 2 Company
Raised by Capt. George
McDonald, both part of the
"Princess Pats", with the
Canadian Divisions at the Front.*

*No. 3 Company
Raised by Capt. Eve,
Now reported in France.*

*No. 4 Company
Raised by Capt. Eve,
Still training in England.*

*No. 5 Company
Now being trained by Major
McKergaw in Montreal.*

*No. 6 Company
Now recruiting.*

*Recruiting Offices :
Molson Hall,
McGill University,
Montreal.*

Another Timely Gillette Advertisement

The new 4-column advertisement reproduced above, appearing throughout Canada, is a live successor to the many topical advertisements which have done so much in the past to make Gillette advertising interesting and impressive.

The new series of Gillette advertisements, of which this is one, deals individually with various units which Canada is enrolling for the front. As almost every Canadian has now an enlisted relative or friend, these advertisements cannot fail to be keenly interesting and exceptionally effective.

We are preparing attractive display cards in colors, along the same lines, which will help you link up your store with this nation-wide Gillette campaign. Write for them!

Gillette Safety Razor Co. of Canada, Limited
Office and Factory: Gillette Building, Montreal

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WE courteously invite you to look over our range of Soft Cuff Outing Shirts, Sport Shirts, Reversible Collar Shirts, also Night Shirts and Pyjamas, for the Spring and Summer Season of 1916. An extensive range in a smart selection of Patterns at popular prices.

Our samples of House Coats, Bath Robes, Lounging Robes, Flannel Shirts, Pyjamas and Night Shirts are also being shown for the Fall Season of 1916.

We are sure they will interest you.

The Dufferin Shirt Co., Limited
 914-916 Dufferin Street ∴ TORONTO
 Manufacturers of Shirts, Pyjamas, Night Shirts, Bath Robes,
 Lounging Robes, House Coats



BRAND
REGISTERED

Known from Coast to Coast

Knitted Goods

the easy-selling, long-wearing line will put that needed punch into your knit goods sales. The reputation the "Bob Long" line has established for satisfaction-giving is *your* best guarantee of quick, profitable results.

Included in our present showing are sweater coats, jerseys, children's suits, etc., besides several exclusive and fast-selling novelties.

A line of "Bob Long" **Union-made Mitts and Gloves** will help to round off your next order. These are dependable sellers and are always worth while featuring. The only made-in-Canada Union-made Gloves and Mitts.

Ask to see our very latest line—the "Bob Long" **Union-made Overalls**. Big, roomy, comfortable and long wearing, these are bound to bring you a bigger revenue.

Wait for the "Bob Long" man. He carries a complete range of samples, including a splendid showing of moccasins.

R. G. Long & Co., Limited

TORONTO and WINNIPEG

Five First-Class Reasons

—why you should stock "Imperial" Underwear. You can see them at a glance in the sketch below.

They are:—

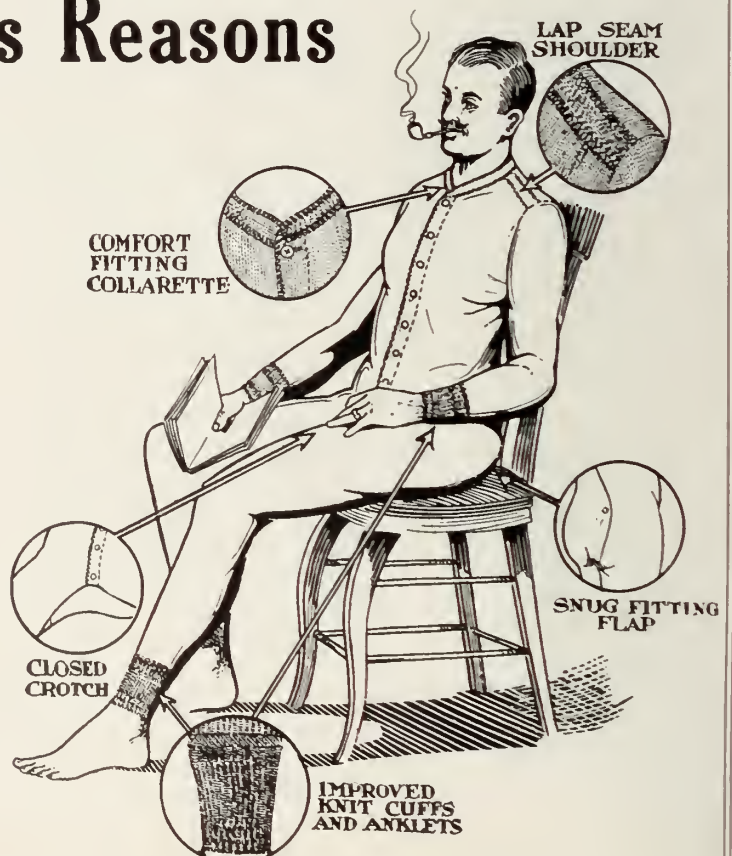
- Lap Seam Shoulder**
- Comfort-Fitting Collarette**
- Snug-Fitting Flap**
- Closed Crotch**
- Improved Knit Cuffs and Anklets**

They are, in short, five "Imperial Points," not found in the ordinary underwear. And remember, they are the points which will please your customers.

In combinations and two-piece suits.

Kingston Hosiery Co.

KINGSTON, ONT.



ARROW COLLARS 1916 APRIL 1916

**Watch
them**

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						



*The New Arrow will come out
(to the trade) April 1st.*

CLUETT, PEABODY & CO. Inc. ST. JOHNS P. Q.

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

JOHN BAYNE MacLEAN,
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.

A Big Spring Drive

The war's moral is: *Attack at the right time and in the right way.*

You, Mr. Merchant,

are continually at war against *Dull Buying*—a formidable foe that works havoc against your business and profits.

Sniping won't do against this adversary—you must plan a "*Big Drive*."

The right time to attack is early in the Spring. At this season, more than any other, men have the *shabby* feeling. At this time Nature is shaking off the worn-out garb of Winter, and everywhere a spirit of freshness prevails. Men feel this spirit and the clothes which "passed muster" under the Winter overcoat seem dowdy and out of harmony with the newness of Spring.

Now, then, is the time to attack—to launch a big, overwhelming drive for clothing business—an irresistible drive to break down that "it will last a little longer" attitude.

And the right way is to use Style-Craft Service.

Style-Craft Clothes have that *compelling* style and quality at values which cannot be withstood. *Style-Craft* made-up clothes and Style-Craft special-order suits give you the right equipment with which to win a big Spring battle for the clothing business of your town.

Style-Craft tailoring is guaranteed to satisfy every customer

at all times. Our styles and fabrics are smart—irresistible, our service prompt.

Write us for full particulars.

E. G. HACHBORN & COMPANY

New Address: 50-54 York Street

TORONTO

∴

∴

CANADA





Style No. 2587



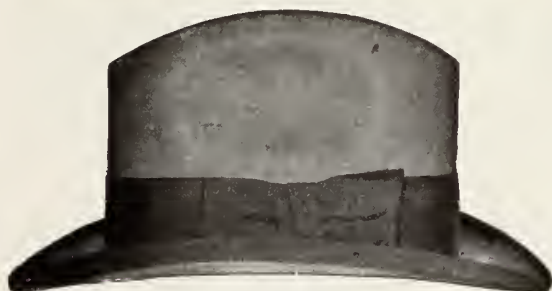
Style No. 2561



Style No. 2593



Style No. 2565



Style No. 2590



Style No. 2584



Style No. 668



Style No. 671

Eight New "Canadians"

These will bring a throng of buyers to the hat store that features them. Stock up early with Wolthausen *Made-in-Canada Hats*. Our men are on the road now and a postcard will bring samples and prices to your door. Write to-day.

The **Wolthausen** Hat Corporation,
Limited

TORONTO
28 Wellington Street West

Brockville, Canada

MONTREAL
149 Notre Dame Street West

Send Us Your Name

We have a window display cut-out that will attract attention and help sell the Zimmerknit lines. This and other sales-producing material will be sent to any dealer who will assure us that he has an assortment of Zimmerknit goods.

And, an advertising campaign for Zimmerknit will start in the daily papers in the near future. Connect your store with this advertising and get the full advantage of it, by using display material.

Place a sorting order with your jobber now for Hatch One-Button Union Suits. This will be the most popular Summer underwear garment on the Canadian market. Send us your name and address. Do it promptly, and get in a good window display early in the season.

ZIMMERKNIT

Zimmerman Manufacturing Co., Limited
HAMILTON - - ONTARIO

R. J. INGLIS, LIMITED

*Importers and Manufacturers of
Military Equipment*



**MILITARY EQUIPMENT
& ACCOUTREMENTS**

WHOLESALE AND RETAIL DEALERS IN

**CLOTHS, TRIMMINGS and ACCOUTRE-
MENTS for MILITARY, NAVAL,
POLICE and Other Forces**

WE CARRY THE LARGEST STOCK OF KHAKI CLOTHS IN CANADA
PRICES AND SAMPLES ON REQUEST

MAKERS OF

METAL BADGES, BUTTONS AND ORNAMENTS
MILITARY SHIRTS, BELTS AND EMBROIDERIES

SOLE AGENTS FOR

THE WILKINSON SWORD COMPANY, LIMITED
LONDON, ENGLAND

AND

CONSIDYNE, CURTIS & COMPANY
SOLDIER'S FRIEND BUTTON POLISH
BRISTOL, ENGLAND

Latest Wholesale Price List on Application

138 Peel Street
MONTREAL

WESTERN BRANCH
291 Garry Street
WINNIPEG