



28 "Service" Branches Throughout
Canada.

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



YOU SHOULD HAVE IT

No dealer should place his order for Rain-
coats without first seeing

Our 1916 Catalogue
OF
DOMINION
RAINCOATS

It shows a complete range of up-to-date, serviceable styles, in
a splendid assortment of dependable qualities.

WRITE FOR A COPY

Our line-up is complete, our quality is unexcelled, and our
prices are right. Let us show you what we can do.

IT IS OUR DESIRE TO SERVE YOU.



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

28 "Service" Branches Throughout
Canada.



The Bennington Slick Slide Scarfe

(A satin band cravat introduced by Tooke Bros., Limited)

A Tie to Tone Up Your Easter Neckwear Sales

Over 250 Ideas
to
Select From

Hand Woven
Grosmobile
Cords
India Prints
and
Portuguese
Crepes

Price
\$4.25
a dozen



Big Range
of
Patterns
and
Colorings,
in
Endless
Varieties

Price
\$4.25
a dozen

No. 34

Tie silks are advancing every week but we still sell the extra large shapes at old prices. Send for 5 dozen assortment.

TOOKE BROS., Limited

MONTREAL

TORONTO

WINNIPEG

VANCOUVER



28 "Service" Branches Throughout
Canada.

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



Our 1916 Catalogue
OF
"DOMINION"
RAINCOATS

Is Now On the Press

MAY WE SEND YOU A COPY?

It contains illustrations of all the latest style
creations, and also tells about the
wonderful new T.P. SEAM



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

28 "Service" Branches Throughout
Canada.





A new shape

TOOKE
LIGHTWEIGHT
COLLAR

SAME SHAPE IN
STRIPED MADRAS **BROWNING**

TOOKE BROS
LIMITED
MONTREAL



A new lightweight

TOOKE
COLLAR
(in madras Channing)

TOOKE BROS
LIMITED
MONTREAL

The Vogue of
Lightweight
Collar Styles
originated in
these splendid

TOOKE COLLARS

For snappy style—quick-selling
and downright comfort the three
Lightweight Collars shown have
no equals. Asquith is the one of

the most attrac-
tive wing collars
ever designed All
of characteristic
Tooke quality and
workmanship.

A SMART

TOOKE
COLLAR
LIGHTWEIGHT



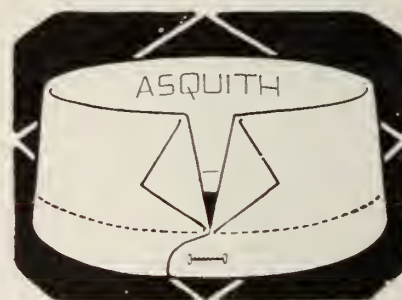
TOOKE BROS
LIMITED
MONTREAL

TOOKE BROS.

Limited

MONTREAL

TORONTO
WINNIPEG VANCOUVER



A SMART
TOOKE
COLLAR

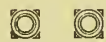
TOOKE BROS. LIMITED
MONTREAL

MEN'S WEAR REVIEW



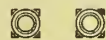
KEEPING DAILY TRACK OF PROFITS

Illustrating System Which Makes This Easy



CAMPS AND THE SOLDIER'S BUSINESS

A Widening Field for Business



UNDERWEAR IN THE MAKING

An Explanation of Process of Manufacture

APRIL, 1916

VOL. VI. No 4.

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

MEN'S WEAR REVIEW

The new Spring **ARROW** **COLLAR - Ashby**

MADE IN CANADA



CLUETT, PEABODY & CO. *Inc.* St. John's P.Q.

©



Styles That Attract

Your clothing department sales will become brisker from the stimulus of a display of Style-Craft Smart Clothing. The above reproduction of one Style-Craft display card shows a few of the models in Style-Craft Clothing. These are compelling, will attract the best trade to your store.

STYLE-CRAFT SERVICE will give your sales a big boost. Our Ready-Made and Made-to-Measure Service will fit into your present department advantageously and help in promoting its development to larger proportions.

The customers attracted through Style-Craft Service will be men of smart dressing habits, whose patronage will extend to other departments of your store. Let us send you full particulars of Style Craft Service.

E. G. Hachborn & Company

New Address: 50-54 York Street

TORONTO

CANADA



Crescent SHIRTS

FULLY GUARANTEED

THE bulk of our New Fall Line of Shirtings, showing 1st April, will be quoted at former prices in spite of Enormous Advances "Whisper" We were in Cost of Material Covered

WE SUPPLY CUTS FOR NEWSPAPER ADVERTISING.

KHAKI OFFICERS' SHIRTS

Regulation Styles

WE SUPPLY THEM \$10.50 TO \$24.00 DOZEN

Crescent Manufacturing Co., Limited, Montreal



Front view
Auto suit or
Union suit

Brotherhoods

H. S. Peters, Limited, Welland, Ontario

Manufacturers of

The Famous Brotherhood Lines

Overalls, 6 styles. Smocks, 3 styles, Union Suits, 1 style.

The above are made in plain indigo blue and fast black denims, Stifel stripe and Khaki Drills.

Service Coats, Machinists' Aprons, Carpenters' Aprons, and our famous Auto Suits are all made in genuine Khaki Drill.

Every yard of denim we are using in the *Brotherhood* garments is the same high-grade denim we have always used. No substitutes. No "fill-ins." When you buy *Brotherhoods* you get the best.

We do not sell through jobbers or travellers. You buy direct from us, and you get the benefits of this saving in **Brotherhood** quality.

Don't place your spring order until you hear from us, and

Remember

We can FILL your orders and guarantee satisfaction.

Our offer to reliable merchants is freight prepaid on first order of five dozen or more. Samples prepaid if you prefer.

A line from you will bring our reply with prices and selling proposition.



Mogul
Apron

H. S. PETERS, LIMITED, Manufacturers, Welland, Ontario



Replace those *unmovable* Lines

in your underwear department with "ATLANTIC" men's serviceable underwear. "ATLANTIC" is an unshrinkable pure wool underwear for men. Our modern facilities and proximity to Nova Scotia's fine sea-breeze toughened wools enables us to make a garment that you can absolutely guarantee all wool and unshrinkable. A patronage built upon reliability and satisfaction means continued sales.

Selling Agents :

For Quebec, Ontario and Western Canada
E. H. WALSH & CO., Ltd.

Head Office : Toronto, Ont.

Branch Offices : Montreal, Winnipeg, Vancouver

For the Maritime Provinces
JONES & CAIRNS
St. John, N.B.

ATLANTIC UNDERWEAR LTD., MONCTON
N.B.

SNAPPY

Boys' Clothing



These three, and our other styles, are sure to please the boy for their smartness; and parents will appreciate the quality and exceptional value which you will be able to offer in

Proper Clothes

Our line includes the new Norfolk and Suffolk Pleated Suits, made in rough Honespuns, Chevots and Serges, specially selected for Boys' wear.



The range of Boys' Proper Clothes are well worthy of your attention.

Proper Clothes

are designed and tailored by men who specialize in this line and whose whole attention is given to making boys' clothes.

The prosperity enjoyed by the industrial classes and farmers has put new life into the sales of boys' clothes.

Get a good share of this business by handling *Proper Clothes*.



WAIT FOR OUR TRAVELLERS

COPPLEY, NOYES & RANDALL, Limited
HAMILTON, CANADA

Keep Your Weather Eye Open

for our travellers now
on the way to you with
a fine range of

Proper Clothes

As in the past, we are putting
into these lines that quality and
workmanship which give en-
tire satisfaction.

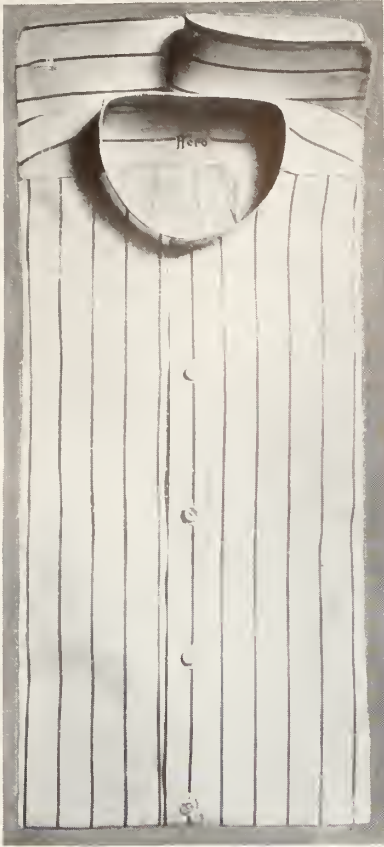
Long-standing trade connec-
tions enable us, in spite of the
precarious conditions prevail-
ing, to obtain the right goods at
the right price. We give you
the benefit of this in exceptional
values.

*We stand back of our line and
can guarantee your supply.*

**WAIT FOR OUR
TRAVELLERS**

Coppley, Noyes & Randall
LIMITED
Hamilton, Canada





Fill Your Windows with "Heros"

"Hero" Shirts are Better

They are always
TO THE FRONT
for
*Style, Finish, Quality,
Roominess, Value*

ALPHONSE RACINE, Limited

Dry Goods Jobbers and Manufacturers

60-70 St. Paul Street West - Montreal, Can.

Makers of the famous "Hero" Shirts and Collars



What about Khaki
Drill Boys' Uniforms
for the summer?
Are you supplied?
We stock both wool
and duck.

HELLEUR, GARIÉPY & BRODERICK, LIMITED

Manufacturers of Men's, Boys' and Juvenile Clothes

16 Craig Street West

MONTREAL, Quebec

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

Take it from us
Wearbetter

Clothes for Boys
is a mighty safe
line to tie to.

Our record of sales for 1915
proves Wearbetter selling value—
*They were four times greater than
during the previous year.*

Wearbetter Boys' Clothes are specially
made to withstand the wear and tear of
healthy boyhood—they wear best where
the wear is greatest. Hence retailers are
finding no difficulty in making a quick
turnover on a "Wearbetter" stock.

Examine this line before replenishing
your stock of boys' clothing. After look-
ing them over we won't need to advance
any further argument in their favor—the
quality of the goods will convince you of
their superior selling value.

Sit down now and write for full particulars
of "Wearbetter"—the best selling, best
wearing suit for Young Johnny Canuck.

Complete range. Sizes 26 to 36, and every
suit guaranteed.



WALTER BLUE & CO., LIMITED

MAKERS OF "WEARBETTER" BOYS' CLOTHES
SHERBROOKE

QUEBEC

**CORRECT STYLE
SUPERIOR QUALITY
RIGHT PRICES**

—A trio like that in your clothing department is bound to create bigger business and to bring you appreciably nearer the realization of your best profits.

The Bachelor Suit

Retailing at \$15.00

give your customers the style and quality they are looking for at prices that most men prefer to pay. Search where they will, no better value will they find anywhere than the splendid *Blue Serges* and *Staple Grey Worsted*s in the Bachelor Line.

In justice to yourself you should make certain of seeing our 1916 range—an inspection of our samples will convince you of the unbeatable values we offer.

We have exceptional facilities for the prompt filling of all rush and repeat orders.

Bachelor Suits are the only guaranteed line of Men's Suits on the market.



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.**

The Bachelor Clothing Co., Limited

SHERBROOKE, QUE.

A User of Waterproof Collars

and why he prefers

Challenge Brand



The Doctor

In All Weathers

a doctor is called to the sick bed; he has no choice, but must face the rain, sleet or snow; now, a doctor must keep a good appearance, there is little excuse for his linen being dirty, spattered, or wilted; what then can he do against these adverse weather conditions which mar a linen collar in a few minutes? What is his protection?

Challenge Brand Collars offer the correct solution to the doctor's problem of keeping clean linen in bad weather. Challenge Brand Collars are waterproof collars with all the good appearance of a nicely laundered linen collar, but without the linen collar disadvantages. Challenge Brand are made in qualities to suit your customers. There are Six grades of the Challenge Brand "Arlington" Collar, made to suit the various requirements of your customers. "Arlington" Collars are made of stout material, heavier than the ordinary waterproof collar, and will withstand hard usage. The **Challenge Brand Collars** give you a leverage in collar selling that enables you to satisfy each customer. These collars are easily and quickly cleaned with soap, water and sponge. Challenge Brand Collars in Six grades of various styles, range in price from 75c to \$2.00 a dozen—a style for everybody from laborer to doctor.

Order a stock of Arlington Collars to-day and secure the patronage of all classes of customers.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Dimeen 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.

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



B. 108



H. 85



M. 307

THE
MONARCH
KNITTING CO.
LIMITED



M. 301

DUNNVILLE - CANADA

ANNOUNCEMENT TO THE TRADE

Walker's Patriotic Overall

By using this Drill un-colored we are able to give you a much better material (heavier) than used in the colored goods, because we get away from the high cost of dyes. If you want to get in early on this, our "Biggest Seller," send your order quick, as the advanced sales already point to an enormous demand, which may cause some delay in deliveries.

(An Entirely White Garment)

Fac-simile Dodger and Ticket

This ticket on each garment impresses all who examine with the Patriotic Overall's striking points.

The dodgers, which go with each shipment, enable you to build for bigger overall business.

Mail your orders direct to our Chatham factory for promptness.

The PATRIOTIC OVERALL is made up on the same pattern as our Trainmen's (complete in every detail) and the price, our old standard, \$12.00 per dozen. 2% off 60 days.



Walker's Patriotic Overalls

No German Dyes in this Overall

By wearing this Overall you not only indicate your patriotism but you are getting an overall of heavier material than the colored overall and at the old standard price, \$1.25.

We will admit this garment shows the dirt quicker than the colored garment, but good old Canadian dirt is preferable German dyes.



Striking—are they not—these colored tickets and dodgers? They will help you attract trade—and the quality of the overalls will keep it. Get these Patriotic Garments in your window—and use the dodgers we supply.

WALKER PANT & SHIRT CO.
WALKERVILLE AND CHATHAM



No 6206

A Sanford "British Warm"

An exact copy of a regulation Officer's British Warm—that is made from 30-ounce khaki coating in skeleton style, having fitted back with centre hook vent—a sensible coat designed for your best trade at a price that makes it available for popular demand. It is made right up to Sanford standards of tailoring—every detail being executed with the utmost care, even to the leather thong buttons and "Canada" metal shoulder emblems.

One of the several models in military and naval effects for the coming Fall and Winter season. Send for a sample model and order your sizes without delay, as the supply is limited.

W. E. Sanford Mfg. Co., Limited
Hamilton **Winnipeg**

Stifel's Indigo Cloth

Standard for over 75 years.


**OVERALLS
JUMPERS &
UNIFORMS**



has a history parallel with American Railroads.

It began its existence at the same time and has kept pace with railroad advancement from past to present.

STIFEL'S INDIGO is the garment cloth invincible.

Look for this  Trade Mark on the back of the cloth on the inside of the garment. It's a guarantee to you and your customers of the genuine STIFEL'S INDIGO.

CLOTH MANUFACTURED BY
J. L. Stifel & Sons
INDIGO DYERS AND PRINTERS
WHEELING, W. VA.

NEW YORK . . . 260-262 Church Street
PHILADELPHIA . . . 324 Market Street
BOSTON . . . 31 Bedford Street
CHICAGO . . . 223 W. Jackson Boulevard
SAN FRANCISCO, Postal Telegraph Building
ST. JOSEPH, MO. . . Saxton Bank Building
BALTIMORE . . . Coca Cola Building
ST. LOUIS . . . 928 Victoria Building
ST. PAUL . . . 238 Endicott Building
TORONTO . . . 14 Manchester Building
WINNIPEG . . . 400 Hammond Building
MONTREAL . . . Room 500, 489 St. Paul St.



The Little Trencher

ORDER NOW FOR DELIVERY APRIL 15th.

C168 **Khaki Cotton Drill**
Coat, Breeches, Puttees, Cap
Ages 4 to 9, \$3.60. Ages 10 to 15, \$4.10
5600 **Khaki Wool Serge**
Ages 4 to 9, \$5.40. Ages 10 to 15, \$5.90
Perfectly made—a perfect fit—a big seller.

The Jackson Manufacturing Co., Ltd.
Clinton, Ontario

"Craftana"

Registered No. 262,0

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.



Attractive Show Cards for Merchants handling Peck's Shirts

NOT only are we willing to sell you shirts, but we are also willing to help *you sell* them. We have produced an attractive set of three color cards with easel backs, suitable for counter or window display—these will be sent out with every shipment.

This season Peck's Shirts are shown in the latest fabrics and colors and in the usual wide range—there are shirts for the business man and shirts for the labourer—shirts that retail as low as \$1.00 and as high as \$3.50—so that you can serve any customer, no matter what his requirements are.

Peck's Shirts not only *look right*, but they *fit right*. Perfect-fitting shirts are what bring your customers back again. It's a perfect fit that tells after the shirt has been laundered two or three times.

Send your orders in early and prepare for the Spring and Summer trade.

John W. Peck & Co., Limited
 MONTREAL WINNIPEG VANCOUVER



MONARCH PUTT-EASE

(Knitted Puttees)

Can Not Fray.

Allow Free Circulation.

\$15⁰⁰ per Dozen Pairs

and IMMEDIATE Delivery.

THE
MONARCH

Knitting Co., Limited

DUNNVILLE

CANADA

Order a Sample Dozen

PRICE TICKETS For Your Window

In any quantity and many designs.

Hand lettered, with your own prices.

Write for samples and prices.

BRUMBY-COLLINS

4 Gerrard Street West, Toronto, Ontario

Suits From Your Own Cloth

We are wholesale tailoring experts and in a position to handle the largest or the smallest order for SUITS and OVERCOATS, to order from your own or customers' material.

Try our special to measure suits or overcoats at \$8.00. Satisfaction Guaranteed.

Write for measure slips and full information.

The Bannockburn Clothing Co.

(Makers also of the Famous Bannockburn Suits)

319 St. James Street

Montreal



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.

Penmans

Sweater-coats

THE STANDARD OF EXCELLENCE

PENMANS offer a line of Sweater Coats in a complete variety of colors, weights and sizes, for every occasion.

Good wearing qualities? Of course. And the price is right.





A WINDOW LIKE THIS BRINGS BUSINESS

The handsome display card in colors shown in the illustration will be sent to any Zimmerknit dealer who asks for it.

Your window has real business bringing power. Use it to the best advantage. We start our advertising campaign through the daily papers in April. A good window of Zimmerknit lines will link up your store with the advertising and enable you to get your share (perhaps more) of the demand created.

If your name is on our list we will also send other trade stimulants. Drop us a card. Right now is a good time. Write now.

ZIMMERKNIT

Zimmerman Manufacturing Company, Limited, Hamilton, Canada

DOING ONE THING AND DOING IT WELL

SAXE CLOTHING CO.

Canada's Leading Boys' Clothing Manufacturers

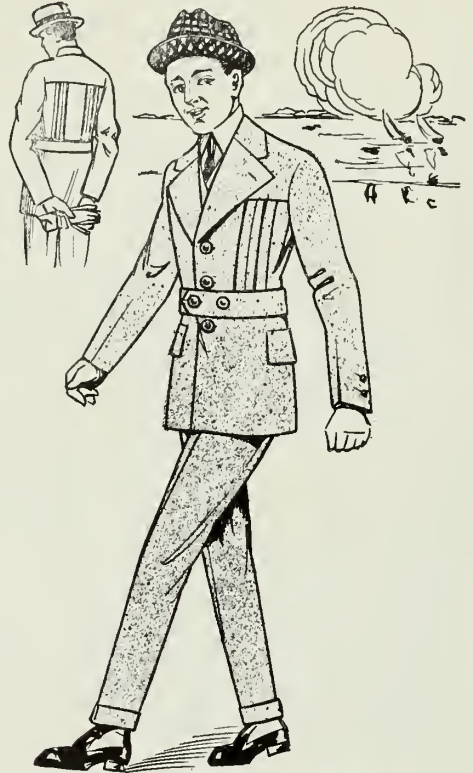
Bigger Values Than Ever

Made possible through our method of specialization. We do not generalize, but make only boys' clothes.

We keep our entire plant working to full capacity, producing the best clothes values for boys *only*.



Our Model 157



1st Long Pants Suit



Our Model 151

Clothing manufacturers burdened with heavy expense, and laboring with an organization that is devoting its attention to general lines, cannot possibly offer values, accomplished through *specialization*.

Our travellers now on the road showing samples for next season. Drop us a post-card for salesman or samples, which will come to you without obligation or expense.



Our Military Officers' Uniform

Saxe Clothing Co. Exclusive Wholesale Manufacturers of Boys' Clothes
Sommer Bldg., 37-41 Mayer Street, Montreal

P.S.—Thousands of Boys' Suits for immediate delivery. Write for sample garments, which will be sent on approval by express prepaid.



Spring 1916 Announcement

The new Spring and
Summer Style

W.G.R. Collar

THE MARNIE

"MADE IN CANADA"

Embodying the Latest
Fashion Ideas

Will be ready for delivery to
MensWearStores throughout Canada
on

April the 15th

The Williams Greene & Rome Co., Limited.
Makers of Fine Shirts

Warehouses: Berlin, Winnipeg, and Vancouver.

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6

TORONTO, APRIL, 1916

No. 4

EDITORIAL CONTENTS

- Keeping Daily Track of Sales and Profits... *An Interview with Irwin Armstrong*
- Underwear in the Making *Special*
- Selling Schemes Worth Imitating *As Told by Dealers*
- High-Class Business in Fraction of Store... *Interview with David A. Jardine*
- March Window Trim Prize Winner *Illustrated*
- When the War Ends. What? *Speculations on Clothing Prospects*
- The Camp, and Soldiers' Business *Special*
- Gossip of the Trade *By C. W. B.*
- The Gospel of Outside Salesmanship *Special*
- The Patriotic Fund and the Labor Problem *Editorial*
- The Palm Beach Suit *A Prediction*
- Why Slaughter Straws Before August? *Special*

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President*
T. B. COSTAIN, *Managing Editor*

H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*
A. B. Caswell, *Montreal Representative*
Hugh S. Eayrs, *Editor*
George E. Pearson, *Associate Editor*
C. W. Byers, *Western Representative.*
J. C. Edwards, *Ontario Representative.*

CHIEF OFFICES

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 34 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12900. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Raudolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, \$1 a year; United States, \$1.50 a year. Other Countries, \$2 a year; Single Copies, 10 cents. Invariably in advance.

A Real Hit



This Non-creasable Woven Tubular Bat Wing—without seams—will be a splendid Spring and Summer seller. This we have in 15 different ranges in artistic panel effects—\$4.50 the dozen.



One of our exclusive range of embroidered end bat wings. Six colors in each range—\$4.00 the dozen.



In buying any Niagara Neckwear Company lines you secure for your customers the best workmanship, and the very best quality of silk.

Our long years as a leading Neckwear House has resulted in buying connections which are of the greatest value under present upset conditions.

*Send Order for
Full Assortment*

Niagara Neckwear Co.
Niagara Falls Limited Canada



Men's Wear Review

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

VOL. VI.

TORONTO, APRIL, 1916

NO. 4

KEEPING DAILY TRACK OF SALES AND PROFITS

Simple System Helps Irwin Armstrong, of Hamilton, to Watch His Turnover —
Believes in General Window Trims and Does Cash Business and Cash
Business Only—Advertising Pays.

THIS is a description of the way Irwin Armstrong of 163 King St. E., Hamilton, Ont., keeps a daily tab on his stock and his profits.

By way of pointing the extreme value of such a system it may be well to cite the case of another Canadian Men's wear dealer—a dealer whom it will be kind to leave unnamed; one, who had almost everything required to make a success, but who was failing miserably until checked in his Joy Ride toward an assignment by one of the manufacturers who was supplying him.

The manufacturer—a maker of clothing—noted that this dealer was delaying his payments, was not attending to them properly. 'I knew,' said the manufacturer, that this dealer was an honest man. I knew he was getting along well with his wife, and that is a mighty important point in considering credits. I could not, therefore, see what was the matter with his business that he could not pay up for our goods and determined to send out an accountant to look over the situation.

"The accountant got to the town early in the week, and before visiting our dealer at all made inquiries about him. He found the merchant was exceedingly highly thought of. He was a member of one or two lodges; was interested in church work; and at the same time was associated with the young men, being secretary of the baseball club. Though he probably had not joined any of these organizations to the end of securing business, yet they were all bringing trade to his store, but in face of this he was not able to pay his bills with us.

Didn't Know What Goods Cost.

"With this knowledge our accountant went to the dealer and stated to him frankly that he wanted to look over the situation, to find out just why it was he could not meet his liabilities. At once the merchant showed signs of worry. He said as a matter of fact he did not know himself why he could not. He said he had been doing good business but never had the money when he needed it to take his discounts and to make prompt payment. He said that he was exceedingly sorry that this was the case, and that any suggestions which the accountant could make, tending to put him on a firmer basis, would be very gladly received.

"Well, the accountant discovered, after going into the situation, that the man had no system of books whatever. He did not know what goods which he sold had cost him. Probably when they first came in he saw what he had paid, but he put no mark upon the goods, and when it came to sell he got just what he thought each article was worth. Whether he made or lost he could not say. Sometimes undoubtedly he got a good profit but probably in other cases he sold at a loss.

"Well, to make a long story short, our accountant pointed out the trouble—assisted the dealer in getting a simple system which would enable him to keep before him the cost of articles and to fix a proper selling price. That dealer is now getting on a firm foundation, though even yet he is embarrassed by the troubles resulting from his old loose system."

Value of Daily Check

It is just such trouble which Mr. Armstrong is guarding against by his system; but he also has in mind the stimulating effect which comes from knowing exactly how business is comparing with a former period. It is a mighty pleasant thing to find that in January, 1916, more business was done than in January, 1915—a state of affairs which Mr. Armstrong did find to be true; but it would be exceedingly disconcerting if it was discovered that a certain week showed a falling off of \$100 in turnover compared with a similar week of the preceding year. Such a discovery would cause some analysis of the situation, and better things would probably result.

To check up the results of the previous days' business is the first thing Mr. Armstrong does each morning.

To make possible such a checking he has divided his business into three departments, clothing, furnishing, and hats and caps. As a general mark indicating that a line is in the clothing department the letter A is used. To indicate that the article belongs to the furnishing department the letter B is used; and C for hats and caps.

Now Mr. Armstrong keeps a cost book in which he has entered various cost prices, and each cost price he designates by some number. For instance, 19 cents is perhaps indicated by the number 6; and one dollar and fifty cents perhaps by 14.



This Spring Trim shows clearly Mr. Armstrong's belief in the general display—Clothing predominates, of course, but hats, caps, shirts, collars, ties, suspenders, gloves, all have their place. The price cards do not show up plainly in this reproduction by reason of the orange coloring used for lettering. In the window itself they stood out boldly. For the paper used to give the backgrounds \$5.12 was paid, and the price tickets cost \$2.

Now on each line of goods this cost price is marked, as B (the letter for the department furnishings) 14 (the figure denoting the cost price was 14—or what 14 stands for.)

How System Works

A suit of cloths comes in which costs \$16 wholesale. Being clothes it comes under the general classification A and costing \$16 it is found to require the figure 24. On the price card then is marked A24. Now when some months later that suit of clothes comes to be sold, on the entry in the counter sales-book is put A24, and the price at which the suit sold.

Coming to the store in the morning, therefore, this counter check blank—with the others which were made out during the previous day's business comes to Mr. Armstrong's desk. He looks up the figures and at once has information as to what the suit sold at and what the suit cost. Putting down what is to be learned from all his counter checks indeed Mr. Armstrong has an exact idea of what he did the day before—whether he made money—marked time—or lost. To assist himself in getting this information quickly he has a slip like that in the opposite column.

By comparing this table, of course, with the results kept of the previous year's business information to show whether there is a betterment is at hand. Then Mr. Armstrong, knows what it costs him to do business. Considering rent, wages, salary for himself, advertising, etc., he knows what he must make each day to be on the right side. This table tells the whole story.

The system, moreover, helps materially in keeping the stock moving fast. It is a simple thing indeed to arrive at the exact amount of anything in the store at any time. All that would be necessary would be to see what the stock

was at the last stock-taking then, by reference to the cost book, to see what stock came in since. Add this to the former stock, and by looking up the reports of daily sales, find what the sales have been since that time, and subtract these from the stock.

This, of course helps materially with buying since it can be readily seen if a new supply is needed immediately. **Believes in General Window**

So much for this stock-keeping and cost keeping system. Something, however, should be said of Mr. Armstrong's general ideas of merchandising. Some of his ideas may be regarded as reactionary. The fact remains, however, that Mr. Armstrong has put them to the test, and they have been the right ideas for his business.

In the matter of window trimming, for example, he has found that the much vaunted artistic window is not a sales puller for his trade.

When first in business Mr. Armstrong says he used to

	NUMBER OF CUSTOMERS	CLOTHING SALES	CLOTHING COSTS	FURNISHING SALES	FURNISHING COSTS	HAT AND CAP SALES	HAT AND CAP COSTS	PROFITS	TOTAL SALES
	--	--							
TOTAL	21	28.95	20.20	25.44	16.07	4.15	2.55	19.75	55.37

Form which enables speedy knowledge of day's sales and gross profits.

take a great deal of pride in such windows. He would arrange a trim which would be a work of art, but which would show only one or two lines. These attracted a certain amount of attention, but did not, he found, cause people to come in the store.

Since then Mr. Armstrong has been going in for general windows, in which he will have displayed a pretty wide range of goods. Upon each article shown the price is clearly marked, and by refraining from overcrowding the window, a very attractive appearance is given although it is a selling window and not an artistic effort.

The proof of the pudding after all is in the eating and these trims have led people into the store, sometimes to ask for a particular suit or shirt which they saw in the window, sometimes to see if something of similar style, but perhaps different pattern, cannot be secured. The windows by the way are trimmed every week regularly, and regularly Mr. Armstrong advertises in the daily papers.

A sample advertisement which appeared during the month of March indicates clearly that Mr. Armstrong believes in having specials. He states that he has found it a very good plan to make one price for a line. One day he will sell any hat in the store for \$1.75. Another day any overcoat for \$12.50. This he has found draws people to the store, and by carefully going over his stock profits can be made on this basis. There will be some lines which a customer will get at less than actual cost, but on the whole day's selling there will be fair profit for the dealer.

Novel and Useful Racks

On interior display too, Mr. Armstrong has worked out a system of his own. He had built little wooden racks—

open on the top and only closed by a wooden trellis on the side. On these racks anything may be piled. Some hold caps, some hold neckties. Some will hold shirts. Some socks. Mr. Armstrong's idea is that these racks enable all lines to be kept neatly and yet within touch. As is said elsewhere he is a great believer in letting the customer touch anything.

The clothing, of course, is at the back of the store, although models are brought out near the front. It is the big business making department of the store and is continually pushed.

This, by the way, is a cash store. In the past year only once has Mr. Armstrong given credit and that was for 25c, to a man—a good regular customer, who came in and wanted two collars. The small debt Mr. Armstrong believes kept that man away from the store for 3 or 4 months until finally he went after him and made the collection. Since then the old customer has been a customer again.

To give credit, Mr. Armstrong now believes, is a remarkably good way of driving business away from one's store. He states he has had two or three awkward cases arise—cases where good customers came in, and for a real reason, asked for a little credit. He refused to give this however, stating that it was not a question of doubting their ability to pay at all, but he had decided to do no credit business, and if he gave one credit he would have to give it to others.

"No one would know about it," said one young man. "I would know about it," replied Mr. Armstrong, "and I can't do it."

This young man was offended for a time, but he came in within two weeks bringing a friend and not only bought himself, but the friend also made some purchases.

SELLING SCHEMES WORTH IMITATING

Methods by Which Dealers Are Winning Attention of Customers, Thus Building For Larger Prestige and Larger Future Sales.

VODDEN & NICHOLSON, College St., near Bathurst, Toronto, have a very nice business in neckwear and are exceedingly particular about the way in which they sell it. They make a point of taking time to speak not only about the quality of the tie but to show how it should be handled, so that one or two knots will not measure the length of its life. Every retailer knows that a customer who buys a four-in-hand or a batwing tie and who pulls it out of shape when making his first knot is dissatisfied. Spoiling the tie may make him buy another, but it is likely he will buy it somewhere else.

Many ties are ruined nowadays by improper handling, and this is what Vodden & Nicholson take pains to guard against. They will explain to a customer that it is wise to make sure that the tie will run easily through the collar, before this collar is even put on the shirt; and they suggest that the collar be held by the inside and that the finger be run around where the tie will pass. Then they suggest that the tie be put in while the collar is still off, and be pulled from one side and then the other. Then, the collar being put on the shirt, they suggest that the tie again be pulled quietly, first to one side and then to the other, just for assurance that it is going to slip through the collar when the knot may be made. With these preliminaries it is always possible to adjust this knot perfectly, without in the least spoiling one's temper or the shape of the tie.

W. D. COGHILL, of 46 Market St., Brantford, has been bringing out a point which tends to increase the sales of waterproof collars. Mr. Coghill has just realized that these collars are proof against water coming from the inside as



Who said: "Nobody loves a fat man"? Mr. Coghill helps him out.

well as from the outside, and that they will not wilt through perspiration as they will not wilt from rain. He has a customer who is exceedingly stout, and who was establishing a new record for wilting collars last Summer. The man was exceedingly annoyed about this and came fuming to Mr. Coghill's store one bright July day. Mr. Coghill suggested that he try a certain make of waterproof collar. The man jumped at the suggestion and has

been buying these ever since. Moreover he has been recommending them to his friends.

Mr. Coghill may have lost some linen business by making this suggestion, but he satisfied his first customer, drew some new customers to his store and is certainly away ahead on the deal. He has established a reputation for being able to give helpful suggestions, and that kind of a reputation is worth a tremendous amount to a men's wear dealer.

Another scheme which Mr. Coghill is using at the present time is one to overcome objections to the high prices asked for socks. Mr. Coghill keeps some yarn in his store. Someone complains that the socks for which he is asking 35c used to be available at 25c. Mr. Coghill frankly admits this and points to the yarn (this now being quoted at \$1.40) and he brings out the point that it is not long ago that it could be secured for \$1.00 and not very much longer ago when 80c was the price. This simple demonstration has got over many objections.

LOGAN & PEW, of Niagara Falls, are determined to get from the soldiers as much business as possible—to supply these soldiers, indeed, with as many of their needs as at all come within the bounds of a men's wear business. Towels, they claim correctly, is such a line. Yet it is, Mr. Pew says, a line often overlooked by men's wear dealers.

Every soldier who enters Logan & Pew's store is given an opportunity to buy a towel. In the offer for sale of this line there is no suggestion of a peculiar need on the

soldier's part; but having the towel brought before him he is reminded of the towels at barracks—evidently unpleasantly reminded—and very frequently sales result.

IRWIN ARMSTRONG, of King Street East, Hamilton, believes in the sense of touch. Passing by opportunities to pun on this phrase, let it at once be said he believes customers may well be allowed to pick things up. Yes, he



Mr. Armstrong wants men to try on things while waiting for a friend.

admits, articles are sometimes slightly damaged as a result of this handling; but the loss in value is exceedingly small—taking it all together even, and the gain in sales is large.

As a result of his experience, Mr. Armstrong has his hats near the store door. They are neatly arranged on shelves, but not behind glass. The man who comes in with a friend has plenty of time to look these hats over, and try one on while waiting. Often sales are started in this way.

"Keep hats behind glass—it might pay some, but it wouldn't pay me," says Mr. Armstrong.

UNDERWEAR IN THE MAKING

Whence Comes the Raw Material, the Wool and the Cotton—The Series of Operations by Which the Garment is Constructed—The Care Given Each Suit—An Explanation of the Steps by Which You Get the Underwear You Sell.

"What gives this underwear that peculiar shade?"

"How often do customers ask such a question, and how frequently is the reply of merchant or clerk somewhat hazy, somewhat lacking in the clearness which comes from certain knowledge.

It would be rather a large order for men's wear dealers to know the life history of every line they handle; yet knowledge is power, and knowledge of manufacturing methods undoubtedly gives retail selling strength. The realization of this probably prompted the suggestion of many Men's Review readers that The Review should explain, in untechnical language, the manufacture of various

lines. It is in compliance with these requests that this article, describing the steps by which raw wool and cotton little by little change form until they finally become underwear, has been prepared. Patent processes of particular manufacturers are, of course, not dealt with. This is the plain recountal of operations common in practically all mills; yet is it not a story of activities which are truly wonderful—activities by which nature and man's ingenuity are brought together, so that a comfort-giving product results?

Whence Comes the Raw Material

Now the first thing necessary for the manufacturer of



If more Canadian farmers raised such flocks as this the raw material of Canadian underwear manufacturers would be more assured—This is a Manitoba scene.

underwear is to secure his raw material—wool and cotton. Some buy this in the form of yarn. Others make their own yarn, and as this yarn making—whether done in Canada or England—is an essential, and interesting part of underwear building, it must be described here.

The bulk of the wool used by Canadian manufacturers, comes—alas—from Australia. It is bought through English houses, but it is the Australian sheep which supply the fleece. In Canada a very limited amount of wool is to be had—a considerable quantity in Nova Scotia, and this of exceedingly high quality—some more in Ontario, especially around Almonte.

The Canadian farmers who do realize the value of sheep usually attend to their own shearing, bringing the wool direct to some mill. Or they may await the arrival of a domestic wool buyer—a man who purchases what the farmer has, stores this in bales, and from this stock fills previously made contracts, making delivery at stated periods throughout the entire year.

But whether from Australia, via England, or from the Canadian wool dealer, the manufacturer does get the wool—though at a high price this year.

Cotton Not All From the U. S.

Cotton, the other requisite, comes, the majority will think, from the United States. True, but that is only one source of supply. As a matter of fact the cheaper cotton is secured from the southern plantations in bales. Higher class cotton comes from China, and the fine cotton, used in the best grades of cotton underwear, is secured from Egypt. These Chinese and Egyptian cottons—also, of course received by way of England—are regularly procured in their spun state.

Where the yarn is to be made the wool comes in packed in large bales. It is graded, but even so is practically as it was taken off the sheep. The best wool—which practically means the wool off the best wool-bearing sheep—is graded high, the rest separated for use in lower grades of underwear.

As a first step this wool is scoured in big vats made for the purpose—then it is made up in batches, being blended with cotton if the raw cotton is to be used in the garment. The making of these batches is an exceedingly important process. A certain percentage of one wool, a certain percentage of another, a certain percentage of cotton. There is nothing haphazard. The manufacturers know what will make the best garment at the desired price—what will give the shade, the texture, they desire. They make up the batch with these things in view.

The Carding Process

These batches, once made up, are fed into a machine which throws each batch onto large rollers called cards—rollers covered with fine spike-like projections. These tease out the wool thinning it, and passing it on almost in the form of a great, loosely woven rope. This, then, goes on to a finer carding machine, where the spikes assume the proportions of steel bristles. Here the huge strand is separated into small strands, which go on to a third, and still finer carding machine, where they are again divided into strands of yarn, and are wound in spindles. The spindles go on what is known as mules which spin the yarn out fine. Then a winding machine is employed which simply does what its name implies—winds the yarn on to cones which may be conveniently handled.

It is in this form that the yarn coming from England arrives. For some machines these spindles are exactly what is needed. Others, however, require the yarn on large spindles, and an operation making this transfer has to be provided for. The small spindle, however, is not consid-

ered an unnecessary step. Wound in that way the yarn packs to better advantage for freighting.

The Knitting Machine

Now comes the actual commencement of the garment construction.

The yarn, on its big spindle, is placed on a spring needle machine, the thread being fed to the machine needles by an interlocking process—almost impossible to describe; in fact impossible to understand, except in a very general way, by all but knitting machinery experts. One story is that a young scotch student—having fallen into disgrace by marrying while still a student—invented the machine, or its predecessor, after watching his wife knitting. If so the world can rejoice that he did not postpone his marriage. In any event this machine works in wonderful fashion. The knitting goes on all around a circle, having a perimeter of, perhaps twelve inches. It will knit upwards of a foot per minute, a big roller at the top automatically taking up the big knitted tube as it is made.

These big knitted tubes vary somewhat in size—some fifteen inches wide, double width, some seventeen inches, some more. The different sizes, are to allow for different sized garments being made to the best advantage when the cutting commences.

Different grades of underwear are usually made in a mill. These grades are arranged simply by what is fed into the spring needle machine from the spindles. For the heavy, coarse underwear, spindles upon which the yarn is made from heavy, low-grade batches, are used. For cotton underwear—light summer weight stuff—fine cotton is fed.

How Cuffs are Made.

It will be noticed that the knitting has all been of big tubes, like a Goliath stocking without heel or toe. Whence then comes the cuffs?

Special machines are used to make these—usually latch needle machines. These machines feed from the top, and the narrow tube of knitting comes out at the bottom, being gathered into big receptacles at the base of the machine.

Then the skirts (the bottom part of the shirts,) are made on still another machine, but after much the same fashion.

All these products of the knitting machines—the big tubes from which bodies, arms and legs of the garment are to be made, the narrower strips for the cuffs, and the wide strips for the “skirts”—are taken to the cutting room. There they are laid out on huge tables—eight, ten, perhaps a dozen thicknesses of them—and are cut according to patterns, just as suits are cut in a huge tailoring plant. Electric knives are used in this work—the speed and precision with which the operation is performed leaving one fairly gaping.

Of course, where cutting goes on there are ends left over, odd pieces from which nothing can be made. This waste is kept at a minimum by means of knitting the big tubes in different sizes, yet there is always a remainder. But this is not lost. Again it is put on the carding machines, being re-worked into the coarser yarns.

The big pieces over from the cutting, are kept for reinforced parts, such, for instance, as is to be found at the nape of the neck on so many lines of underwear.

The Electric Sewing Machines

So far the operations have been largely in the hands of men, but at this point light machine work becomes the big thing, and girls run these to the best advantage. There are machines—all running by electricity for seaming the body of the garment, the arms and the legs. A machine



This is a splendid trim for the coming month.

It has the Spring flavor—and what is very much more to the point it has the attractiveness that not only gains attention, but gains sales.

Such a trim would not necessarily monopolize an entire window—and it covers some splendid selling lines—lines, moreover, which shown in this way will impress all as worth the fair price asked for them.

Every store has its own peculiar problems—but certainly there should be suggestions here for the many who make window trimming a study.

which sews on the piece—before mentioned—to be found at the nape of the neck. A remarkable machine it is, sewing on the reinforcing piece to the main part of the garment, and trimming it off perfectly at the same time.

Other machines sew on the ribbon facings, holding this ribbon in convenient place, feeding and stitching it all at the one instant.

Still other machines put a covering on the seams holding the skirt and cuffs to the garment. This is not only for greater strength, but to prevent any chafing.

Testing the Buttons

Machines put on the buttons, and each garment is buttoned up before leaving the operators' hands—this to make sure the buttons and button-holes meet properly. It is surprising indeed the speed with which these buttons go on, but more surprising still how fast the operator can button up the garment.

Here comes another scouring. Sometimes this takes place when the garment has reached this comparatively finished state, sometimes before the cutting is commenced.

The product, in large numbers, is placed in a huge scouring machine, where it is hammered by a device like miniature pile drivers—the object being to take out all

grease which may have been gathered. Then all the soap is taken out by another machine; and still another, the Hydro Extractor, is used to rinse out the water. This machine whirls about, freeing the water by centrifugal force—by the force which drives the garments from the centre against the sides of the machine.

Water is Usually Softened

In connection with all well-equipped scouring plants there is a water softener. This softened water results in a softer garment, making it possible to get out every bit of the soap.

The final inspection, sorting, and grading of the garments is also interesting. It is surprising to note the individual attention given the garments in some mills. All natural wool garments, for instance, are stretched and dried on forms. Then each garment, in some plants, is finished by hand iron—afterwards being placed between cardboards and put in a huge press where it is thoroughly dried out and given the proper finish.

After coming from this press the trade mark is sewn on by machine—sometimes it is worked into the fabric by means of a Kaumagraph. This is simply a transfer system. Bits of tissue paper bearing the trade mark in a certain ink are bought by the thousand. One is laid on the garment—a hot iron applied—and presto, the trade mark is deep in the fabric where it will defy efforts of the hardest scrubber, yes, even of John Chinaman himself.

After the War, What?

There is another side to the manufacturing process, of course—the continual watching to see that all goes right—the checking as to size and quality—but these are all parts of the manufacturer's problems. Others are the procuring of yarn, wool and cotton in these war times. For the very high class garment he has to procure yarn from abroad, only for the coarser and medium grades is yarn yet made in Canada. Perhaps, little by little, there will come a change after the war. It is expected there will be many such changes. But in this regard it might be stated that a change back to lower prices need hardly be looked for upon discontinuance of hostilities—because of financial and economic conditions such a reversion to the old order of things will be slow in coming.

It is only a hurried survey of the process of manufacturing underwear which has been given, but at least it will have made clear the bigness of this work. It should increase the interest all will have in handling this line. It should make all see that in selling a garment of this kind they are selling something into which many have put of their best—the farmer, the wool man, the mechanic, the manufacturer, the salesman—and last, but by no means least the retailer himself, and his assistant.



NOVELTY BOYS' SUITS

A boy's suit in long trousers is now offered the trade as a novelty that owes its freshness to its utility. The idea originated out of a desire to fill the demand for long trouser lengths of boys' styles in preference to straight young men's styles. There has always been some trouble fitting the youth at this stage of his sartorial development and there was always the danger of putting on him clothes that were beyond his years.

The coats are shown in various fancy models of Norfolk effect, running from 32 to 38 inches in size to cover the class of trade between boys and youths.

HIGH CLASS BUSINESS IN FRACTION OF STORE

David A. Jardine of Galt, Links Up With Tobacconist and Barber Shop—His Methods of Business Building

ONE way of competing with the department store, according to the ideas of Mr. David Jardine of Galt, is to unite with a man doing a somewhat different class of business—to unite in such a way that the two businesses are carried on under the same roof. As a result of this belief held by Mr. Jardine, there is in Galt, Ont., a building of limited size in which operates a cigar store, a barber shop, a boot-blacking establishment, a rest room and a high-class men's furnishing establishment.

Mr. Jardine—an old Galt boy who has returned after spending some years in men's wear business in various parts of the United States—felt that a union of this kind would be satisfactory—satisfactory not only as a source of keeping the overhead to a reasonable amount, but because such a union would result in the various businesses all drawing men to that one building. Each man who comes in the door, he figured, would be a prospect for each business. The man might come for a shave and remain to buy a tie. He might come for a shirt and seeing cigars handy decide to lay in a supply.

Carefully Planned Display

Mr. Jardine has not been in this business sufficiently long to enable his saying definitely how such a joining of forces will work out—that is, he cannot give dollars and cents to prove the question yet—but he does appear satisfied with the business done so far.

The accompanying illustration will indicate that Mr. Jardine is a believer in display. As soon as he completed arrangements for a part of this establishment, he had measurements made and from these a display case built to his own specifications. In this case is arranged much of the stock carried, and the majority of the reserve supply is kept in the cabinet at the bottom of the display case.

A change in this regard is being contemplated, however. Hats are about to be added to the stock, and Mr. Jardine feels that the closed-in cabinet at the bottom of the big showcase will have to be opened up to make room for this line.

In addition to the display cabinet, two tables are the only fixtures of size which are employed. These are, of course, to

make possible counter displays—counter displays, by the way—which are changed almost every day.

Those Dress Shirts

Mr. Jardine has come to Galt full of ideas as to the service a men's wear store should give. The big thing, he states, is to please the public. Here is an instance of the extent to which he will go to achieve this end: Two young men wanted similar dress shirts—shirts with pleated fronts and French cuffs. There was no possibility of getting these except by wiring the manufacturers. Without making any request for the sum such a wire would cost, Mr. Jardine sent this message. Unfortunately, however, it was slowly handled by the manufacturer, and the special shirts did not come.

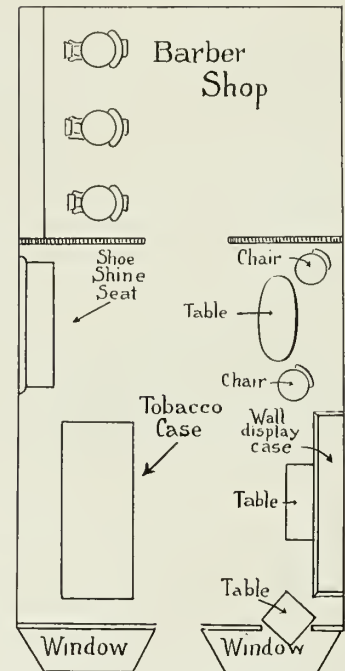
When the writer of this article dropped in to see Mr. Jardine, he was busy writing to these young men, explaining the situation; saying that it had been impossible to secure the dress shirts which were particularly wanted, but that he was sending with this letter two which were very similar, except that they had stiff cuffs instead of the reverse cuffs. These shirts, he said, could be used for the evening and could then be kept or returned.

It may be imagined that those young men would be pleased with the attention given their order, and conversely there may come to mind a picture of these young men dressing for the dance and finding at the eleventh hour that the shirts on which they had counted had not been secured and that they had nothing to take their place.

Undoubtedly the frank statement of the case, the interest shown in their affairs, would make of these young men regular customers.

Uses Decorative Paper

The illustration of this unique store indicates very clearly that Mr. Jardine is a great believer in display. The window, though small, is made to bring out the main lines carried—all high-class lines. The shelves of the fine display cabinet are kept in perfect order, and Mr. Jardine has plans for rendering these shelves and his window more attractive by the use of special paper which is manufactured for



Ground floor plan of this three-in-one store. It will be seen the space available for men's wear lines is limited, yet good use of space makes attractive business possible.



This interior arrangement makes possible the display of a large part of the stock carried. The rest corner is to be seen at left of illustration.

Continued on page 40



FULL FRONT SHIRT DISPLAY WINS TRADE AND MEN'S WEAR REVIEW PRIZE

Trim by Harvey P. Galloway in Watson's Clothes Shop, Sarnia.

A window which has seasonableness and great attractiveness—Other trims submitted showed as great skill, perhaps, but this, more than others, gave the judges the idea that it would draw men to the store—So it secured the March Prize—Will it be you in April?

EVERY year, it is the custom in Watson's Clothes Shop, Sarnia, to inaugurate the coming of Spring business with a full front shirt display. What this means is splendidly illustrated in the reproduction of this year's early shirt window, which was trimmed by Harvey P. Galloway, and which our judges have awarded the Men's Wear Review's March Window Trimming Prize.

Mr. Galloway had a splendid opportunity to arrange an attractive trim, but it should be mentioned right here that this does not account for his winning the prize. As a matter of fact; the difficulties under which a man works are fully considered by the judges, who realize it is absolutely impossible to do such good work in cramped and inferior windows, as it is in the Watson's Clothing Shop's splendid space.

This store, as a matter of fact, has 56 ft. of window front, although the store has only a 22 ft. frontage.

Knowing well in advance that this early shirt display will be made on the very first of March, early deliveries are asked of the manufacturers so that this store is in a position to show the people of Sarnia Spring styles before all other merchants. This is the aim, it being realized that such methods make the store talked about, and the whole thing is splendid advertising for the establishment.

The trim is arranged even before the time when Winter goods are being relegated to the background and the Spring goods are brought to the front. The big shirt window, therefore, acts as a spring tonic for the whole business, giving an entirely new appearance to the store front, and attracting a great deal of attention by the mere fact of its difference from preceding displays which, for the most part, have related to overcoats, suits, and other lines, in which the coloring after all, is rather sombre.

This particular trim of shirts was arranged with price in view. The south window contains \$1 and \$1.25 shirts, each one ticketed, it being a rule in this store never to show anything in the window without a price ticket on.

In the north window \$1.50 shirts, and in the centre space \$1.75 and \$2 shirts are shown. In connection with each window also, a different line of ties is used, this

bringing, it was found, a stimulus to the neckwear department. On the medium priced shirts 50c ties were used, and on the better class shirts \$1 ties were placed.

It has been found in past years that early in March men are in the right frame of mind to buy new shirts and

MEN'S WEAR REVIEW'S REGULAR MONTHLY WINDOW CONTEST

To encourage merchants and clerks having their good window trims photographed, so that the ideas of these trims may be clearly brought out to assist other dealers. Men's Wear Review started its Monthly Window Contest.

The results have been gratifying in every way, entries being received from east and west, and the trims being of high order.

Some which have not been awarded the prize were yet very good—they failed to win, perhaps because of unseasonableness, perhaps because they lacked something of the selling punch.

That trim of yours sold, didn't it? Send it in, then. If it wins our April prize, you get \$1.50 for the photograph and \$5 prize. If it loses, but is so good we want to use it in Men's Wear Review, you'll get \$1.50 to cover cost of the photograph.

Let us have your trim early in the month.

new ties. The stock which usually comes to men as Christmas presents is at this time losing its freshness and use, and featuring shirts principally and ties incidentally has the effect of making passersby remember that their supply needs replenishing.

Continued on page 40

SUITS & OVERCOATS

WHEN THE WAR ENDS. WHAT ?

Will Clothing Prices Decline Immediately—Will There Be Danger in Having Too Large Stocks of Cloth and Other Raw Material—Manufacturers Are Trying to Figure These Things

NEVER, perhaps was the clothing situation so interesting as just now. Perplexing, of course, is another word which might aptly be used, but taking it for granted that where there is uncertainty, hope and doubt there is also interest, it may safely be said the clothing situation never has been as interesting as right now in this month of April, 1916.

It is an interesting situation for retailer and manufacturer alike; but for the present at least the retailer appears to have the edge. He has gone through a great many trying days with his clothing business. He has more trying days ahead—for still higher prices are sure to come—but he has not before him to so great an extent the fear of what is to come.

Yet since the manufacturer's problem and the retailer's problem are, at the present more than ordinarily closely allied, it will be of value to all to here outline the position in which the manufacturers find themselves, before proceeding to a discussion of what is to be expected in late Spring, Fall, and early Winter styles.

Everything Points to Further Advances

In the first place manufacturers look forward to continued advances in raw material: continued, and growing difficulties in getting goods; increased difficulty in securing competent labor—in short to a state of affairs which will make production more and more difficult, and higher prices for their finished product more and more necessary.

But they are looking still further ahead—whether just around the corner, or many weary blocks away they can not certainly say—to the end of the war.

After the war what ?

There is the big query. What opportunities will come with peace, and what problems ?

Let it be said right here that the manufacturers of clothing—taking them as a class—are of the opinion expressed by Miss Agnes Laut, quoted elsewhere in this issue, that with peace will come a period of prosperity—a season of unusually heavy buying of clothing. This, they feel, will result not only from the return to civilian life of so many of the best clothes buying class, but also from the general

glow of high spirits which naturally will follow the only outcome to the present titanic struggle which Canadians can contemplate.

The Fly in the Ointment

The prospect of such an impetus in the clothing business would, it might be thought, fill manufacturers with unmixed joy. Unfortunately there are other circumstances which make the period following the cessation of hostilities, fraught with danger. These circumstances relate to the question of price. How soon will the clothing prices drop back toward normal when peace comes? How long a period will the manufacturers have in which to get rid of whatever high priced cloth they may have on hand?

Now there are real reasons for the present high prices of material, but many of these are directly connected with the scarcity of labor resultant from so many producers having gone to the war.

Take stay tape. Since war started in August, 1914, the price of this line, so extensively used in clothing manufacture, has advanced a little more than 300 per cent.

Trimmings are up 100 per cent.

And these advances have come purely and simply because of labor conditions—because there are not enough skilled workmen left to turn out the stay tape and the trimmings required. Such also is the cause of high prices in canvas, body linings etc., and this, in part, also accounts for the great advances in all cloths.

Peace, What Will It Bring?

Now what influence will the coming of peace have on these lines. Will it quickly bring their prices back to normal? If so, where will the manufacturer be who has a big supply of these lines at war prices?

"I have \$120,000 worth of goods on this floor," said one manufacturer to Men's Wear Review. "If peace came to-morrow—which it won't—that cloth might all drop tremendously. Then where would I be. The retailer is studying this situation I know. I feel that peace once here he will buy carefully, and will look at once for lower prices. What I'm trying to do is to have my stock low when the end does



This model shown by E. G. Hackborn & Co., indicates clearly some of the new features. Note the long, narrow lapel, and the cut of the vest.

come, but in view of the great uncertainty that is a mighty hard thing to plan for."

How could prices come back to normal quickly?

Here is the way one big Toronto manufacturer figures it. He does not, of course, say this is what will happen. He admits himself very much in the dark. But this is what he reasons might well take place.

"Suppose, for illustration," he says, "peace was declared to-morrow. There are 30 young and middle-aged men gone from this concern who would, I believe, be back here asking for their positions before the end of the week. And they would get them. Now I figure the Empire is just made up of many places very like Toronto. Let the end come, and as soon as the soldiers were discharged they would go to their old homes, and each would do as our men would do—go to their former places of employment and ask for their old jobs. That would mean a vast return of labor—skilled labor. It would mean almost immediately huge outputs of lining, canvas, trimmings, etc. And would it not mean a very speedy drop in the prices of these?"

Some Other Factors

"There are, of course, other factors—would there be the raw material available, for instance; would the transportation facilities be so quickly reorganized that the finished product could be rushed to Canada? I don't know, but I think the return to normal conditions will come—when the war ends—surprisingly quickly.

"The dyes?"

"To tell you frankly what I think, I believe twenty-four hours after the war is over German dyes will be in England. They may not come from Germany, but whether through Holland, or Switzerland they will get to England and Scotland, and the cloth will begin to come rapidly.

"Yes, I'm hoping to have a low stock of raw material when the war ends—but," added this manufacturer with a smile, "I would be glad to see more cloth coming in here now at the present prices." Which may be taken as fairly indicative of his belief, a common belief among such well informed clothing men, that there is absolutely no likelihood of a drop in raw material prices before Spring, 1917, goods are made up.

Nevertheless this wonderment of what may come after the war is a very real thing with the manufacturers. It deserves also careful attention by retailers. To a lesser degree they too might suffer by a speedy drop of prices to normal.

Considering now the question of coming styles—a question of more pressing importance to the retailer, since he will be placing his orders for Fall very shortly. There are a number of clearly marked tendencies.

Exit the Wide Lapel

For Spring the wide lapel, and soft roll effect is still



These are the days when the man past his first youth is a splendid clothing prospect. Wm. H. Leishman & Co. have designed the above model for such a man's Spring needs. Nothing extreme here, but splendid style, nevertheless.

quite the thing, but for Fall there is coming a change. The lapel is to be longer and narrower, and the soft roll will be but little in vogue. Still the suits will be trim, close-fitting, in style, but from some models seen it is evident that the coat skirt is to be somewhat fuller, having perhaps a slight flare over the seat.

Some Spring lines are being shown, by the way, with the narrow lapels, but these for the most part are going to those dealers who pride themselves upon being a season ahead of the styles.

A change in the cut of vest is coming for Fall. These are to show prominently above the coat, but the opening will be cut lower, allowing the display of more cravat. Collars, for the most part, will not be shown on vest lapels. The points at the bottom of vests are also to be somewhat shorter than is the case with Spring models, perhaps by half an inch.

In overcoats boxy, short models are about to be shown, and these, it is felt, will be extremely popular next Fall. There is to be a good deal of velvet trimmings on the 1916 Fall models—this, manufacturers frankly say, to help tone up the inferior goods they will be forced to make up. In addition to velvet collar, the cuffs and pockets will be quite largely trimmed with this rich material.

Better Grades in Demand

A general change in buying, by the way, is noted—a turning toward the better grades.

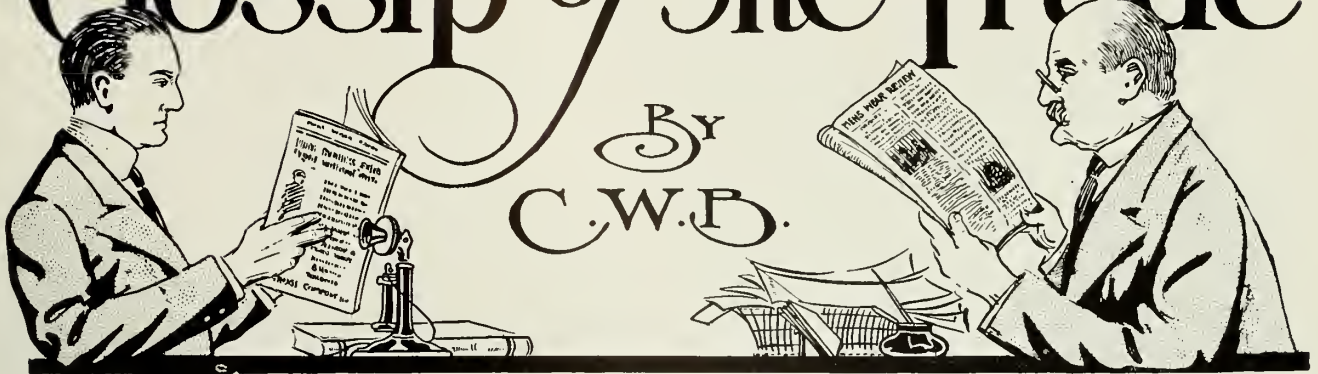
Undoubtedly the higher price of cloth has much to do with this. People, generally, are coming to recognize that the talk of advancing prices, due to the war, is not "all newspaper talk." They are learning—perhaps from sad experi-

ence—that when they buy say a \$12 suit they get a suit equal to a before-the-war \$9 suit—that to go up to \$18, \$20, \$25, or higher is good business indeed.

Undoubtedly, also, the fortunate situation in which so many are finding themselves, namely, possessed of more funds than ever before as a result of high wages, is having the effect of building better buyers. So marked has the tendency been, that a firm which last year turned out its cheapest made-to-measure suit at \$11 now has fixed \$12.50 as its bottom price, and they make very few of these, admitting frankly that the quality is much inferior to their old \$11 line. There is, it might be stated, absolutely frankness on the part of the manufacturers. They know the shortcomings of their goods. They are doing the best they can, but simply are unable to make good garments at any low price.

For the coming months, as has been said, still higher prices will have to be expected. There will be no general advances, but as a certain line is exhausted, and new goods have to be used, an advance in proportion to the advance in the cloth will be struck. Such advances are being made regularly.

Gossip of the Trade



THE cold weather which has been very general, has made and still continues to make a difference in the sale of all lines of men's wear, the difference between various shops being entirely one of degree, as some naturally feel it more than others. The continued cold weather has, however, aided greatly in cleaning up the leftovers from the Xmas sales, even if it has made this between season period a longer one than usual.

Late Deliveries on English Goods

Some complaints are heard on the score of lateness of delivery and unfilled orders on English goods, particularly on collars. This is a feature of the situation that is bound to occur more and more as time goes on, at least while present conditions in the trade continue. A noteworthy feature of the case is the fact that some of those who were most certain that their Spring goods were as good as on hand a few weeks ago are now beginning to have their doubts. It was pointed out in these columns at that time that there existed a sanguine feeling amongst retailers with regard to deliveries which was not borne out by the facts.

Washable Gloves

All the haberdasheries speak of an unusual demand in washable gloves. A further addition to this line is soon to be introduced in a washable tan glove. The manufacturers are now working on this.

Shirts and Neckwear

Shirts and neckwear are moving very freely in spite of the cold weather and old stocks are benefiting as well as Spring lines, particularly as some stores are only just beginning to make a showing of Spring lines and are still receiving and unpacking goods on old orders. The sale of suits is held up to a great extent, nevertheless a certain amount of business is occurring in Spring suits. Some dealers say that war time economy is more noticeable in suits and underwear than in shirts and neckwear, for demand in the last-named lines appears to be unaffected in spite of advanced prices. In other districts, especially Western Ontario, the reverse is more true. Underwear is, of course, feeling most keenly the delayed Spring, as it is much too cold for men to buy Spring wear and they are adverse at this season to adding to their heavy clothes.

Outlook Unusually Bright

The general feeling is one of optimism in regard to the coming season, although military requirements have undoubtedly withdrawn a certain demand from the market

they have by way of recompense created new ones that help to fill the gap. The one strong feature of the situation is the fact that those who are here are universally prosperous and to such an extent that some classes of skilled workers are breaking into a higher grade class of goods than they demanded heretofore.

Tendency Ever Upward

A striking illustration of this tendency to better goods is shown in the increase of made-to-order shirts, into which business an increasing number of dealers are venturing.

The lines run from \$3.50 to \$15.00, with the greatest demand in the \$3.50 to \$4.00 line, but a word of warning is indulged in by one dealer in connection with this branch of business. He states that he does a very good business himself and is more than satisfied with the rapid development of it; but he points out that he goes to great trouble to insure proper work on orders placed. Otherwise, he maintains, the dealer is apt to let himself in for a loss instead of a profit. The customer who is finicky enough to want a made-to-order shirt is usually the kind of man who will not put up with an eighth of an inch deviation from the proper length of sleeve or the fit of a neck band. And this is the kernel of the trouble.

A Possible Loss

For instance: to send for and return a shirt for alterations costs at least ten cents; a new neck band twenty, laundry eighteen, a total of forty-eight cents added cost and a bad impression made on the customer.

St. Patrick's Day in the Mornin'

St. Patrick's Day has come and gone with probably less effect on neckwear than usual, probably owing to the war. With very few exceptions, haberdashers did not particularly feature the occasion in their windows.

Coon Goods Higher

All coon furs promise to be very much higher for next season's trade in common with fur lines at large. The medium-priced trade is said to be certain to demand the wombat which a few years ago had such an enormous run, but which, owing to the restrictions put on it, has been out of the market for several seasons.

The Saxe Clothing Co., specialists in clothing for boys, are exhibiting to the trade their samples for next season which include many attractive models. The military boys' suit the miniature of an officer's uniform, is one of the popular sellers.

BUILDING BUSINESS IN A NEW COUNTRY

Pack Days Recalled—Days When Every Man Encountered Was a Ready Buyer — The Change of Business to the More Conventional—Fine Trade With the Railway Men—These Buyers of Working Men's Goods and at the Same Time of High-class Apparel.

From an interview with Duncan McKinnon of Cochrane, by a Men's Wear Review Travelling Representative.

I STARTED in here in construction days when the chief business of the country was railroad building, and all other forms of business activity hinged upon that one. The population was a shifting one, here to-day and gone to-morrow. The whole country in its physical and business aspects was in a liquid state working towards a crystallization of business and social standards.

The Old Young Men of the North

It was the survival of this state of affairs that has given to those of us who stuck with it the name and the attendant prestige of "old-timers." The mere matter of age in the ordinary sense of the word counts for nothing here. It is the term of one's years in the Northland that determines his place in the social scheme of things here. The youngster of sixty who has only been here a year gives way to the old-timer in the serene and yellow of the early twenties, who is reverently spoken of as "old-timer," because he has been here for years and years. All of five, perhaps.

Strenuous Frontier Merchandising

Faquier was the extreme point to which construction had extended in my first year, and it was to that point that our energies were chiefly devoted at that time. The next year the steel reached Hearst and we crowded in after.

Cochrane was merely our base of supplies and operations from which we kept up a live selling campaign that embraced the whole of that great region on the West, then being opened by the railroad. The end of the railroad became to me merely a secondary base up to which we could go in comparative comfort previous to launching out on the real business I was after, that of working the construction camps that were flung out for a hundred or two of miles ahead.

The Halycon Days

I started out every Summer with the going of the snow, riding to the end of the railroad and then shouldering my heavy pack of samples for the two weeks hike across the bush from camp to camp.

It could hardly be called soliciting; it was straight order-taking, as easy as falling off a log. The men were glad to see me and get the news of the outside. They all had money or else would soon have it coming, and were eager to spend it in anticipation. Most of it went so easily and so hilariously that to buy clothes with it seemed to them almost like saving.

Thus, my way was made pleasant. I carried samples to an eager market, took a normal deposit on orders for suits, underwear, shirts, etc., and had them made up and later stored in Cochrane for the owner to call and pay for on the occasion of his setting out for the outer world later in the year.

These trips were repeated throughout the open season of the year and only ceased with the approach of winter. The camps were for the most part about twenty miles apart and were made up largely of native Canadians, the foreigners being mostly engaged in the purely manual work further back. These engineers and their crews, and

bridgemen along the skeleton track made up a class that would spend freely on clothes.

Not All Beer and Skittles

There were always some hardships, particularly at first. Later when acquaintances had been made and when the men came to count on my arrival, as even the new-comers did from hearing of me from the old hands, they were always sure to make things as comfortable as possible for me, after my twenty mile hike.

However, even at those times when there was no friendly camp to stop at, to an old campaigner the country itself was very kind. From a point seventy-five miles west of here the rivers teem with fish and there was then as now, game galore.

Bacon was precious and high in a double sense, even though it was cured meat. It cost a dollar a pound and you couldn't miss it or the camp because of that other quality of highness. It was good to carry for twenty chain lengths after a winter's freezing and a summer's thawing and the rust could be scraped from it with a knife. But even that—even the sore muscles and the blistered heels from a long trek seemed mighty good in those days.

Applying Frontier Methods to Settled Trade

This could not always last. And with the completion of the railroad in 1914 a new era dawned, one of lessened population and profits.

In those days this store's owner did a business of from six to seven thousand a month and sold largely from samples so that the stock carried was light in proportion to such a volume of business.

Credit Losses Eliminated

Now my turnover runs to twelve thousand a year of which six thousand is a credit business which is kept from being a source of loss by a more modern adaptation of my old order-taking trips. Losses have been eliminated to such an extent that only one hundred and fifty dollars can be charged to this account in two years' time. The only disadvantage of the extensive credits in vogue here is the actual carrying of the load.

The Big COUNTRY of a Small Store

This happy condition results from my keeping up this traveling connection over the whole of this big territory adjacent to us—but with this difference, whereas before I made my trips primarily to take orders, knowing that the customer would call for his goods as soon as he had the money to pay for and the inclination to use them, now I go out primarily to collect on past sales and only incidentally to make new ones.

Cochrane is the chief of several railroad divisions, the employers of which look to this as their social and business centre and into which most of them run sometime during the month. It is while on these visits that they do their shopping. And it is to make collections on the sales that transpire then that I go west the one hundred and thirty miles to Hearst, the two hundred and sixty to Grant, and

the three hundred and ninety miles to Armstrong in the next division.

A Mail Order Business

In addition to such orders as I pick up on these trips the mere fact of my going out serves to introduce my line to a large class I would not otherwise reach so that I receive a fair amount of mail orders from people who never come to town.

Avenues of Trade

In addition to this railroad trade there is the internment camp at Macpherson which includes a large staff of civilian employees, with its soldiers and its fifteen hundred prisoners. The latter are largely supplied by the government but I do a good trade with the officers and civilians.

The pulp wood and paper industry of the surrounding country is very large and furnishes an additional field for trade expansion.

Farming is the newest industry to register an appreciable growth and is the one that holds what is probably the greatest promise. For ten miles in all directions the homesteads are taken up and the land partly cleared. The conditions in this respect approximate those that existed in the neighboring town of New Liskeard a few years ago. The latter is now shipping home-raised farm products to Southern Ontario as a result of the more extensive clearing of the land that has occurred in its immediate vicinity.

Trainmen Discriminating Buyers

However, the railroad with its \$30,000 pay-roll represents the chief industry at present so that it is the trainmen's tastes that are most considered on stocking. The average brakeman up here earns \$150 per month, conductor \$150 to \$200 and engineer \$150 to \$250, so that as a rule all of those named are exacting buyers who insist upon having the best.

So I handle only the better grades of each line. Experience has proven that to sell a man a cheap article is to make certain a later complaint that it is impossible to explain, except at a loss. But the really good article has the manufacturer behind it which fact serves to protect the customer as well as to absolve the dealer from all blame.

Advertised Lines The Best

For the same reason I handle only exclusive lines whether in overalls or in high-class suits, the best brand I can get and one that is so thoroughly advertised as to be half sold before I offer it.

And although overalls have advanced from \$10.50 up to \$13.50 a dozen and now retail at \$1.50 instead of \$1.25 a pair I do not find that the sale is impaired so long as the quality is there. The public very well understand the causes of the present trend of prices and accept them.

Overalls and High-Class Suits

And it is to this buyer of dollar and a half overalls that I sell suits which range from thirty dollars on up in value and which easily average thirty-five dollars throughout the stock. My cheapest boot sells for six dollars because even the working grades come in good leather and expensive linings.

These men earn good wages and insist on clothes in proportion. The difficulty is not so much to sell them clothes at times as to dissuade them from unwise buying.

The nature of their work adds to their potential sales values. They are subject to call at any hour and are likely to go to work in a complete outfit of high-class clothes, but poorly protected by a suit of overalls, as in any other outfit.

The Young North's Future

This branch of trade is attracting a greater share of attention from month to month. Our town and district is comparatively new, and events are only now beginning to assume definite pattern in the weaving of our business future. But that a large part of it will lay in this railroad trade that uses equally overalls and fancy suits, working gloves and patent leather boots, seems certain. At any rate railroad families are filling up the houses, railroad men are buying lots for building. New families are coming in. The railroad is adding to its pay-roll. The northern future belongs to us and them.

ALL GLOVES UP

General Advances Since Last Report Forced by Jumps in Raw Material—Overalls Continue to Aviate

THE steady increase in the price of leather has caused advances in most lines of leather gloves, or gloves in which leather is used to any extent. One firm for instance has advanced one number from \$6.50 to \$8 a dozen, and another from \$13 to \$15 a dozen. In a great many cases prices are still being held down below what present costs of raw material would compel, if the makers had not been stocked up fairly well at the lower rates.

Sheep skin, for instance, has gone up from 7c to 9c per foot for one grade within a year. One glove maker received word from a tanner that, Alaska horse leather was being billed to him at 18½c a foot but had gone up that very day to 19½. A short time before the price was 17½c.

Suede leather is selling at 18c that sold a couple of years ago at 13 cents, and the first price is f.o.b. New York, and the second, landed in Canada.

The scarcity has become so acute that orders are being filled only according to percentages.

One firm wrote late in March: "We have very little horsehide on hand, and all prices are subject to change without notice."

Another said: "Our prices on glove horsehide have been advanced 1 cent per foot over those quoted you last week." This firm is only considering orders for two months at the most.

Another letter reads: "Our tannery advises us that further advances are likely to come at any time, and suggests that you cover your wants."

This is only one instance where the placing of good orders for Fall has resulted in a gain to the retailer compared with the policy of holding off. The policy of small placing orders and frequent repeats is a policy with which we thoroughly agree under ordinary conditions, but the present time is not a good occasion on which to carry out this policy. Goods where advances are certain to take place in the near future should be purchased now in as large quantities as the dealer feels he can dispose of, because the same reasons that underlie the advances which have taken place during the last eighteen months will continue for several months further, and many buyers think until the turn of the year.

Black and White Stripe Overalls

The advances announced last issue for overalls have taken place and further ones are almost certain to come into effect within the next few months. The scarcity of the old favorite blue is becoming more pronounced and a number of makers are turning out a grey, undyed, or are trying out the public on a black and white stripe.

MEN'S WEAR REVIEW



VOL. 6.

APRIL, 1916

No. 4

THE PATRIOTIC FUND AND THE LABOR PROBLEM

ONE of the questions of crying importance in Canada at the present is that of labor. Not only are men scarce, but girl and women help is exceedingly hard to procure, in consequence of which manufacturers of many lines—notably shirts, collars, underwear, etc., have been hard to put to it to fill their orders.

In some ways this is a happy situation—but perhaps it does not ring quite true; that is, the scarcity of help is not entirely due to an increase in the demand for help, but to a decrease in the available supply of labor. And there seems some reason to believe this decrease in supply is a result of the war, perhaps of a too generous distribution of the Patriotic Fund.

Two or three instances will illustrate clearly what is meant.

One shirt manufacturer had an exceedingly skilled operator leave a short time ago. She was a married woman who had for a considerable time continued to work. Her husband, however, joined the army—shortly he was made sergeant and as such would receive from the Government pay, part of which he signed over to his wife when leaving for England. She also received from the Government a separation allowance of \$25, and in addition some allowance from the Patriotic Fund. The exact amount of this allowance her former employer does not know.

Now with such a sum coming in without any work—why work? This evidently was the query of the young woman.

As a matter of fact her former employer was able to get her back by offering a little more than the regular inducement, and perhaps still more by making her feel that she was really needed. The fact remains, however, that she had—since the opening of war—been rendered entirely independent of any work, though regularly working before that time and apparently happy in her work.

From all parts of the country such instances might be quoted. So acute has the case become in fact, that there is talk in such a city as Berlin, Canada, of bringing in girls from Belgium.

Another manufacturer—located in Toronto—has made a canvass of girls who formerly did machining for him, but who since marrying have given up work. He has put the matter before them and is sending goods to their homes to be made up there at 50 per cent. advance over the regular piece-work price.

Even with these emergency methods, however, manufacturers are absolutely unable to get the help which they require.

Certainly nothing can be said against any woman who has given her husband to the army receiving from the Government the separation allowance. If, however, this woman was accustomed to work, it is upsetting for her to receive from the Patriotic Fund a sum which will make it quite unnecessary for her to engage in any kind of employment. In a time when the call is for all to produce something, this does not appear quite correct, and it is unsettling further than is necessary the economic conditions of Canada.

It is not for us to state what distribution should be made of the Patriotic Fund. The original high ideal, however, was that this should be a fund which would make possible the payment of sums to ensure for those women who had given their husbands or sons to their country, the ordinary comforts to which they had been accustomed. Never, we believe, was it the intention of enabling people to receive money which they had formerly earned through their own efforts, unless there was real need, and unless the opportunity to earn was removed.

A reversion to the original ideas of this fund would seem advisable. Undoubtedly there are difficulties in the way, but unquestionably the serious labor situation which is confronting manufacturers and keeping down production at the present time, has been partially brought about by the unusual supply of money which many women are receiving without any efforts of their own.

VALUE OF ADVISING CUSTOMERS

IN this issue, schemes adopted by a number of retailers to build for new business, or to get over some objections of customers, are outlined.

These are worth studying and it is the hope of the editors that other such schemes, which will be outlined in later issues, will be of equal value.

Selling is getting to be a more important feature of business every day. Young men like to go to the store where they get some suggestions, not only as to goods, but as to the best way to put their clothing on. When a dealer or his clerks show a customer how to make a proper knot, or how to adjust a Bat Wing Tie, he has made a friend. Every time he makes a friend he makes at least one customer, and probably more, for young men and older men too, flock together and buy together.

The trouble taken to give suggestions to customers is a splendid form of advertising.

A LESSON IN THE MOVIES

ONE of the large clothing manufacturing concerns has adopted a somewhat novel means of advertising their line—no less a scheme indeed than having prepared a moving picture scenario which has been produced by stars of the film, and is being shown in many towns and cities where there are agencies for this clothing line.

The general idea for the playlet is a wealthy man, who has the proverbial daughter, and who feels himself in need of a secretary. The applicants for the position both seem bright young men, but one is dressed in the proper manner—in fact in the clothing manufactured by this concern. He receives the vote of the daughter of the house. He is chosen for the position, and no doubt, in fulfillment of the scenario writer's art, in time becomes the partner of the father and marries the daughter. Anything else would be

intolerable from the movie fan's standpoint—and we are all movie fans these days.

The moral of the playlet is exceedingly good. Clothes may not make the man, but the man who is trying to make himself sees to it that he has well-made clothing.

The fact that the successful men are well dressed; that the young men who are climbing are particular about their apparel, is exceedingly worth keeping steadily forward. One good way in which Men's Wear Dealers could accomplish this would be by showing pictures in their window, or inside their store, of the country's leading men. It will be found, of course, that some of these are careless about their apparel, but the majority—and really the ones who should be shown—are extremely careful to be really well dressed.

Their example will be imitated, and increased business will result.



CAMPS WILL MEAN BIG SOLDIERS' BUSINESS SUMMER LINES TO MEET THE DEMAND

FINAL orders have not yet gone out, but it is generally understood among the soldiers that they are to go into camp early in May.

This means a great deal to the men's wear dealers of Canada, and they are now planning to take full advantage of the opportunity the opening of the camps presents.

Of course there will be a large increase in the number of men taking officers' courses when open air work is possible. This should create a big demand for officers' uniforms—a demand which will certainly be supplied by those merchants who get after the business early. The opening of camps, however, is sure to do more in the way of increasing business opportunities than by merely making possible the training of more officers. A summer camp after all is a summer camp, and whether it be a camp for fishing or for military work, there is yet a demand for summer clothing, and this summer clothing means that men's wear dealers have one more way of securing from the soldiers' real profit-making business.

A Wide Field

At Niagara, at Barryfield, at Petawawa, Valcartier, Sewell, and all other big military posts, there is certain to be a huge demand for light summer uniforms. Fortunately, however for the merchants located in other places the same demand will be felt in centres where a smaller number of men are gathered together—Clinton, Weyburn, Strathroy, Simcoe, and hundreds of similar places.

Manufacturers have been making duck khaki uniforms suitable for officers' wear in Summer, and for fatigue purposes all the year, for some time. The demand they say,

is just beginning to assume large proportions. This is a natural thing. No more is soldiering a novel idea. The officers are now accustomed to their work, and they are settling down to make themselves as comfortable as possible in their new attire. For the hot weather, therefore, they will want light clothing, and the duck uniforms offer this at a cost, moreover, which really is inconsequential. As a matter of fact, what is paid for the duck uniform is saved in wear and tear on regular uniforms.

Duck Shirts Will be Scarce.

Prices of the duck tunic and breeches vary. They range, however, from \$8 to \$20. At these figures it will be readily seen that a window trim in a merchant's front, and some missionary work among the officers situated in the locality, should bring business as soon as the warm weather commences. There are, of course, other lines of clothing for the Summer—duck shirts among these. For this line all merchants would do well to estimate their needs at once and send in their orders. It looks already as though there is to be a shortage of this kind of goods. This line, of course, will be in demand by the privates, as well as by the officers, although it will be a different style of shirt which will be required.

Speaking of the privates brings to mind another demand—another opportunity for the retail men's wear dealers—which is just commencing, and which seems likely to assume important proportions.

Sometimes there is a good deal of talk regarding red tape in the military. In times of peace this is undoubtedly more or less in evidence, but when the war drums beat,

Continued on page 39

NECKWEAR

HERE is the opinion of one of the big neckwear manufacturers upon the present situation:

"Neckwear, for the coming season will be made in smaller shapes—such as paddle ends, made-up bows, and narrow Derby ties.

"The reason is the state of affairs which exists in the United States. There, neckwear manufacturers are facing a more serious problem than that which now confronts manufacturers in Canada. Over there they have only the American tie silk to rely upon, while in Canada there is a possibility of getting the American silk, Swiss silk, and a certain amount of English silk. The Swiss and the English silks are, of course, practically excluded from the American market by reason of the high duty.

United States Has Its Troubles

"Now the output of American tie silk is not more than 50 per cent. of the usual. This may be attributed to one or all of a number of causes, but there is no denying the fact that this short production exists. In consequence the United States manufacturers are devising means by which they may introduce styles to take up as little silk as possible.

"There is no gainsaying that as far as styles go, Canadians follow very closely the Americans. It is this which leads me to believe that narrow ties will be very much worn in Canada before the summer is far advanced. Wide open and Derby ties will be second in demand to the narrower shapes.

"I do not consider it likely that this state of affairs will last after the Summer months. For a long time, the men who buy neckwear have regarded the wide open end as the prime Fall and Winter tie, and manufacturers will have to turn out these shapes in order to keep up their sales. At least, this is the way I foresee the situation.

"Because of the high price of silk, these large shapes which will be on the market in the Fall are certain to be higher in price. In fact, it looks as though ties, both in the States and here, will be \$4.50 and \$4.75 and dealers will regularly have to get from 65c to 75c.

"Of course, this is only one man speaking, but he is an exceedingly well informed man, and enquiries all over the trade lend support to his opinion. In fact there is every assurance that the absolute advance in prices which he predicts for the Fall neckwear will come. It has been a little slower in coming than was expected, but the general impression is that July, August, or September will see the higher prices become general.

Merchants Getting Better Price

Foreseeing the advent of these higher prices, some merchants are already selling their neckwear at 55c, 65c., etc. They are having very fair results with these prices too. A Brantford dealer states that as far as he knows he has not lost a sale because of the higher price. His belief always has been that it is the tie and the shape, more than the price which attracts a man, and his observa-

tions since raising the price had borne out this opinion. Some comments, this dealer says, were made on the fact that this was a new price, but he was able to explain that by making this new price he was able to give an even better article than in the past, whereas if he held to the 50c price, it would mean a cheaper and smaller tie.

Interesting to note is an experiment made by one of the big New York stores some weeks ago. For a whole month was asked 55c, 65c, 85c and \$1.15 for neckwear—as will be seen a general advance, and to an unusual figure. At the end of the month the management went over sales, found these had been as large as ever, and found that there had been practically no complaints of the change in price.

Bat Wing a Feature

Now, as to the predictions of this manufacturer with regard to tie shapes.

His first contention is that there will be a call during the Summer for narrower shaped ties. From what can be learned from both retailer and manufacturer, it seems absolutely certain that the bat wing will be a bigger seller than for years past. It is a tie which can be sold to the trade at sums varying from \$3.50 to \$7.50, and for which the retailer can easily get 50c. This means he is giving his trade really good material at the old price which they favor, and is giving himself a profit which is a little better



The Piping Rock tie is having a great run in the United States. Here is one manufactured in Canada

than that which he has frequently secured from his old 50c line. The bat wing moreover, is an exceedingly suitable line for Summer wear, when vests are quite generally discarded. To make it still more popular moreover, the collar manufacturers are taking a hand, and now turning out a number of styles particularly adapted to this style of tie.

In the past it must be admitted that the volume of bat wing sales has been limited. Largely this has been due to the difficulty in making the tie. It is not that there is really anything difficult about this, but men begin as boys to make the sail knot, and gain a proficiency in this which they have not got with regard to the bow. So, if sales are to be greatly increased there will be need of more educational salesmanship.

In the United States bat wing ties are selling as high as \$2 each. So far there has been no great call for a really high class tie in this shape in Canada, but it does seem that

Knitted Ties to be Scarce

Knitted ties are evidently going to be scarce this Summer and in the Fall. This, of course, is due to a scarcity



Tooks Bros. have an attractive foulard, an unusual blue with red and green spot, and also a brown silk with unique stripe pattern.

of the silk itself. It was hoped that this scarcity would be partially relieved, but as a matter of fact, the situation is more serious than ever before. The silk supply in Italy has proved a complete failure, or almost so, which naturally has meant a further setback.

Manufacturers of knitted ties are also in many cases manufacturers of sweater coats, and they are inclined to make less ties in order that they can conserve the supply of silk for the manufacture of coats, for which there is an exceptionally strong demand at the present time.

The failure of the silk in Italy has, of course, a direct bearing upon the looked for general advance in cravats. The Italian silk thread is absolutely essential for the warp. Japanese silk may be used for fillings, but for tie purposes it is not sufficient alone. Of course, there is in Switzerland also, a great and growing scarcity of cotton and artificial silks which might be used to reduce the quality and thus increase the output of the silk. A little relief is possible as some cotton is being allowed in to the Swiss embroidery people. This unfortunately is hardly the kind which may be used for ties, and the relief will be exceedingly small.

A Word on Patterns

In patterns some unique things are being turned out by the various manufactures. One has a large shape tie in Belgian colors, which already has shown great activity. Another manufacturer has a novelty in the form of a tie on which is printed in colors the map of Europe. This is not as gaudy as one would think, and retailers who have handled the line pronounce it a splendid seller. Both in paddle end ties and derbies panel effects are being shown. Some models have stripes on the edge with shepherd checks and Roman stripes in the centre. Even the coin spots are being shown.

The bat wing evidently is going to be turned out in a wider range than ever before.

CAMPS WILL MEAN BIG SOLDIERS' BUSINESS

Continued from page 37.

the red tape largely disappears. So, as far as uniforms go at the present time, there is considerable leniency.

Private Buying Breeches

The result is that privates are spending some of their own money on equipment. Now the government issue of breeches is not all which could be desired, sometimes, both from the standpoint of appearance and comfort. As a result of this state of affairs there has grown up a business in privates' breeches. The regular government issue, of course, is practically a full length trouser, around which, from the ankle to four inches below the knee, a puttee is bound. It will be seen that in summer this double thickness is exceedingly warm, and not only warm but far from neat in appearance.

Now everyone in Canada knows there are privates in all regiments who have been accustomed to the nicest kind of clothing, and such men do not like to be badly fitted even in a uniform. They are exceedingly glad to take advantage of the Government's permission to spend some of their own money to buy for themselves trousers which have a little more style and which give greater comfort to the wearer.

These breeches, as has been said, are becoming quite a feature of trade at the present time yet the demand for them is only commencing. These manufacturing tailors are making trousers in good quantities—usually with a flare in the leg and the part beneath the knee finished like riding breeches, lacing in tight around the calf. This enables puttees to be used without any uncomfortable bagginess, gives a much neater appearance, and reduces suffering from heat.

For Evening Wear

Generally these trousers are being sold by the retailer at \$4.50 to \$5 and at these figures the demand seems sure to grow this Summer. It must not be understood that these nether garments are worn in place of the Government issue. As a matter of fact the majority of the privates wear these Government trousers in the day time when on active duty. When the evening comes, and they are free to go where they want, they don these better fitting and better looking trousers of their own purchasing.

Novelties for the Soldiers

Other new lines are being put on the market for sale to privates as well as the officers. There is a line of neck bands to prevent chafing of the tunics. Then there is a new line of sun protectors—a khaki cloth so arranged as to hang down from the cap, absolutely shielding the neck from the intense rays of the sun. Such cloths have, of course, been worn in India for years, but they will undoubtedly be appreciated by many at the Canadian summer camps.

Undoubtedly there seems a big opportunity for those merchants who are fortunate enough to have their places of business near one of these big concentration points. They will be considering their buying very carefully at the present time, and will undoubtedly be looking for even bigger business than they had last year.

The military branch of the men's wear trade has developed since last year, and there are probably twice as many lines, which the soldiers require for which the necessary article has been produced.

Merchants in the smaller places, where regiments are forming and where a limited number of men are located, have also a chance to secure good business during the coming Summer. They too may well consider their needs and plan to lay in a supply early.



BOYS' DEPARTMENT



WAR STIMULATES SALES OF BOYS' SUITS

Women Have More Money, and as Always Want to Dress Their Children Well.

THE boy, it seems, is coming into his own. We all have heard of the youngster who never knew that a chicken had anything but a neck until he was 15 years of age—that is by actual experience.

But this sad youngster is not in great evidence to-day. The boy, as a matter of fact, is being better treated and better dressed than ever before.

The reason is not far to seek. And here is being given the opinion of men who are handling boys' clothing especially. It is, they say, because the women have more to spend than formerly, and when the women have money to spend, if they have children, one of the first things they do is to dress those children in proper style.

Women, perhaps, more than men realize that the way in which a boy is dressed has a good deal of influence upon the way he acts and the way he thinks.

Perhaps there is something of personal vanity in their desire to have their children appear well. It is laudable vanity in any event, and should be encouraged by the men's wear dealers.

Now, at the present time, women are buying boys' clothing more perhaps than for many years. This, dealers have found from experience, is absolutely true. They say that the middle class clothes are particularly in demand at the present time.

For the lower grade boys' clothing, there is not as good a call as in former years. This is undoubtedly because low grade boys' clothing is low grade indeed at this time when good materials are so high. The middle class lines, however, are going particularly well. This because wives of soldiers, wives of mechanics, and wives of ordinary day workmen are better off than in former years. If the woman's husband is at the war she is getting separation allowance, and has the opportunity of earning all she ever could earn besides. Then the men who are in the munition-making plants, or in any plants which are rushing on war orders, are getting larger wages than usual, and working longer hours.

This means more money for his wife to spend, and while probably she is saving a part of this for the possible rainy day, the needs of the children will be carefully looked after and the boys will be carefully clothed.

In view of the particularly good opportunity for getting business in the boys' line, it is little wonder that many dealers are putting this department to the front. This, moreover, is a department which will make up to a considerable extent for business which perhaps is being lost by reason of so many men being in uniform. It is business, again, which may properly be regarded as business-building business. If a boy is sold a suit this year, when he is 16, he will probably come in to buy his own suits next year,

for it must be remembered that many boys of 16 are going to work in these war days.

There are dealers who complain that the boys' suit is a hard one to sell. This they say, is because there are three people to please—the father, the mother, and the boy himself. Occasionally the three are consulted or come in to talk the matter over in the store. Other merchants, however, do not find any great trouble with this. They state that perhaps the best results are secured by proceeding along the lines of least resistance. If the people want a high-class suit, they will try and get them to buy a real, high-class suit; but if the father and mother consider the money question largely in the purchase, then the dealer should come down to more moderate-priced lines. It is no use for one to try and sell a \$12 suit to a man who has only \$7 in his pocket to pay for his boys' requirements.

A WINDOW THAT WON TRADE

Continued from page 30

Those who "follow the window," by the way, are an exceedingly big class if the windows are worth following.

There are ideas in the practices of Watson's Clothes Shop which are worth careful consideration by other merchants. April is going to be a very heavy shirt selling month and trims somewhat similar to that herewith shown would undoubtedly prove business pullers in many places.

It is true many merchants do not feel it advisable to give over their window to one line exclusively at the right season, however, a window featuring one line and showing other incidentals does command attention, more than a window which gives equal attention to a number of lines. Probably such trims should not be left in more than a week or ten days, but if shown at the right time will certainly bring good results.

HIGH CLASS BUSINESS IN FRACTION OF STORE

Continued from page 29

just such decorative purposes, and which may be secured at a very reasonable price.

A plan of this store is interesting. To many young men who are anxious to enter upon business for themselves it may offer some suggestions. Everyone entering the store, it will be noticed, has to pass both the men's furnishings and the cigar department. If they are going to the barber shop at the rear they have also to pass through the little rest room, but this is wide enough to provide against such passage disturbing anyone who may be chatting there. The barber shop is perfectly lighted and scrupulously clean. As this store is arranged, in fact, there does not seem anything incongruous in the rather close association of these lines.

WHAT IS BEING SHOWN IN TORONTO SHOPS

By MACLEAN, TORONTO

THE outstanding feature of the men's wear windows seen in Toronto during March is perhaps the prevalence and the size of price cards. Not in any modest figures are the merchants announcing the sums for which certain lines can be secured. Really large cards are being shown—cards which frequently can be seen and read from the opposite side of the street.

And yet be it said for the Toronto men's wear dealers, and perhaps for merchants in other cities and towns, the tone of the window trims have not been lowered by the prominence given to price. After all, what is a window for? People going to a vaudeville entertainment expect amusement or entertainment, and are disappointed if they do not get it. People looking into a store window look for pointers as to lines of goods which are being worn, and information as to the price at which these lines may be secured. They too are disappointed if they do not get this information.

One window, however, was noted, which had nothing whatever to say on the question of price. This was a trim arranged in W. Townley & Son store, 298 Yonge St. The cloths which this firm has ready to make up into suits were not merely spread out in the window, but were draped over fixtures, gathered up here, spread out there—so arranged, in short, as to cause the passers-by to stop and look at the window.

Perhaps greater selling power might have been given this clothing trim had something been said as to the price at which the material shown could be secured in suit form, but there is no denying that the display was original and effective.

In the trim arranged by one of the biggest stores in Toronto, display cards were noted upon which were pasted illustrations from the Saturday Evening Post advertising and editorial columns. This just indicates that some of the very biggest people are wise enough to know that it is good business to adopt sketches, which are found in the current magazines to their own particular needs. Some of these display cards were exceedingly attractive.

A number which showed up particularly well, had all the printed matter in the upper half, with the illustrations on the lower half and to one side.

This same store, by the way, gave over a good part of its window space, during at least half of the month of March, to handkerchiefs. It is a peculiar thing that handkerchiefs are not more often shown in windows. They are probably as good trade bringers as can be found, for a display of this line frequently suggests to the passerby that he has come away with a soiled handkerchief, and draws the man inside. Once inside he is likely to purchase others which will swell the profits.

Wide one tone silk knitted ties were prominently displayed in the store front of another big merchandising firms. Navy blue seems to be the principal color, which indicates that after all there is some navy blue dye in existence yet. Navy blue hats, however, are in almost every window trim conspicuous only by their absence. Greens are common and greys are being quite widely shown.

Ed. Mack has a splendid clothing window as usual, and included in one a rather loud vest. The ground work is cream with a prominent red check. For the most part, however, his display is given over to Spring Coats and Spring suits. He is also showing hats, for the most part

soft felt also caps. Puttees too are in evidence, although this is not a military window.

When in doubt show puttees. This indeed seems to be the watchword of the Men's Wear window trimmers in Toronto, and certainly they have good grounds for adopting this policy. Thousands of men are wearing puttees at the present time. The Government issue, some feel, is not all that is to be desired, and the knitted puttee and the spiral which can be secured through the Men's Wear Dealers are in big demand not only by the officers but by the men in the ranks.

This brings to mind something seen in the window of R. J. Follett. He is showing privates' breeches marking on them the price at which they can be secured. The point is, of course, that many privates especially those in the artillery, feel the need of better fitting trousers than they secure from the Government, and that they can secure these, in the regulation cloth which will pass inspection at this store.

It is a mighty good point for after all there are hundreds of privates to one officer and it is doubtful if even yet the Men's Wear dealers have got from the privates as good business as is to be secured. Many of them need alterations to their equipment. Some who are anxious to get a better uniform than supplied by the Government, and they are allowed to make such purchase, if they desire, providing the uniform conforms to the regulations. Many Sergeants are at the present time wearing uniforms of as fine a material as that put into the officers' equipment.

It seems that black and white is again to be a popular combination for Spring wear. Hawley Walker has devoted a window to a black and white trim. For the central feature he has a black and white card, this divided in half from corner to corner, the one triangle being entirely black and the other entirely white. The lettering is of course white on the black ground, and black on the white ground. This makes an exceedingly attractive sign, and points out the idea of the trim in splendid style. In the trim itself are ties, knitted, batwings, silks, and all in black and white. Then there are shirts, white with black piping, and shirts black and white in stripes. This is a pleasing trim.

Dunfield also shows some black and white patterns in both shirts and ties. The Dunfield trim, however, is fairly general in nature, and by the adopting of the unit scheme there is an entire avoidance of any confusion, while there is yet shown a wide range of goods. For instance shirts, collars, ties are shown, underwear and military goods. The military part of the trim is perhaps the most attractive.

Fairweather's Limited windows are rendered somewhat unique by the use of black cards with the printing done on them in white ink. They do not perhaps stand out quite as strongly as cards printed in the regular way but for a change the idea is good.

A Queen Street store has a scheme for displaying military accessories that might well be adopted by other dealers. As worked out in this Queen Street Store there is a great lack of neatness which tends to give a cheap appearance to the display but that is because of the work, not the idea. A big piece of cardboard is divided into squares, and on each square some military badge or emblem is placed. Under this is clearly marked the price. So that one is able to get a good deal of information as to

Continued on page 42

WHAT IS BEING SHOWN IN MONTREAL SHOPS

By MACLEAN, MONTREAL

STRIPES in ties are more general than any other line offered in Montreal shops to-day. Case features regimental stripes of a very wide range of colors and reports the continuation of a good demand in this line.

They always sell; grave or gay, a splash of vivid color or a Quaker grey, the demand always exists in these times at least. All possible combinations of colors are seen, no rule of good taste governs the output or demand. Red and yellow or purple and yellow are a sample of goods that sell.

Club stripes are with us again and Marks features them in his Spring goods. There is also a large selection in hair lines, small dots on quiet colors, and fine zig-zag stripes of light colors on dark backgrounds.

Flower designs continue to hold the boards and are very noticeable in Marks' window of crepe de chine and orange silk bow ties.

A War Tie

A bizarre offering in ties is shown by one good East End shop and by Workman's which caters to a working class trade, in a grey flower design interspersed with small maps of Europe.

New Shirt Line

Marks is trying out on his trade the new shirt that is such a feature of the New York haberdasheries at present. This is the zephyr particularly in the Scotch patterns. It is the newest thing in shirts and is copied from ladies' skirts. Some patterns show large squares of broad gay colored stripes on a checkered background of quieter colors. Others show vertical broad gay colored stripes over an inch apart on the same dull background of tiny squares. Blue and purple stripes, brown and green checks predominate in Mark's offerings. The line is carried in the made to order and ready-made, with or without French cuff. Madras and taffetas are also shown in considerable quantity and have a good sale.

Quiet stripes and fine lines predominate in the shirts shown all over town both in old stocks and Spring goods. Black and steel grey contrasts are frequently seen.

Washable Gloves

All kinds of washable gloves are doing well this Spring. Some stores report their best business in capes, others in chamois. But the line is moving very freely.

Max Beauvais' is another store that is going into the made to order shirt business in common with other high class stores here. Fancy crepes and zephyrs are receiving most notice in this line and some very surprising prices are being paid for hand-worked shirts in such material. This firm has gone in heavily for de Joinville scarfs in small fancy blocks of squares of assorted colors on a solid black or blue background—also in the same thing in stripes both Roman and faint zig-zags. The former represents a vivid splash of varied colors nearly an inch wide, running vertically down a black or blue tie. Watered crepes in two tones are a novelty line that this firm is showing.

A curious situation follows in some lines as a result of the long winter. Men's Wear Review was shown one Fall line of high priced buck gloves that had been resuscitated from the cellar and shoved forward at this time for present needs.

Aside from the nifty light toned felts the feature of present Montreal hat offerings is the return of the brown derby in 1916 shapes, usually small and conservative ones on account of the brown hat's conspicuous quality. Very

conservative and very well-dressed men of all ages up to elderly are buying this hat although the season is not far enough advanced for use of it to become general.

A quarter is being added here and there to gloves, shirts, ties, socks, etc., and as yet—no appreciable reference is noted in the volume of sales. All signs point to pockets bursting with cash. Stores report good increases in business. Deliveries have become, even to the retailer, matters of first moment. Socks and underwear orders are causing him greatest anxiety. The trade is here, that is final. The goods only are required.

*Maclean,
Montreal.*

JOHN MIDGLEY PASSES

John Midgley, who started in the clothing business in St. Thomas in 1862, has just passed away at the age of 81 years. His business is still carried on by his son, George W. Midgley. While building up the business Mr. Midgley found plenty of time to "do his bit" for the community. In 1887 and 1888 he was mayor of the city, earning while filling this high post, the nick-name of "Honest John."

Many readers will be grieved to learn that Charles T. Creamer, since 1907 managing director of Semi-Ready, Ltd., Montreal, has passed away. He died on March 1st, as a result of myotartitis, which caused Mr. Creamer's absence from business for some months. An American by birth, Mr. Creamer made Canada's interests his interests, and many dealers found in him a wise counsellor. He was 55 years of age.

WHAT IS BEING SHOWN IN TORONTO SHOPS

Continued from page 41.

military goods in an exceedingly short time by examining that card. From the attention it drew from private soldiers, there is no doubt the scheme is a business bringer.

Another Yonge Street Store have devoted a great deal of attention to gloves. One of their windows is devoted to gloves and caps. Largely check caps.

Another is devoted to overcoats and gloves—light gloves for dress occasions, dogskin gloves for heavier wear, and gauntlets for automotile enthusiasts.

Summing us in a sentence, the Toronto windows this month have had an early spring flavor, and as has been the case for some time past, and is unfortunately likely to be the case for months to come, a strong military flavor.

*Maclean,
Toronto.*

THE GOSPEL OF OUTSIDE SALESMANSHIP

Explaining a Big Turnover—Eastern Men's Wear Dealer Sketches His Methods—How He Picks Prosperous Customers, and Plans Campaign to Get Their Business—Never Losing Sight of Fact That to Have the Right Goods is Necessary to Keep the Business

ASKED a man who has the name of making the biggest turnover in the retail men's wear trade in Eastern Canada to-day, how he did it.

"Insurance," he said.

"Insurance?" I queried, puzzled.

"Yes. Insurance. Insurance selling. Did you ever stop to think that of all the millions of dollars worth of insurance in force in this country to-day that probably ninety-five per cent. of it was solicited business that was gone after. They don't sell insurance by waiting for it to be ordered behind a counter. Very few men buy insurance as a result of any definite desire to be insured. The proposition has to be laid out in an attractive manner before their eyes. They must be told of all its good points by a man who gets out and discovers their want for them before they will open up and buy.

A live insurance agent watches all the detail of the lives about him ready to take advantage of any change in a man's life that renders him a good prospect.

And what constitutes such a change and such a prospect. Anything, a death, a birth, a wedding or the thought of one and any one of the vital and common occurrences of everyday life. Incidentally these same events are as truly opportunities for men's wear sales as they are for insurance and we handle them in much the same way.

We watch the papers of course and keep a line on all engagement notices, for one thing. Suppose we see a notice of Smith's engagement. We look Mr. Smith up—not literally but in a credit and a buying sense, in Dun and Bradstreet, in the city, are records, in his business acquaintance, or in any one of the various circles in which he moves. We get a line of approach on him, the kind of clothes he wears, the class of society in which he moves and his credit rating. Then we are prepared to go at him with a definite proposition. It's a cinch that he will want to buy the male equivalent of a trousseau. It's a question whether he will do it as per usual by going to his favorite store or of buying one thing to-day and another to-morrow, as his eye is caught by various window displays about the town; or whether he will follow the suggestion you make to him to buy all his wedding outfit at one place. Possibly promising him a discount that has a sliding scale attachment based on the total purchase we can get all his business. It is often a question whether this first approach can be made best by letter or in a personal call. It must be decided by the known facts of the case, which of course vary. The approach, however made, must be perfect in every detail. If by letter it must be a well written letter with a definite and attractive proposition couched in suitable language; if in person, the

solicitor must be dressed for the part in the kind of clothes he is going to sell. The whole thing must be done and is the result of a definite and well laid out plan, no hit or miss methods.

Take the case of a June Wedding. The groom can be approached early enough to interest him in a proposition of killing two birds with one stone, getting his wedding outfit and summer duds at one and the same time. Sometimes the approach is best made by means of the bride or it is made to both together. Its a ten to one shot that a bride to be will jump at this, her first choice of dry nursing her future mate. A woman loves to boss a man about in these little intimate details of clothes. Think what a chance this is for her—and you.

I make my proposition a strictly business one. Unless I know the man I don't take the liberty of congratulating him etc. and indulging in a lot of affected concern over him. I do wish in my heart that he may have all the happiness in the world, but why tell him so? He would only think I was fresh.

Now that's only one lead on my idea of insurance sales. The proposition has as many angles in it as a Futurist jig saw puzzle.

Its a great little automatic developer of individuality in a salesman. The best ever. And once a fellow tastes blood, he's like a tiger.

I had a fellow here in the store who gave me lots of concern. He lacked something and his work was poor. Much against his will I put him as a sort of last shot in the locker chance on some good live office calls I had listed, just merchants and well paid clerk class and so on. He put in an afternoon at that, in all some twelve or fourteen calls, made store appointments with two men; sold one a new straw hat and the other a hundred dollars worth of goods and made two new and steady customers for the store. That fellow's been tugging on his chain ever since.

He has a private mailing list of his own and is forever poring over the directory looking up good live prospects for calls. He hits the trail on every quiet day. Sometimes he circulates among his own friends; sometimes amongst an element entirely foreign to him; but he surely gets the new trade in, and in dull seasons too. So he employs his own time and gets customers to keep us all busy. Of course he tries to have a definite proposition—some good talking point—but if he hasn't he just makes an introductory call out of it, gets his foot in the door, so to speak, and paves the way for business next call. Its easy and its good straight legitimate business that needs no excusing. It stands on its own feet.

Then there is the club habit

*How can I build up my business?
How can I get on in the men's wear
line?*

*This is the question young men—
and men not so young—ask us.*

*For these inquirers, this article by
an Eastern dealer is full of sugges-
tions. Remember, the Wise Men came
out of the East. Forget the scoff of
the virile Westerner: "Yes, they were
wise and they 'came out'—West."*

*Consider the insurance agent, is
this merchant's advice. Note how he
builds up a connection. See how he
goes after the man who is about to be
married, and who should be anxious
to assure the comfort of his bride.*

*Note how the insurance agent forms
connections.*

*—But read the article. It is the
gospel of Outside Salesmanship.*

which in the summer season in particular is a trade getter for us.

I know the idea is no spring chicken but it's hardly ever handled properly. Clerks join organizations with the sole idea of using it as a business feeder—all coming out and nothing going in. Nothing doing. Their proposition is fundamentally unsound. They become clothing trade touts.

They must give as well as take. Also there is too much of haphazardness and too little of direction in the working methods of men's wear clerks who go out to attract new trade to their store. They follow no well defined plan. It's a case of meeting Tom and Dick and Harry and endeavoring to get them all down to the store regardless of their buying power until the store becomes a sort of dry goods bar-room for every young fellow in the town. That of course won't do.

We divide up the territory in this store. The young fellow belongs to a dancing club. I pay his dues and see to it that he wears the best of young men's clothes. I stand part of the cost. He carries his clothes well and he is a walking ad. for me. I've introduced the bulk of the new lines of the last two years to that young's fellows intimates by seeing that *he* wore them. It wasn't necessary for him to make himself disagreeable to them by talking them. He simply wore them and the young fellows seeing something different were in here in the course of the next few days asking for it.

Then two of us belong to regiments, meet other men every night, give them our card and ask them to look us up

when they need anything. A regiment is not a club you know and the approach can be made a little more brusque so as to cover more ground. Another clerk belongs to a Spring Club and there you are. Four of us in the store and we have four good live clubs in our list.

With the Summer we will pick up our last year's membership in the fishing, swimming and boating organizations and each one will cover his own field on the way best suited to his clientele. But chiefly we will depend upon other and less well known outside approaches.

Mill over in your mind the things a good live insurance agent would do. Those are the things we will do. And of course we keep our windows and all the other arms of the service groomed up to the last brass button and try to maintain a proper balance in all departements. One is apt to become over enthusiastic about one department and neglect the others. I find the easiest sin for me to fall into is to expend effort getting a possible customer here and then losing him because we have not got what he came for. It very easily happens.

I got a man in here once on an outside approach. He bought a straw hat and a bathing suit and then asked for bath towels and I did not have any. How many men's houses do? Not one in a hundred. I have carried them since tho', for that man turned out to be the owner of a swimming bath and he went into a dry goods store next door and bought four dozen towels. Every man buys bath towels with his bathing suit in the same way—by going into a dry goods store for them. He likes that. It is such a natural thing to do—Not."

A FURTHER WORD ON PALM BEACH SUITS INFLUENCES WHICH WILL STIMULATE THIS LINE

SINCE the last issue of Men's Wear Review went to press, further information regarding the probable call for Palm Beach and other summer-weight material has come to the editor's attention. This makes it seem that the article in our March issue may have given a somewhat false impression.

The general idea of that article—namely, that a dealer must consider his trade carefully and estimate the demand which there will be for summer-weight material—certainly stands good at the present time. Conditions, however, are changing these days, and it appears there is going to be a great deal larger call for this line than in former seasons.

Will We Have Palm Beach Uniforms

As we pointed out in another article, there is coming from the officers a call for uniforms in duck. It is evident that this demand is going to be strong, and that materials will be made up into these uniforms, which, while of course not for formal wear, will be acceptable to the authorities for general use during the dog days at the camp, at all times except when dress parades are taking place.

From the United States comes word that the prevailing note sounded by prospective purchasers for summer wear, is the desirability for washable clothing. These insure cleanliness and comfort, and since they are so inexpensive a purchase is not extravagance even though the suit can be used only during three or four months. This is about the period of usefulness of a suit of Palm Beach material, or of other linen or washable goods. Many, however, are in the position to afford a reasonable expenditure to increase their comfort during those months, and because of this purchases are sure to be made.

There is, of course, another point to be kept well to the

fore under present war conditions. Last year Canadian summer resorts made a bid for tourist trade, both from the class of Canadian who usually go abroad, and from Americans. This year again, with Europe still cut off, there is going to be a great deal of travel through the Canadian lake district—travel which will be stimulated by the prosperous condition in which so many people are finding themselves at the present time.

The journeying to Canada of many Americans—who have already taken largely to the Palm Beach suits—will do a good deal to popularize still further the line with Canadians. This in itself will bring about a steady demand in all parts of Canada, but there is certain also to be a demand from the Americans themselves.

At all points among the Thousand Islands, Lake of the Woods, around Lake Ontario, Lake Huron, and Lake Erie resorts—in fact everywhere that the United States visitors gather, there is certain to be a gratifying call for summer clothing—Palm Beach lines among others.

Soldiers Influence Style

As has been said, the fact that the soldiers will be wearing light uniforms will tend to make civilians take to the light style of clothing. There is no use denying the fact that in Canada innovations are looked upon with a certain amount of hesitancy. The Palm Beach suit has, however, to some extent passed through its novitiate, and because of its cheapness and suitability it seems assured of a very gratifying demand.

The point made in March, however, still rings absolutely true—this is a line which merchants will have to proceed with cautiously. They will not want big stocks left on their hands, and to guard against this will have to buy with the greatest care.

THROUGH OTHER SPECTACLES

KNOWLEDGE SETS THE PACE

From "System," New York.

BUSINESS knowledge was never so cheap or so priceless as it is to-day. Business men are exchanging information frankly and freely, giving and taking from the common store. The "hows" and "whys" of buying, selling—the "rights" and "wrongs" of credits, collections, advertising, correspondence—the "do's" and "don'ts" of customer-service, finance, management—all these are now within reach of any individual who has common sense and industry and a real desire to know.

Books and magazines are filled with them. Trade associations, universities and periodicals are gathering, classifying, comparing, judging them. These new ideas, new facts, new methods are the breath and the heart-beats of business. Not to know and use them signifies more than the neglect of so many opportunities; it means swift decline and sure collapse of your organization in the hour of trial. For knowledge sets the pace.

* * *

CLOTHING MEN UNITE

From the New York Times

The Retail Clothiers' Association of New York City was formed recently by a group of twenty prominent retail men's clothing merchants at a luncheon and business meeting at the Hotel Savoy. Nathan Lemlein, proprietor of Vogel & Co., the instigator of the organization, was elected the first President.

The purpose of this association is to combat what is said to be a growing tendency on the part of clothing manufacturers to dispose of clothing at retail in their lofts, thus making decidedly unfair competition for the retailers. A committee was appointed to investigate the problem thoroughly and report at the next meeting, to be held in the near future, when it will be decided what steps are best to take.

Ways and means for combating this evil are to be discussed thoroughly at the next meeting. The fact that there are legal aspects to the proposition has not been lost track of, nor is it the idea of the retailers to work any plan that might be construed as combining in restraint of trade.

It is likely, it was said yesterday, that the wholesalers, after the association becomes fully established, will receive a letter from the association's secretary asking them to outline their future course of action. This letter will state emphatically the position of the retailers in regard to the question and is expected to accomplish much in the way of moral suasion.

When the new association adds to its membership and becomes a factor it is the idea of the founders to merge it into a retail clothiers' association of New York State, and then to merge the State association with the National Association of Retail Clothiers. The national association is now composed of about twenty organizations in as many states.

* * *

INSPECT ALL GOODS

From the New York Times

A leading seller of men's wear piece goods said recently that it would be a good thing for clothiers to inspect deliveries of Fall woollens even more carefully than in past seasons. He believes that quite a few mills will be forced to deliver merchandise inferior to the samples from which

the clothiers bought or lose considerable money. The reason for this, he explained, is that these producers hoped to cover themselves at a future date on the orders they accepted, and now that wools and dyes have further increased in value their margins of profit have been wiped out. The clothier who bought a manipulated fabric on the understanding that it contained but a small amount of cotton may find when his goods are delivered that a very much larger percentage of cotton has been used.

* * *

HAT DYES ARE ELUSIVE

From "Men's Wear," New York

The domestic dye situation at present resembles a huge gamble, in the opinion of many in the hat trade, who say that the dyes which have been produced in this country to date are a very elusive quantity, and charge that many domestic makers of dyes are speculating. "Where are the dyes which are said to have already been turned out?" asked one hat man, and, answering his own question, said: "Stored away well out of reach of those who are in dire need of them, are being held for a price, as there is no immediate prospect of any relief from abroad." Others in the trade voiced the same opinion, many venturing to predict that unless stringent measures were taken to overcome the speculative element which has crept into the situation it would soon assume alarming proportions.

HERE TO STUDY OPPORTUNITIES OF BRITISH MANUFACTURERS

To learn by personal observation of the opportunities for still larger British shipments to Canada which has resulted from the war, Mr. E. J. Dodd, director of the MacLean Company of Great Britain, is now in this country.

Mr. Dodd, is thoroughly familiar with the British field and British products and would be glad to talk over the situation with any Canadian manufacturers or manufacturers' agents.

Mr. Dodd's time in this country is, of course, limited and those who would like to have the opportunity of discussing affairs with him would make this easier by arranging an appointment in writing.

A. Parent, men's furnishing dealer, Three Rivers, Quebec, was burned out in a fire which recently destroyed The Page Block. Loss covered.

Thomas Ramsay & Co., College St., near Dovercourt, have sold out to W. Van Duzen, who for some time has been carrying on business in Toronto Junction.

The Bannockburn Clothing Co., Montreal, have inaugurated a new department for the manufacture of suits to order from merchant's own or customers' material. There is said to be quite a demand for this class of service.

Mr. Geo. Maybee, men's wear dealer of Moose Jaw, Sask., and president of the Saskatchewan Retail Merchants' Association, has been in the East on a combined pleasure and business visit. While here he has called upon a number of manufacturers and wholesalers. Mrs. Maybee accompanied her husband.



HATS *and* CAPS



FURTHER recent advances in the price of hats—advances averaging about \$2 per dozen—have resulted in practically closing the Canadian market to certain of the cheaper grades of American hats. These cannot now get the prices they ask in the United States, pay the high Canadian duty, and come in here and compete.

Indeed the advance in the price of these lines, plus the high duty, makes them rank up with the very high class hats, and since their quality will not justify this, the sale is being undermined.

As a result there seems an unusually good opportunity for the Canadian manufacturer, and for such English lines as are on this market—also for the really high class hats.

The whole situation with regard to hats is upset at the present time. Many retailers who place their orders far in advance have not yet received deliveries. Especially is this true of lines which they have been purchasing from the Old Country.

The big selling season is practically at hand and dealers find themselves without the stocks which they require. They are consequently buying what they can now get in Canada—if the English hats do come in the course of the next few weeks—as is possible, a difficult state of affairs will result. Some of the orders which retailers are now placing are subject to non-arrival of their former orders, but for some they are placing definite contracts. As a matter of fact, however, it does not look as if these English lines will get here in any great quantities.

At the present time there is a good deal of conjecture on the question of style. The dye situation is having its effect. The stiff hat in black will be hard to guarantee as to color. Anyway the stiff hat for spring does not give promise of being very popular. The soft hat is going to be the thing until the straw forces it into the background. The soft hat as has been said, however, will be high in price, for fur, trimming, ribbons, dye, practically everything which goes into its manufacture has advanced and is apparently to advance further.

Considering the question of styles for the Fall, the subject of the stiff hat again comes to the fore. There are those who claim that the stiff hat is becoming less and less popular, and from the United States comes word that the falling off of the popularity in this hat is the result of the automobile craze. Neither the driver or the occupant of an automobile, say these experts, can be comfortable if he has a stiff hat on. Either it will be blowing off, or he will have to plant it down on his head so hard that it is uncomfortable, there being little give to the rim. As a result it is said that the soft hats are the headgear of growing favor.

Now undoubtedly there is some truth in this, especially when it is considered that not only for comfort, but for economy, the hard hat has some disadvantages. Bumping it against the top of a car, for instance, does not tend to work any benefit. On the other hand there are still a number of us who do not spend the entire working hours of the day in the car, and to have the automobile definitely

determining hat fashions is, Men's Wear Review believes, going a little bit far. The auto is, however, a factor and is worth keeping in mind.

Despite these opinions of the lovers of the automobile that the stiff hat has seen its day many manufacturers are of the opinion that for the Fall it will have a good run. They contend it is about time it came back—that there have been a number of freak soft hats turned out, and



A late Spring model, of beaver color, with brown trimmings. Shown by E. Guillet & Sons, Montreal.

while at present the demand for these is for conservative models, the tendency in the past to play up freak lines is going to send the business back to the stiff hats.

EFFICIENCY HERE TOO

Toronto manufacturer's opinion of the British Army's Efficiency.

Wm. Milne of the Milne Neckwear Co., Toronto, is now on his way back from Europe whither he went to arrange for adequate supplies of silks. One letter received from Mr. Milne is exceedingly interesting. It states that it took him exactly four days to get through the London Army Headquarters, and to secure from that source the passport which was necessary before he could proceed to France and Switzerland.

Mr. Milne says that the information the War Office has at its finger tips is simply marvelous. "If they know as much about a neutral country like Switzerland as they do, what must they know about some of these countries which are at war?" he queries.

Mr. Milne was only asked a few leading questions. At the war office. It seems that the whole information was available and only these few enquiries were necessary. His name once known, the War Office knew exactly from whom he was procuring silk, and fortunately for him, every firm from which he had secured this, was in good standing with the English War Office. As a result of this passports were finally received, but Mr. Milne was only granted permission to stop in those places where he actually had business.

He states in his letter that isolation of Germany is becoming more and more a fact every day.

WHY SLAUGHTER STRAWS BEFORE AUGUST?

Movement to Delay Price Cutting Sales by One Month in Interests of All—Tried in United States With Splendid Results—Cannot Dealers in Canadian Cities and Towns Get Together?

ALMOST at hand is the season when straw hats will be in demand in Canada.

Of course the season for these has already started in the large United States centres. In New York this opened about the 21st of March, although the hats then bought are to be used in the Southern Resorts to which many are wending their way to recuperate from a busy winter by a busier season of Bridge and Golf, and doubtless to scatter abroad a part of the huge war profits.

In Canada, however, the straw hat season proper does not really commence until May 23rd or perhaps two or three days previous. He is somewhat of a hero who commences wearing a straw much before Victoria Day, and really big business in this line can hardly be looked for until the second week in May at least. Now at best this means a short selling season for straw hats, yet merchants in all parts of Canada have in past years been cutting the season still shorter by early bringing on of price-cutting sales.

It is in regard to these price-cutting sales that some Union of men's wear dealers seems desirable.

In the United States a movement has been started to bring the men's wear dealers and hatters of various places together—to the end that they will determine not to cut the price of straws until the 5th of August or practically one month later than has been the proceeding in the past.

Last year this system of delaying price-cutting sales was quite generally adopted, and the results were exceedingly good—far better than had been expected. This did not result in any heavier stocks being left on anyone's hands, but as far as can be learned it did result in more hats being sold at the proper price, and then ample time

being given to clean up the stock at the end of the season. After all, even in Canada where fall comes on fairly fast, straw hats can be worn nearly to the end of September and it is worth a man's while to buy a new hat at a bargain price on Aug. 5, to give him a perfectly clean hat for the six remaining weeks of the season.

Keeping the price reduction sales off until Aug. 5 would mean only a little more than four months for straw hat selling at regular prices. Certainly that is little enough time, and if merchants could get together there seems no reason why such a season could not be assured.

After all the proof of the pudding is the eating. In United States cities and towns, dealers have got together—they have established a certain day for hat openings, and then have had a closing day, which in reality was the commencement of the price-cutting sales. Almost without exception the days were observed and good business secured on both. Of course in some cases there were dealers who would start their price-cutting earlier, but the damage they did was exceedingly small. It had no real effect on the general movement for these were always small men—small, doubtless, in every sense.

Here is something worth working for. In every locality it will need some merchants to take the lead. This is the season, however, when such an arrangement should be made, and if two or three dealers would get together very quickly they could bring the others into line. There is no doubt this is a move in the right direction. It gives a fair opportunity to the retailer, and the manufacturer, to take money out of straw hats, and yet to clean up stock at the end of the season. Why not get this movement under way?

SOLDIER SONS AND FATHER SUFFER LOSS



LT. G. E. LEISHMAN, GUNNER W. LEISHMAN, LT. CHESTER MCG. LEISHMAN, PTE. R. C. LEISHMAN.

DEATH OF MRS. W. H. LEISHMAN

Many friends of Wm. H. Leishman, President of the W. H. Leishman Company, wholesale clothiers of Toronto, will learn with deepest regret of the bereavement sustained by him in the sudden death of his wife. Mrs. Leishman had been ill only a few days, and the end came unexpectedly last Tuesday morning.

A peculiarly sad circumstance is that many relatives were on their way to Toronto to attend the wedding of Lieutenant Chester Leishman, a son, which was to have taken place on Wednesday. The marriage, of course, has been postponed.

Lieutenant Chester Leishman is one of four sons who are on active military service.

Cardwriting Made Easy

By R.T.D. Edwards

LESSON NO. 15—MUSIC PENS

THE music pen is one of the most important of the newest tools introduced for lettering purposes. This pen was invented and used for the purpose of writing music, and it was some time before its value for forming letters was found out.

The music pen's great forte is in lettering with heavy opaque color on plain white card or mat board. For general lettering, of black on white card, the round writing pen is best, but when a finely lettered card is required, the music pen is superior.

In no case should ink be used with the music pen. Heavy cardwriting color, slightly thinned with water, will be found the most satisfactory. The surfaces of mat cards are not as smooth as the white coated cardboard and therefore require something that will not cut the surface of the card as the round writing pen does.

The music pen fills the bill completely. The color can be applied perfectly in a clear-cut

manner without causing any rough edges.

The using of white color on dark mat board has been, to most beginners, very troublesome, but with the use of the music pen and a fair amount of practice, this can be overcome. The idea is to get the white, or any color for that matter, quite clear with one stroke of the pen, because it cannot be gone over a second time. The color must be at the right thickness and this can be found out only by experience. The color must be kept thoroughly mixed while in use. Do not allow the size to come to the top of the color or the cardboard will show through it.

The Manipulation of the Pen

Study carefully Figure 2. This shows two illustrations of the music pen: the first, as the pen appears when closed or ready to make a fine stroke; the second, the pen as it appears under pressure, making a broad stroke. You will

notice that this pen is triple-pointed. This is the secret of its being able to flow the heavy color. A two-pointed pen will not allow the color to flow from it as freely as the three-pointed one. The principle of the manipulation of this pen is to make the narrow strokes of the letters with the pen closed, while the heavy strokes are regulated by the amount of pressure used to spread the points.

Graduating of the Strokes

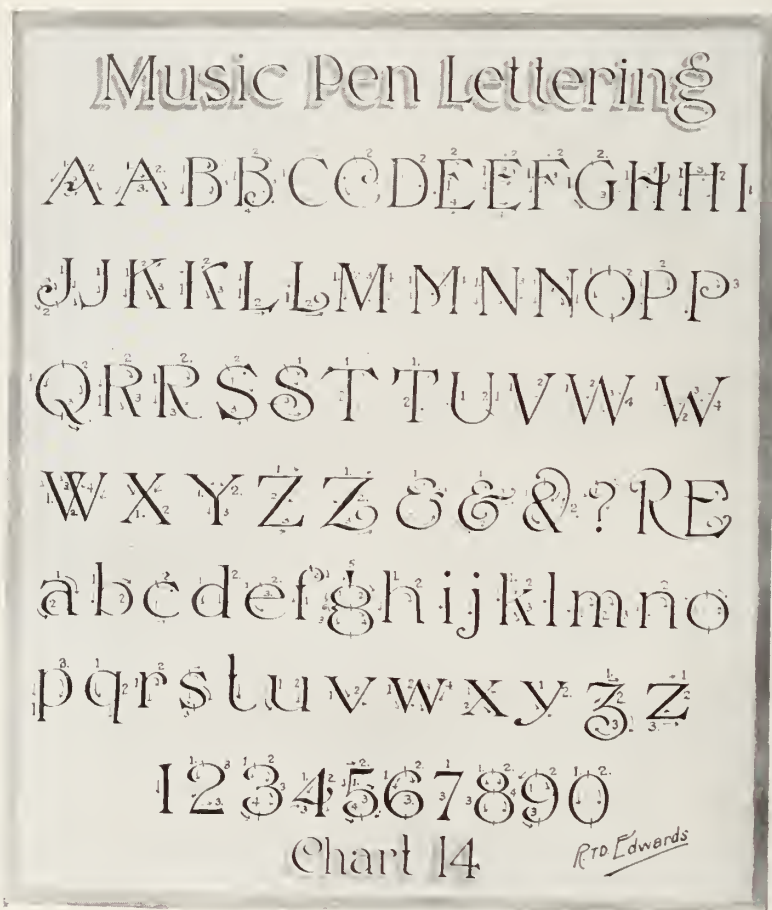
The graduating of the strokes needs much practice. The best way to get used to handling this pen is to use plain white card and any show card color you have, providing it is not ink, and practise all the different strokes which are composed

in the formation of the alphabet. This will give you the best knowledge of the working of this pen.

One of the most important points about the pen's work is that many sizes of letters can be made with it, graduating from very small up to its capacity, about an inch in height. Figure 2 shows different sized letters made with the same pen.

Mat Board

As stated before, the principal use of these pens is for lettering on mat board, therefore it is necessary to know something about this. Mat board was not first made for



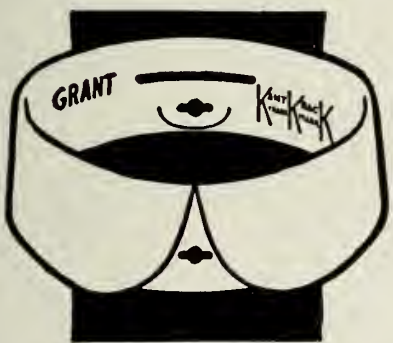


KANTKRACK

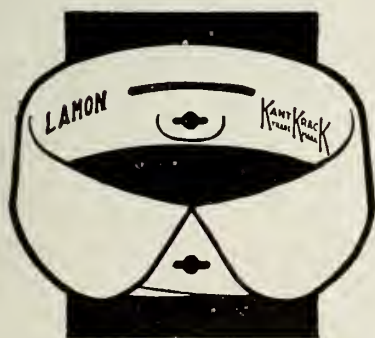
Trade-Mark Registered



The New Forrest Collar



The New Grant Collar



The New Lamon Collar

This month—
new styles in
—Three of them



a trio of smart styles for the Canadian trade, just what you have been wanting, something to brighten up your stock, something to further emphasize the **KANTKRACK** Collar as a competitor of the regular linen variety.

Here they are—

THE FORREST—THE GRANT—THE LAMON

everyone having that regular linen touch, but with the superior features of the well-known **KANTKRACK** Coated Linen Collar, chief among which are the patented slit-over reinforced buttonhole, which allows freedom in buttoning the Collar and adjusting the Tie; prevents the pressing of the button into the neck, and the flexible tab which relieves the strain on the front fold of the Collar.

HERE'S YOUR PLAN, MR. RETAILER:

Order a few of these new collars, not many, just enough to try them out. Order them subject to approvals. If they don't suit your trade, send them back. *That's fair, isn't it?*

Remember, this— **KANTKRACK** Coated Linen Collars are made in "one grade only, and that the best."

They're made in Canada by expert Canadian labor and sold direct to the trade only—one price to all.

REMEMBER THE 3 K-K-K.

THE PARSONS AND PARSONS CANADIAN COMPANY

Makers of the famous **KANTKRACK** Coated Linen Collar

HAMILTON, CANADA





Some of the finishes procurable in mat board.

show cards and is not made now exclusively for this purpose. Its main use is for picture mats, photo mounts, calendars, etc. Show cards are really a secondary consideration with matboard manufacturers. Nevertheless, many plain and fancy matboards can be worked up into fine, attractive show cards. It is not advisable to stock up with fancy boards. The plainer kind are the best for all classes of fancy showcards. The kinds most advisable are cream, buff, light, dark and medium grey and brown tones. Many different finishes can be secured in these colors, such as linen, pebble, ripple, clouded, besides the plain. The plain finish is preferable where fine, accurate lettering is necessary.

Some Matboard Finishes

Figure 1 gives an idea of some of the finishes procurable. Do not stock up heavily on wood grain boards, because there are not many occasions when they can be used to good advantage. Wood grains can be obtained in oak, walnut, mahogany, etc.

Make Your Own Covered Boards

Cardwriters who do not wish to go to the expense of ordering matboard can make a very good substitute by getting cover papers from wholesale paper houses. These can be mounted on plain pulp cardboard, by using a heavy flour paste. To keep the card from curling, paste a cheap paper of the same weight on the back of the card and press it under a heavy weight until dry. A very beautiful assortment of fine colorings can be obtained in this way.

The Chart

In general appearance this lettering is very similar to the round writing pen work shown in lesson 13, but in execution it is vastly different.

“A” is a good example of the use of the music pen. Stroke one is made with the pen closed, while stroke two is made by using more pressure to get the broad line. To make stroke three, use heavy pressure in the centre of the stroke. Both ends of this stroke should be made with very little pressure, to get the fine lines. Stroke three of the second “A” is made with the pen closed.

“B” is a letter of three strokes. Pay special attention to strokes two and three. The heaviest pressure must be used in the centre of each stroke. The second “B” is composed of four strokes. Stroke four is used to give a variety to the work, but should only be used at the beginning of the “reader” of a showcard or in headlines. Never use a fancy letter in the body of the “reader.”

The “C” in both cases is a two-stroke letter. The difference in the manipulation of the music pen from the round writing pen is illustrated in the second “C.” Note that stroke two is finished by shoving upwards on the pen which would have to be completed with two strokes with the square-pointed nib.

The “D” is the same in appearance as that made with the roundwriting pen.

The spur-making on the “E” and “F,” as on many other letters, should be watched carefully. By much practice these can be made with one stroke. To make the right hand top spur, spread the pen the full width at the commencement and as the stroke is made release the pressure gradually until the fine line is reached. The bottom spurs must be made just the reverse. Stroke three of the second “E” is made by starting and ending with a fine line, using pressure on the pen in the centre.

“G” is a three-stroke letter. Care must be taken with the joining of strokes one and three.

Stroke three of “H” is made after the same manner as stroke three of the second “E.” This style of “H” should not be used in the midst of the “reader,” but only for heading purposes. The second “H” is of the plainer variety and can be used on any part of the card. Take care to make the two outside strokes parallel.

Care must be taken to keep the “I” at right angles with the guide lines.

It is best for beginners to make the “J” with three distinct strokes. With practice this can be made with one entire stroke. The second “J” shows the use of the spur on the tail.

Note that stroke two of “K” joins stroke one above the centre. The second “K” shows a variety in stroke two.

A plain and fancy “L” is also shown. Stroke two of the “L” is made with one stroke.



Fig. 2.

The “M” is a letter that always needs careful practice. Be sure to make the lower centre point at equal distances between the ends of strokes one and four. The second “M” shows a variety in stroke two.

Miller Service means superior service and positive satisfaction to your military customers.

PRIVATES' BREECHES

The famous Miller Make that has taken Canada by storm. Limited quantities now available for immediate delivery.

Made from regulation Khaki Serge, in the Smart and Snappy cut which appeals to the soldier.

Sells wherever there are soldiers.

Also handle Puttees and other lines needed by officers and privates.



THE MILLER MFG. COMPANY, LIMITED
YORK STREET, TORONTO

UNIFORM CONTRACTORS TO THE DOMINION AND IMPERIAL GOVERNMENTS

**You need this
in your trims**

There are several odd corners, ledges, etc., in your store where a full bust form could not be conveniently displayed. In just such places as these

**Dale's Half-Bust Form Shirt
Displayer**



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

will prove of incalculable value. It gives a full bust-form effect and occupies but very little space.

It is mounted on a handsome square base, with adjustable tube standard allowing many different heights and angles.

Let us send you full particulars.

**Dale Wax Figure
Co., Limited**

106 Front St. East
Toronto, Ontario

No Advance!



Just think of it.

New goods still at old prices—yet quality the same. Can you beat these figures for first-class guaranteed goods?

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.

Have your stock well assorted for Easter and Summer trade.

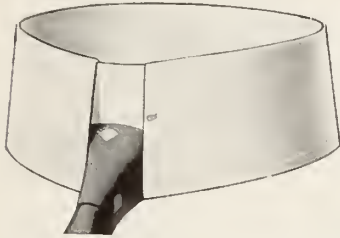
If your jobber can't supply you, write us direct.

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

HINTS TO BUYERS

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

The spring season origination from the Arrow Collar Shops presents a style of exceedingly graceful lines and sensible proportions, in the "Ashby" 2 1/8 inches high in front. The new Arrow model shows a collar of the deep banded variety, with a front space of about one



inch. This space is practically the same at the top and the bottom of the outer fold of the collar. In the new style there is plenty of room for the new large soft four-in-hand knot, or for the centre knot of the bow tie. There is

also ample room for the band to slip in. The new style will not chafe or wear out the shirt, is very easy to put on or to take off, and to tie a cravat in. In addition to this, the new front gives the knot of the cravat plenty of room to work up and down in so that the chafing of the knot by the collar has been done away with.

* * *



A very favorable reception has been accorded the light weight Canterbury collar which is being made by The Williams, Greene & Rome Company. Individuality characterizes the new Canterbury with its eyelets, instead of buttons and button-holes. This departure is be-

ing received by the public as a distinct improvement, inasmuch as it is evident to anyone that a collar will become less soiled and creased in fastening it with a pin, than in putting a button in a button-hole.

* * *

Considerable interest is being shown by the trade



in the new roll top Marne collar, which is being made by the Williams, Greene & Rome Company. This is a welcome departure from the ordinary style of collar, and should be given a large call, especially for summer wear. The Marne is built on the right lines for comfort and appearance, being high enough to show above the coat collar at the back and low enough in front to be quite comfortable. It comes in quarter sizes.

OF A PERSONAL NATURE

Kenneth McKay, of Inverness, N.S., a men's wear retailer has joined the forces.

J. A. Scott & Company, tailors, 101 West King street, suffered \$500 loss as a result of fire which recently broke out in their basement.

Because of anxiety shown by merchants as to their future clothing supplies, U. S. manufacturers are sending their travelers out earlier than usual with Fall samples.

Rooney-Cooper Limited, have just opened new premises at 147 Sparks street, Ottawa, giving up their ladies' tailoring line, this concern is now featuring their service to men.

T. W. Henry, of Toronto, has joined the staff of W. J. McCance, men's furnisher, St. Thomas. Mr. Henry has had seven years' experience in the clothing and furnishing business and will give special attention to the clothing end of the McCance business.

After an illness of four months' duration Thomas Wesley Manes, head of the firm of T. W. Manes & Co., merchant tailors, died yesterday morning at his home, 86 Beech Ave.

The late Mr. Manes was born 44 years ago at Churchville, Ont., and had lived in Toronto for about 20 years. He conducted the present business on Yonge street for ten years.

Mr. D. F. Porter has been appointed travelling salesman for the North American Tailors, Toronto, and will cover the district from Peterborough to Haileybury.

Thomas Patterson, a retired clothing merchant of Oakville, died at "Glen Prosen" on the lake shore. A native of Scotland he came to Canada, and settling in Oakville, secured employment with Hagerman & Jull, whom he afterwards succeeded in business here. He was in his seventy-eighth year, and leaves a family of two sons and four daughters. Mr. Patterson was a member of the Presbyterian Church.

Wages of employees of the Dominion Textile Company will be increased 5 per cent. according to an announcement which was posted in the different mills of the company. The new scale will go into effect immediately, and about seven thousand workers will benefit by it. The workers had not asked for an increase, the initiative being taken by the management of the company.

Operations of the Dominion Textile have for some time past been very active, and on several occasions officials have reported a noticeable increase in buying throughout the Dominion, particularly in the Western Provinces. All of the mills are understood to be running at capacity at present on orders received for domestic use.

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

April

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 coat	Like jacket or in case of cut-away coat, striped grey	Black derby or green or grey soft	White or colored negligee; plain stiff or soft cuffs	White wing or double fold; square or round cut	Four-in-hand or bat-wing	Yellow chamails or tan cape	Cotton, lisle or silk, black or subdued colors	Black or tau	Chesterfield loose or form-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-borders with strap or buckle, knicker-bocker breeches	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 chamails or special sporting cape	Wool stockings plain or fancy tops or puttees	Brown low brogues or russet high	Haglan loose-fitting or cape or Burberry	Plain gold bar pin gold links.
WEDDING, MATINEE, CABS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away black or grey, braided or plain.	To match coat or white	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 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, or buttons, 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 single breasted.	Same as above	Soft or derby	As above or soft pleated bosom	Wing or fold	Same as above in black	Chamois or tau cape	Same as gun metal pumps	Same as above or dull calf	Same as above	Same as above

Must not be reproduced without permission.



Regulation Trunk

Let us help you get your full share of the big military trade.



Sam Browne Belt



Military Legging

We manufacture military equipment of superior quality, and our goods wherever displayed are proving big sellers with Canada's army.

We supply the following lines in officers' equipment:

Smooth Lea Leggings with Springs or Spiral Straps, Pig-skin Leggings with Spring or Spiral Straps, Fox Spiral Puttees, Straight Puttees, Sam Browne Belts, Money Belts, Medium and Light Spur and Chains, Caps, Crops, with Buckhorn and Loaded Handles, Wolseley Kit and Mattresses, Carryalls for officers and nurses, etc.

Lamontagne service enables you to meet the private soldiers' requirements also. Look over the following—Spurs with Straps, Military Whips, Whip Handles, Swagger Sticks, Military Belts, Money Belts, Redio Cloth, Soldiers' Friend Paste, Chamois, Whistles, Whistle Cords, etc.

The soldiers' trade is worth while. Consult us regarding your requirements.

Lamontagne, Limited

MANUFACTURERS OF HIGH-GRADE HARNESS, TRUNKS, BAGS, ETC.

338 Notre Dame Street West

MONTREAL, QUE.

WRITE FOR BUTTON SHINER—FREE

BUSINESS CHANCES

RARE BUSINESS CHANCE!!—TO RENT—GENTS' FURNISHING business at 342 College St., near Spadina Ave. Established 12 years. Excellent dwelling above. No stock or fixtures to buy. Possession end of May. Rent \$60.00 per month. Apply T. R. Sands, 340 College St., Toronto.

TAILORING BUSINESS—LARGEST, BEST ADVERTISED AND best paying moderate-priced tailoring business in Montreal for sale as a going concern; reason ill-health. Only \$5,000 down. Balance can be arranged. "Tailor," Box 1934, Montreal, Que.

WANTED

WANTED—MEN TO COVER TORONTO—SALESMEN WHO ARE calling on the men's wear trade and who could handle another line in the city should communicate with Box 10, Men's Wear Review.

OFFICER'S FIELD KIT

Army Kit Bag containing Bed, Bath and Washstand, Gr and Sheet, Pillow, Bucket, Chair.

£4 12 6 net.



SWORDS FOR ALL ARMS OF THE SERVICE. Infantry, Artillery, fitted with S.B. Scabbard. 45 - Write for Illustrated Price List.

S. GOFF & CO., Manufacturers, 17 and 18 King St., Covent Gdn., London, W.C., England



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
LOADED LEATHER RIDING CROPS

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

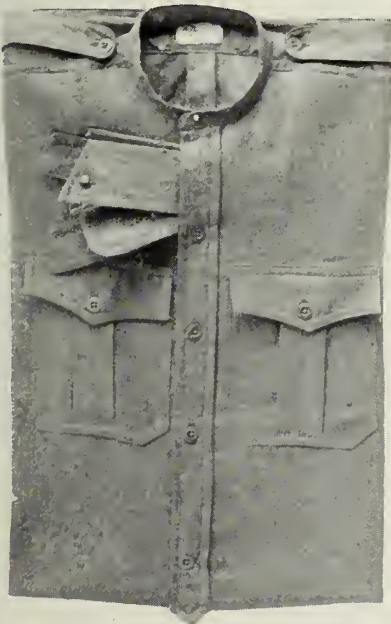
WILLIAM SCULLY

Office

320 UNIVERSITY STREET, MONTREAL, QUEBEC

Factory

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 bel-lows pockets with tunic flaps. Send trial order.

The Deacon Shirt Co.

Belleville, Ontario

Your Military Requirements

can be well supplied from our ample stock. Our close prices allow you a good profit. The following are among the military supplies we carry:

British Warmes,	Slickers
Military Raincoats,	Leggings
Camelhair Blankets,	Snuglets
Sam Browne Belts,	Spencers
Leather and Rubber Boots	Badges
Swagger Sticks	Khaki Handkerchiefs
Khaki Neckwear	Khaki Suspenders
Unshrinkable Shirts	Soldiers' Friend and
Puttees, Fox's	"Royal" Polish
	Military Books.

Every line we handle is thoroughly reliable. We hold the agency for:

Young and Rochester Shirts,
Aquatite Military Coats,
Tress' Official Service and Trench Caps.

Write for prices and full particulars.

Wreyford & Company

Wholesale Military Outfitters and Mfrs.' Agents
85 King Street West Toronto, Canada

We are
Military Specialists



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

Handling our lines will enable you not only to secure and hold the officers' trade, but will put you in a position to meet Tommy's every requirement.

Following are a few of our lines:

OFFICERS' TRENCH AND FOR-
 AGE CAPS, \$25.00 per doz. up.

with or without band. Cadet caps, \$6.50 per doz. up.

WOLFE'S SPIRAL PUTTEES. Guaranteed non-frayable. \$24.00 per doz.

EMBROIDERED BADGES. In all Army and Navy regulation designs. Accessories of every description.

Before replenishing your stock of military goods, ask us for samples and prices.

A. HARRY WOLFE

UNITY BUILDING
 MONTREAL, CAN.



"EVERYMAN'S" TROUSERS



For the
**Millionaire or the
 Million**

No matter under what conditions they are placed, their splendid wearing qualities will give unqualified satisfaction to the wearer.

"Everyman's" pants are made up in all grades of worsteds, striped or fancy; black and blue serge; tweeds; outing pants, in khaki and white duck, with cuffs or plain bottoms and with belt loops.

In all styles and at prices for all classes of men.

Send for samples in any of our lines.

Made only by



DAVIS BROS., Hamilton, Can.

Do not
neglect the
Haversack
and Khaki
Shirt end
of your
business.

*It's a
 winner.*



Spring is here—route marches commence. Every officer as well as private will require a Haversack. We quote as follows:

Officers' large size 14x11-inch, heavy 8-oz. duck, 5 pockets, \$13.50 doz.

Officers' Khaki Shirts (Vigella Flannel), with 2 collars, \$33.00 doz.

Send for samples of other Khaki Shirts and Haversacks.

The Jones Mfg. Co.

533 College St.

TORONTO

Index to Advertisers

A	
Ansley Dineen Hat & Fur Co.....	58
Atlantic Underwear Co., Ltd.	3
Arlington Co. of Canada, Ltd.	10
Arrow Garter Mfg. Co.	51
B	
Bachelor Clothing Co., Ltd.	9
Bannoekburn Clothing Co.	16
Walter Blue & Co.	8
Brock, W. R., & Co.	64
Brumby-Collins	16
C	
Can. Consol. Rubber Co....Inside back cover	
Cnett, Peabody & Co.Inside front cover	
Coppley, Noyes & Randall Co., Ltd. .4 and 5	
Crescent Neckwear Co.	2
Croftana	14
Coristine & Co.	60
D	
Dale Wax Figure Co.	51
Davis Bros.	56
Deacon Shirt Co.	55
G	
Goff, S., & Co.	54
H	
Hachborn, E. G.	1
Haugh Mfg. Co., Ltd., J. A.	61
Helleur, Garipey & Broderick, Ltd.....	6
I	
Inglis, R. J., Ltd.	57
J	
Jackson Mfg. Co., Ltd.	14
Jones Bros. & Co., Ltd.	62
Jones Mfg. Co.	56
K	
King Suspender Co.	7
Kingston Hosiery Co.	61
L	
Lamontagne, Ltd.	54
M	
Miller Mfg. Co.	51
Monarch Knitting Co.II and	16
N	
Niagara Neckwear Co.	22
P	
Palm Beach, The Mills	63
Parsons & Parsons Can. Co.	49
Peck, John W., & Co., Ltd.	15
Pearson Bros.	61
Penmans, Ltd.	17
Peters, H. S., Ltd.	2
R	
Racine, Alphonse, Ltd.	6
S	
Sanford Mfg. Co.	13
Saxe Clothing Co.	19
Scully, Wm., Ltd.	55
Shelf & Sons	14
Swan, Russell Co.	16
T	
Tooke Bros., Ltd.Outside back cover	
W	
Walker Shirt & Pant Co., Ltd.	12
Williams, Greene & Rome Co., Ltd.....	20
Wolfe, A. Harry	56
Wolthausen Hat Corporation	59
Wreyford & Co.	55
Z	
Zimmerman & Co.	18

R. J. INGLIS LIMITED

*Importers and Manufacturers of Military
Equipment*



MILITARY EQUIPMENT & ACCOUTREMENTS

WHOLESALE AND RETAIL DEALERS IN

CLOTHS, TRIMMINGS and
ACCOUTREMENTS for MILI-
TARY, 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

Ansley Dineen Hat and Fur Co.

Limited

52 WELLINGTON ST. W.

Toronto, Ont.



Officer's Military Service Cap, made in regulation khaki, English serge or Burberry — \$2.40 net.



English Pattern. Officer's Service Cap. (soft crown and extra large visor). Made in khaki serge, Burberry or whipecord, \$2.50 net.

Over 250,000 men are wearing the King's uniform. If you can't sell them civilian headgear — why not military headgear?

Are you getting your share of the military business? If not, start now. We can ship from stock caps manufactured in our own premises, by our own workpeople.



Men's Military Service Cap. Made in khaki serge only, \$1.40.



Officer's Soft Crown Military Service Cap, made in khaki serge, Burberry or whipecord, \$2.50 net.

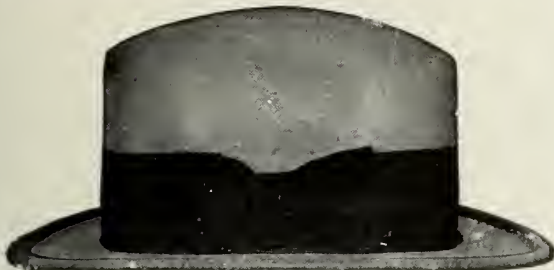
Contractors on Military Caps to the Dominion Government.



Style No. 668.



Style No. 671.



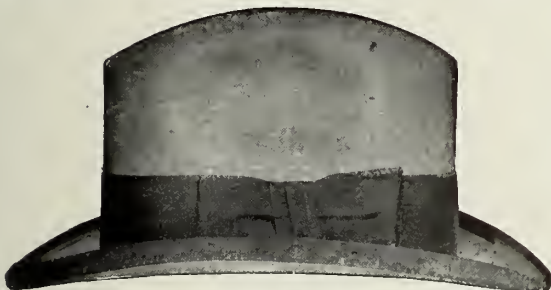
Style No. 2587.



Style No. 2561.



Style No. 2590.



Style No. 2584.

Is This True?

YOUR success depends upon the prosperity of your local community, and in the same way the prosperity of the local community depends upon the prosperity of the country as a whole.

¶ This being true, did you ever stop to figure out that every dollar unnecessarily spent with foreign manufacturers is a dollar lost to Canada and its merchants?

¶ A patriotic policy to follow is to give the preference to Canadian-made goods.

¶ **WOLTHAUSEN HATS** are entirely Canadian made, and we know and guarantee them to be at least as good as any imported make, indeed, in style, design and workmanship, they surpass the majority of them.

¶ The hats shown here should be in every dealer's show case. Order them now, by number, giving sizes and colors desired.

The **Wolthausen** Hat Corporation,
Limited

MONTREAL
149 Notre Dame Street West

Brockville, Canada

TORONTO
28 Wellington Street West



704

YOUNG MEN'S FLAT BRIM

\$16.50 per dozen

Green, Navy, Grey, Brown or Black

Two Best Sellers *for* SPRING

*We have
them in
stock—*

These two styles, illustrated, are the popular fancy for Spring. Be prepared to supply your customers with these styles.

Preparedness is the wise policy.

Order your supply at once.



831

YOUNG MEN'S FEDORA

\$18 and \$19.50 per dozen

Navy, Green, Dark Grey, Brown or Black

James Coristine & Co.
Montreal LIMITED

LISTEN

Have you any spare time to exchange for Cash? Have you one or two hours in the evening that you could devote to increasing your income, if the plan proves that you can make an extra \$5 or \$10 a week? We need a man in your district to *represent us* and for his spare time we'll pay him liberally. Are you the man to secure control of your locality?

If *you are*—and *possess* a good amount of *enthusiasm* and *energy*, you are the man we are looking for. It will pay you to write us to-day and find out all about the plan and how it will fit into your *needs*. No obligation *you know*,—just say, "I would like to turn my spare time into dollars."

THE MACLEAN PUBLISHING CO., LIMITED

143-153 UNIVERSITY AVENUE

Dept. M.W.

TORONTO, CANADA

Latest Jewelry Novelties
for
Easter and Summer Trade

SCARF PINS
SOFT CUFF LINKS
COLLAR BUTTONS
TIE CLIPS, Etc.

A variety of beautiful lines—just
the thing to tone up your
Jewelry Department.

*Before doing your buying see
our representative, or write
us for samples and prices.*

PEARSON BROS.
WHOLESALE JEWELERS
31 Notre Dame Street West
Montreal, P.Q.



Have you in stock
**The Big Arm and Hammer
Brand Chambray**

The shirt which in sleeve and body
length and general roominess offers un-
surpassed value.

Compare it with any Chambray shirt
you ever bought.

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

Five First-Class Reasons

why you should stock "Imperial"
Underwear. You can see them at
a glance in the sketch below.

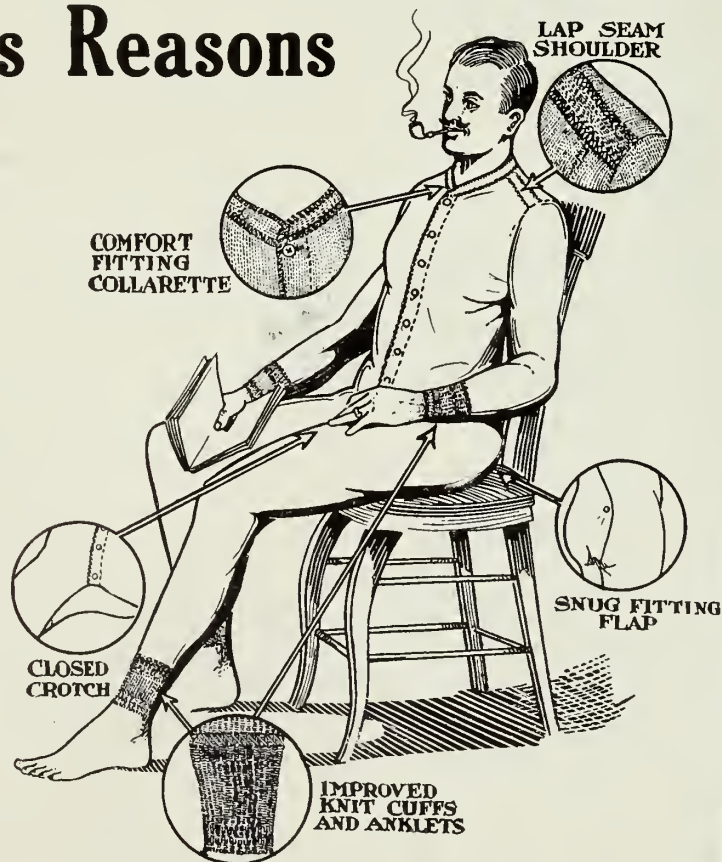
They are:—

- Lap Seam Shoulder**
- Comfort-Fitting Collarett**
- 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.



J

Gent's Furnishing Show Cases

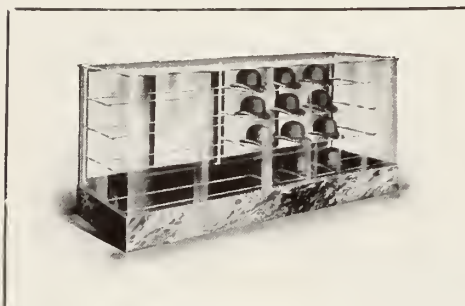
Special goods need special cases.



The Jones Shirt Case

Specially equipped for properly displaying and storing Shirts.

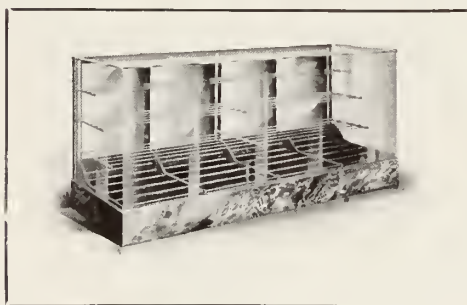
Increase your display and increase profits.



The Jones Hat Case

Displaying a complete line of Hats to the best possible advantage.

Proper display means self-sold goods.



The Jones Neckwear Case

A combination case for Men's or Ladies' Neckwear, Laces or Ribbons.

SEND FOR CATALOGUE.

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.



REGISTERED U. S. PATENT OFFICE

THE GENUINE CLOTH
MFD BY GOODALL WORSTED CO.,

PALM BEACH—AN INSTITUTION

THERE are those who can see in Palm Beach only the popular cloth of a day—who expect it to follow the time-honored routine of most Summer innovations that are accorded a frenzied reception at their birth and in a season are forgotten.

But they have not stopped to think what this cloth has done—and what it stands for. How, without the support of any outside agent, it has revolutionized the Summer season's trading—how it has practically abolished the foolish use of weighty-lined fabrics and heat-producing wearing apparel in July and August.

Palm Beach has actually taught the public common sense in regard to sane, healthful wear in the hot months. Could a fabric of a day accomplish this?

Not by accident has Palm Beach won its place.

*Examine its merits and you'll find
the reason for this unique leadership*

Its superb washing qualities—its airy coolness—its remarkable durability—its inexpensiveness—the ease and shapeliness with which it tailors. Has ever a cloth so fully achieved perfection?

The patented blend of weave and twist that protect its natural colors is the result of years of study.

The peculiar interlock of the Angora hair and cotton, produce a remarkably strong, durable, dirt-repelling texture that cannot be copied. The *twenty-three* distinct processes of finish add to that texture a finish at once beautiful, inimitable and lasting.

The Palm Beach Mills
Goodall Worsted Company
Selling Agents, R. K. Mulford Dept.
229 Fourth Avenue, New York City

Palm Beach

REGISTERED U. S. PATENT OFFICE



EASTER!

Time is short, goods are scarce, prices constantly advancing, safeguard your interests by ordering now.

Make sure that your Men's Furnishing department is ready for Easter trade.

Neckwear

Shirts

Hose

Spring Underwear

Belts, etc.

are all in special demand at this time. Write us your requirements for immediate attention.

THE W. R. BROCK COMPANY, (LIMITED)

WHOLESALE DRY GOODS

TORONTO

MONTREAL

CALGARY



28 "Service" Branches Throughout
Canada.

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



"DOMINION" RAINCOATS

"DOMINION" Raincoats are the only raincoats which are entirely *Made in Canada*. For style, quality and workmanship, they are equal to the best foreign makes.

"DOMINION" Raincoats represent the best value, at the price, within your reach. They are made to suit the tastes, as well as the purses, of all classes.

Write for Catalogue and make sure to see all the samples when our salesman calls.



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

28 "Service" Branches Throughout
Canada.





Pretty Soft!

YOU have always paid at least \$1.50 for soft collars that could compare with this new line.

A lucky strike in the purchase of these fabrics, coupled with manufacturing economics possible with increased production, let us quote

\$1.25 the dozen **3 for 50c.**
to sell at

Pretty soft—isn't it?

And aren't they pretty soft collars too?

Jooke **BROS., LIMITED**

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI

PUBLICATION OFFICE: TORONTO, MAY, 1916

No. 5



The New
ARROW ASHBY

Going Strong

Walker's Patriotic Overalls



Walker's Patriotic Overalls

No German Dyes in this Overall

By wearing this Overall you not only indicate your patriotism but you are getting an overall of heavier material than the colored overall and at the old standard price, \$1.25.

We will admit this garment shows the dirt quicker than the colored garment, but good old Canadian dirt is preferable German dyes.

WALKER PANT & SHIRT CO.
WALKERVILLE

WALKER'S PATRIOTIC OVERALLS
NO GERMAN DYES IN THIS OVERALL
Size



WE WILL ADMIT THIS GARMENT SHOWS THE DIRT QUICKER THAN THE COLORED GARMENT, BUT GOOD OLD CANADIAN DIRT IS PREFERABLE TO GERMAN DYES.
MADE IN CANADA BY WALKER PANT & SHIRT CO. WALKERVILLE AND CHATHAM

Striking—are they not—these colored tickets and dodgers? They will help you attract trade—and the quality of the overalls will keep it. Get these Patriotic Garments in your window—and use the dodgers we supply.

The idea has taken, the public has caught on to the "no German dye" idea. It is the idea that takes, but the extra quality of the overall at less cost closes the sale. The Patriotic Overall is proving a Big Seller; by making the garment entirely white, we eliminate the high cost of dyes. Quick action is necessary if you want to get the full advantage of this. Already the demand is enormous and some delay in deliveries may result with backward orders.

The Appeal That Sells

The illustration is a fac-simile (except for lack of blue ink) of the dodger and ticket, which make a distinct appeal to those who examine the Patriotic Overalls with their striking points. The dodgers, which go with each shipment, enable you to build for bigger overall business.

MAIL YOUR ORDERS DIRECT TO OUR CHATHAM FACTORY FOR PROMPTNESS.

The PATRIOTIC OVERALL is made up on the same pattern as our Trainmen's (complete in every detail) and the price, our old standard, \$12.00 per dozen. 2 per cent. off 60 days.

WALKER PANT & SHIRT CO.
WALKERVILLE AND CHATHAM

Smart Clothing for Boys

Exceptional Values



The new "Slip-on" coat for Spring and Fall. It will be popular.

Made in three-quarter length of English fancy chevots, single-breasted, with velvet collar and slash pockets.

Proper Clothes immediately catch the quick eye of the boy for their smart appearance; the quality and values do the rest. Parents are pleased to meet their boys' desires when price and quality are right.

Proper Clothes

offer you a range of wide scope for meeting the individual desire of boys and parents. The workmanship is by experienced tailors who specialize in this line, giving their whole attention to the making of boys' clothing.

*Prosperous times have given an impetus to the demand for boys' clothes. Pull the business of your locality by handling **Proper Clothes**.*



One of our new, fancy Norfolks, made of English tweed.

"Knicker" made with Governor fastener or with strap and two buttons.

Coppley, Hoyer & Randall, Limited

HAMILTON, CANADA

"If any advertisement interests you, tear it out now and place with letters to be answered."



What about Khaki
Drill Boys' Uniforms
for the summer?
Are you supplied?
We stock both wool
and duck.

HELLEUR, GARIEPY & BRODERICK, LIMITED

Manufacturers of Men's, Boys' and Juvenile Clothes

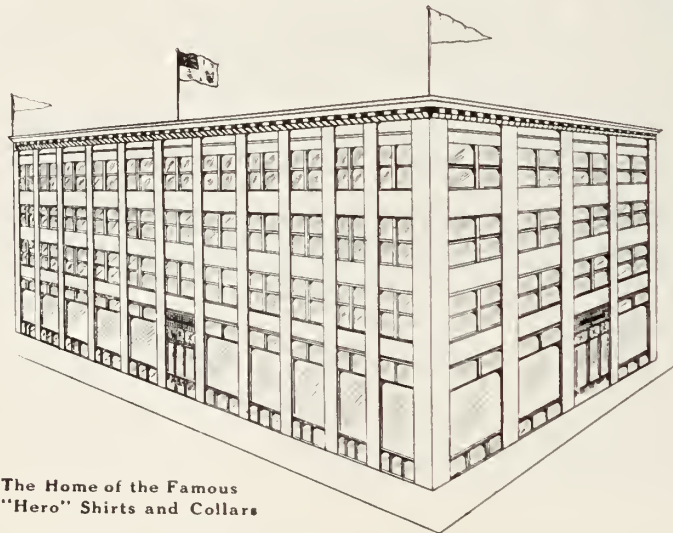
16 Craig Street West

MONTREAL, Quebec

MEN'S FINE SHIRTS

Dress—Outing—Negligee

"Hero"
Shirts
are
Better



"Hero"
Shirts
are
Better

The Home of the Famous
"Hero" Shirts and Collars

WRITE FOR SAMPLES AND PRICES

ALPHONSE RACINE, LIMITED,

DRY GOODS JOBBERS AND MANUFACTURERS

60-80 St. Paul St. West
MONTREAL

"If any advertisement interests you, tear it out now and place with letters to be answered."



MILITARY INSIGNIA

We manufacture the most complete line of Military Insignia and Badges in the country.

We can supply you with the regular badges as used by different corps of every Battalion. We also manufacture special badges for new

Battalions forming on the shortest possible notice.

Our staff of designers can supply you with designs which generally secure the business. These are free to the legitimate trade.

Your enquiries are solicited.

CARON BROS., Caron Building, Montreal

"If any advertisement interests you, tear it out now and place with letters to be answered."

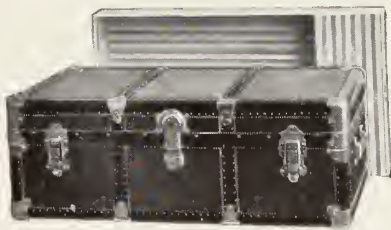


Eveleigh Baggage

Stands the Test

Sell Eveleigh baggage and you will not have complaints.

Every part of an Eveleigh production — the materials — the making—are all of the best 46 years' experience can combine.



Eveleigh Baggage looks the best, wears the longest and gives thorough satisfaction.

Get in touch with us—a card will do it.

J. Eveleigh & Co LIMITED.

MONTREAL

"The Big Baggage Makers"

Branches:

Winnipeg Saskatoon Calgary Vancouver

Stifel's Indigo Cloth

Standard for over 75 years.

OVERALLS
JUMPERS &
UNIFORMS



has a history parallel with
American Railroads.

It began its existence at the same time and has kept pace with railroad advancement from past to present.

STIFEL'S INDIGO is the garment cloth invincible.

Look for this
Trade Mark



REGISTERED
on the back of the cloth
on the inside of the garment. It's a guarantee to you and your customers of the genuine STIFEL'S INDIGO.

CLOTH MANUFACTURED BY

J. L. Stifel & Sons
INDIGO DYERS AND PRINTERS
WHEELING, W. VA.

NEW YORK . . . 260-262 Church Street
PHILADELPHIA . . . 324 Market Street
BOSTON . . . 31 Bedford Street
CHICAGO . . . 223 W. Jackson Boulevard
SAN FRANCISCO, Postal Telegraph Building
ST. JOSEPH, MO. . . Saxton Bank Building
BALTIMORE . . . Coca Cola Building
ST. LOUIS . . . 928 Victoria Building
ST. PAUL . . . 238 Endicott Building
TORONTO . . . 14 Manchester Building
WINNIPEG . . . 400 Hammond Building
MONTREAL . . . Room 500, 489 St. Paul St.

"If any advertisement interests you, tear it out now and place with letters to be answered."

ANSLEY-DINEEN CO., Limited, TORONTO, ONT.



Officers' Military Regulation Service Cap, made in regulation khaki, English serge or Burberry—\$2.40 net.

G 1—OFFICERS' KILAKI REGULATION SERVICE CAP



Officers' Soft Crown Military Service Cap, made in khaki serge, Burberry or whipcord, \$2.50 net.

G 3—OFFICERS' KILAKI SOFT CROWN SERVICE CAP



English Pattern, Officers' Service Cap (soft crown and extra large visor). Made in khaki serge, Burberry or whipcord, \$2.50 net.

G 4—OFFICERS' KILAKI SOFT CROWN CAP (WITH ENGLISH PEAK)



Men's Military Service Cap. Made in khaki serge only, \$1.40.

G 1516—PRIVATES' KILAKI-SERGE REGULATION SERVICE CAP

ANSLEY-DINEEN CO., Limited, TORONTO, ONT.

Sole agents for Christy's, Scott, Hillgate, Peel, Greville, Regal and many other world-famous hats.

Contractors on Military Caps to the Dominion Government.

"If any advertisement interests you, tear it out now and place with letters to be answered."



"Imperial" Underwear

*With the Special Closed Crotch
and Other Strong Features*

"Imperial" Underwear, in combinations and two-piece suits, has the following unusual features for comfort, fit and extra wear:

*Lap Seam Shoulders
Comfort-fitting Collarett
Snug-Fitting Flap
Closed Crotch
Improved Knit Cuffs and Anklets*

These points will be appreciated by your customers and the extra good quality and serviceableness of the "Imperial" combinations or two-piece suits will make sales in your other lines. Your store will be remembered as the one that "sold me that dandy underwear."

Write for samples.

Kingston Hosiery Co.
KINGSTON, ONT.



Big Sellers

Boys' Military
Suits

Boys' Odd Khaki
Bloomers

C 168—Khaki Cotton Drill: Coat, Breeches, Cap, Puttees, Ages 4 to 9, \$3.60; Ages 10 to 15, \$4.10.

5600—Khaki Wool Serge: Coat, Breeches, Cap, Puttees, Ages 4 to 9, \$5.40; Ages 10 to 15, \$5.90.

Khaki Cotton Drill Bloomers: Ages 4 to 9, \$6.50 to \$9.00; Ages 10 to 15, \$7.50 to \$10.00.

Order Quickly Big Sellers Good Values

The Jackson Manufacturing Co., Limited
Clinton, Ontario

"Craftana"

Registered No. 262,1*

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

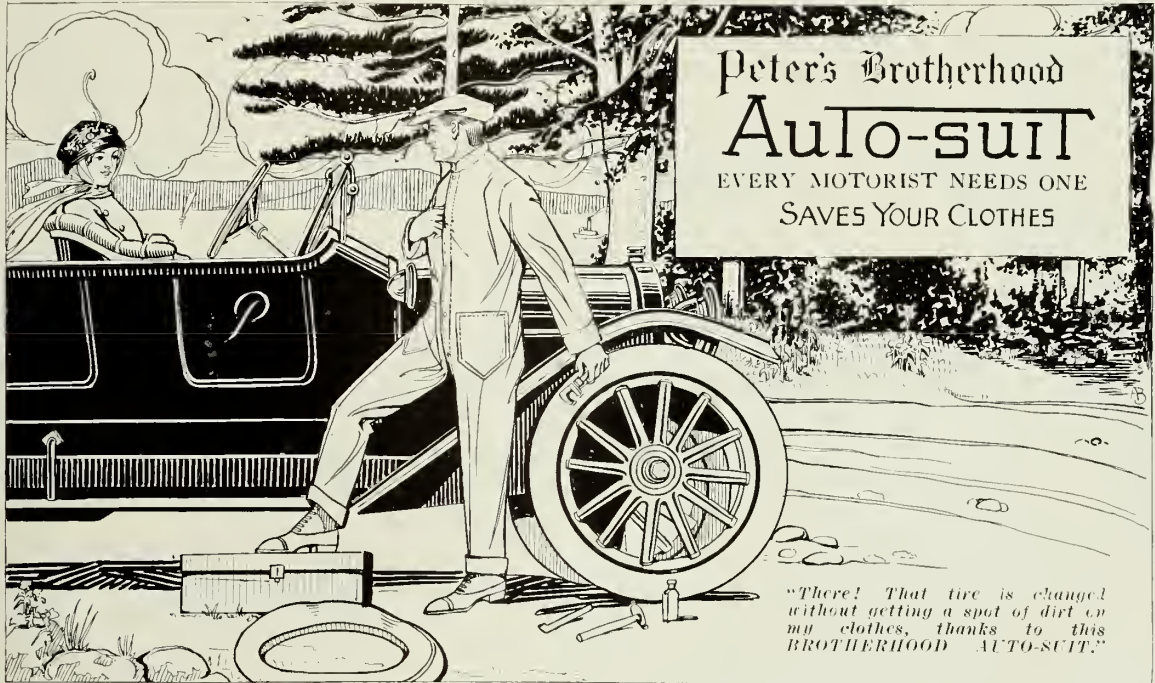
**A HALF HOSE
FOR HARD WEAR.**

**Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable**



THE HOME OF PERFECTION IN FOOTWEAR.
To be had from any of the Leading Wholesale
Dry Goods Houses.

"If any advertisement interests you, tear it out now and place with letters to be answered."



PETERS' BROTHERHOOD AUTO-SUIT is the first garment of this kind to be made in Canada, and it fills a real need. There isn't an automobile owner or driver who has not spoiled one or more suits of clothes while repairing his car or changing a tire. Usually, too, the trouble occurs just when he has on his best suit.

Peter's Brotherhood Auto-suit

is made to slip over his clothes, covering him from neck to heels. It buttons up the front and is easy to slip on and take off. He can do any kind of work and not spoil his clothes when he slides into an AUTO-SUIT.

One thing that a motorist dreads more than anything else is to be compelled to repair his car or change a tire while out driving. It usually means that he gets covered with dirt before the job is done. We have been asked repeatedly for some kind of a suit that a motorist can carry in the car or have at his

garage and one that he can slip into easily and quickly when he needs to. Our answer is Peter's Brotherhood AUTO-SUIT.

Every motorist in the country will want one as soon as he finds that such a useful garment has been placed on the market.

We are going to place an agency with one reliable merchant in each town and city in Canada. This agency will be a drawing card for the best trade of your community. Do you want it? Write us at once and we will send samples prepaid by return mail.

H. S. Peters, Limited
Welland, ∴ Ontario

"If any advertisement interests you, tear it out now and place with letters to be answered."

Close Prices on Military Supplies

We have an adequate stock and our close prices allow you a good profit. We can supply promptly any of the following military supplies.

British Warm,
Military Raincoats,
Camelhair Blankets,
Sam Browne Belts,
Leather and Rubber Boots
Swagger Sticks
Khaki Neckwear
Unshrinkable Shirts
Puttees, Fox's

Slickers
Leggings
Sunglets
Spencers
Badges
Khaki Handkerchiefs
Soldiers' Friend and
"Royal" Polish
Military Books.

We are also agents for:

Young & Rochester Shirts,
Aquatite Military Coats,
Tress' Official Service & Trench Caps.

Write for Prices and Particulars

Wreyford & Company

Wholesale Military Outfitters and Mfrs.' Agents
85 King Street West Toronto, Canada

Do not neglect the Haversack and Khaki Shirt end of your business.

It's a winner.



Spring is here—route marches commence. Every officer as well as private will require a Haversack. We quote as follows:

Officers' large size 14x11-inch, heavy 8-oz. duck, 5 pockets, \$13.50 doz.

Officers' Khaki Shirts (*Viyella Flannel*), with 2 collars, \$33.00 doz.

Send for samples of other Khaki Shirts and Haversacks.

The Jones Mfg. Co.

533 College St. TORONTO

WITH THE COLLAR RUBBING AGAINST THE NECK IT CHAFES THE SKIN, CAUSES PIMPLES AND YOU FEEL UNCOMFORTABLE.



THE FRICTION CAUSED BY COLLAR ENDS RUBBING AGAINST SHIRT TEARS YOUR SHIRTS.

LIKE THIS



LIKE THIS



TRADE MARK REG. IN U.S. PATENT OFFICE.
STOPS CHAFING OF THE NECK
AVOIDS PIMPLES AND BOILS
IS SANITARY

TRY
VELVET-EDGE
ON YOUR
COLLARS & CUFFS
ONE PIECE
FOR
10 cents
LASTS MONTHS

GET THE HABIT



JUST TRY IT ONCE



BUY SOME "VELVET-EDGE" ON YOUR COLLAR

VELVET-EDGE SAVES

THE NECK
THE SHIRT
THE COLLAR
THE CUFFS
THE TEMPER

BUY SOME "VELVET-EDGE" ON YOUR COLLAR

LIKE THIS



LIKE THIS



A HUGE SUCCESS

Sells Quickly—Brings Good Profit—Appeals to Every Man.

"Velvet Edge" has made a great success in the United States. This invention prevents the ragged edges of Collars and Shirts. Also it absorbs perspiration.

RETAILS AT 10c.

Liberal Profit—get your share. Send for a sample dozen on an attractive card and full particulars.

H. V. BYE 128 BLEURY ST. MONTREAL

Sole Selling Agents for Canada



REGISTERED U. S. PATENT OFFICE
THE GENUINE CLOTH
 MFD BY GOODALL WORSTED CO..

PALM BEACH—AN INSTITUTION

THERE are those who can see in Palm Beach only the popular cloth of a day—who expect it to follow the time-honored routine of most Summer innovations that are accorded a frenzied reception at their birth and in a season are forgotten.

But they have not stopped to think what this cloth has done—and what it stands for. How, without the support of any outside agent, it has revolutionized the Summer season's trading—how it has practically abolished the foolish use of weighty-lined fabrics and heat-producing wearing apparel in July and August.

Palm Beach has actually taught the public common sense in regard to sane, healthful wear in the hot months. Could a fabric of a day accomplish this?

Not by accident has Palm Beach won its place.

*Examine its merits and you'll find
 the reason for this unique leadership*

Its superb washing qualities—its airy coolness—its remarkable durability—its inexpensiveness—the ease and shapeliness with which it tailors. Has ever a cloth so fully achieved perfection?

The patented blend of weave and twist that protect its natural colors is the result of years of study.

The peculiar interlock of the Angora hair and cotton, produce a remarkably strong, durable, dirt-repelling texture that cannot be copied. The *twenty-three* distinct processes of finish add to that texture a finish at once beautiful, inimitable and lasting.

The Palm Beach Mills
 Goodall Worsted Company
 Selling Agents, R. K. Mulford Dept.
 229 Fourth Avenue, New York City



REGISTERED U. S. PATENT OFFICE



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
LOADED LEATHER RIDING CROPS



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

THE WINNERS



CASH'S POPLIN

TUBULAR
NECKWEAR

BAT-WINGS AND FOUR-IN-HANDS

Samples and Prices sent on request

J. & J. CASH, Limited
301 St. James St. ∴ MONTREAL

JUST TROUSERS



For the
Millionaire or the
Million

Built on Honor—Sold on Merit

THE LINE OF LEAST RESISTANCE

If you don't look carefully over our line of "Everyman's" Trousers you don't look carefully after your own interests. For instead of being a motley array of laggards, here are the most favored garments in the realm of clothing.

We realize that the more we put into our product, the more we take out in sales.

Thus we appreciate and welcome competition. We want you to carefully consider every line of trousers that salesmen or advertisements recommend—to study them all, weigh their qualities and their values, and be governed accordingly.

For such comparison must inevitably result in our favor:—"Everyman's" Trousers break down all competition on account of their real values and sterling qualities.

Then, too, the broad guarantee of sound quality which we put behind each garment indicates the policy that has characterized our progress since the first day we began business.

We shall be glad to send samples and prices on request—and the prices will be as right as the garments.

Remember that our product creates and develops business for you.

DAVIS BROS., Hamilton, Ont.

Made in our sunlit, sanitary factory by highly skilled tailors—each a specialist.

"If any advertisement interests you, tear it out now and place with letters to be answered."

A User of Waterproof Collars

and why he prefers

Challenge Brand



Only on Rare Occasions

It is only on rare occasions that a linen collar is of any service to the farmer. The distance he lives from town; the nature of his work and the long dusty drives that he must take when occasion calls for a collar make a linen collar practically out of the question. Yet the farmer of to-day is as neat and careful of his dress and appearance when going to a social, a convention or to town on business as is the average business man.

For this reason he favors the Challenge Brand Collars as the most satisfactory collar for him, because of its linen appearance without the disadvantage of wilting, chafing or quickly soiling—peculiar to the linen collar.

CHALLENGE BRAND "Arlington" Collars are popular with farmers, because in addition to their linen appearance they are always convenient; are easily and quickly cleaned with soap, water and sponge and they outwear any other collar, being made of stout material heavier than the ordinary waterproof collar.

CHALLENGE BRAND Collars are made in different grades to suit the requirements of your various customers. This gives you selling scope and your customers are pleased to find that you have just what they wanted, instead of having to go elsewhere or take something contrary to their desire. In the "Challenge" Brand you have six grades of various styles, ranging in price from 75c to \$2.00 a dozen. A style and price for each customer.

Stock "Challenge" Brand and you won't have to turn sales away.

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., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

If any advertisement interests you, tear it out now and place with letters to be answered.



**M.I.C.
BRAND
NONE BETTER**
(REG. TRADE MARK)

STANDS FOR

The highest quality in Canadian manufactured military equipment.

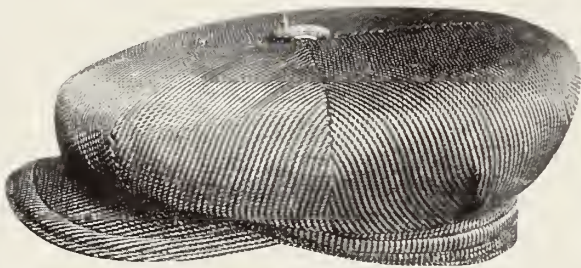
Embroidered and Metal Badges, Caps—Trench and Forage—for all ranks.

Non-Frayable Improved Spiral Puttees, Breeches and Sundries of all kinds sold under same, are proclaimed by militia authorities to be the best in Canada.

A. HARRY WOLFE, UNITY BUILDING
MONTREAL, CAN.

ARMY AND NAVY CONTRACTOR

PRICE LIST ON REQUEST



Styles of the moment

—styles that are going to be the talk of the cap world during the coming season—that's the kind you will find in our present showing.

There is a complete assortment of colors, shapes and trimmings, every one of which is a dependable seller.

We guarantee prompt deliveries during the entire season. Compare the Boston Cap with other lines selling at much higher prices.

Samples submitted

BOSTON CAP CO.

219 St. Lawrence Blvd.

MONTREAL

PRICE TICKETS For Your Window

In any quantity and many designs.

Hand lettered, with your own prices.

Write for samples and prices.

BRUMBY-COLLINS

4 Gerrard Street West, Toronto, Ontario

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.

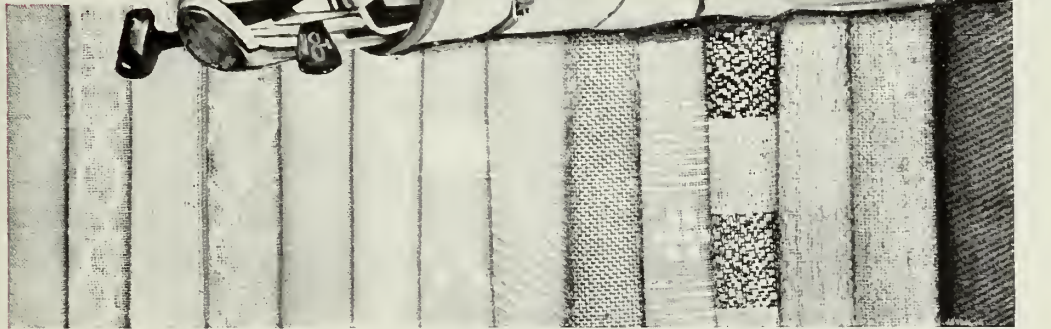
"If any advertisement interests you, tear it out now and place with letters to be answered."

TRADE
W.G.R.
MARK

The Golfer



The Country Club



The Golfer is our new 1916 model for outing wear, made with classy, long point collar and pleated pocket. It comes in a variety of materials and patterns as the illustration above shows. Prices range from \$10.50 to \$18.00 per dozen. Delivery, May 15.

The Country Club is a favorite hot-weather model, made with half or full sleeves. Prices from \$9.00 to \$15.00 per dozen.

We will be pleased to send a line of cards for your inspection.

The Williams, Greene & Rome Co., Limited

BERLIN, ONT.
Cor. Benton & St. George Sts.

WAREHOUSES:
WINNIPEG, MAN.
Cor. Donald & Cumberland Ave.

VANCOUVER, B.C.
324 Seymour Street



For Delivery After May 15th **\$1.00** Fast-Colour Shirts to Retail at

A FORTUNATE purchase, made some time ago, has put us in possession of a limited quantity of good quality printed shirts, fast-colour striped patterns in all the popular shades.

Delivery has just been made to us of these goods and we expect to have the first shirts from them ready for shipment by May 15th.

Shirts of this quality sold regularly at \$10.50 per dozen, months ago, before recent advances in the cost of materials. It would be difficult to duplicate them, in the present market, even at a higher price. They are finished with either starched cuffs or soft double cuffs, boxed $\frac{1}{4}$ dozen to a size, assorted patterns, all white ground with coloured stripes.

We are giving our customers the benefit of our bargain, however, and pricing this line, as long as it lasts,

At \$8.00 Per Dozen

Terms: Net 60 Days

No samples have yet been given to our travelers. The demand from customers who have been notified by mail and from buyers who have visited our factory promises to exhaust the supply in a few weeks.

While the material lasts, however, orders for limited quantities will be accepted for delivery at any time after May 15, at the above price.

Ask for No. 211-B

John W. Peck & Co., Limited

MONTREAL

WINNIPEG

VANCOUVER

HATCH

ONE-BUTTON UNION SUITS

IT is doubtful if we can supply the demand this year. The Hatch One-Button has taken hold beyond our expectations.

The same situation exists in regard to Velvetrib Interlock, the New Zimmerman Fabric. Two large dealers have taken a large proportion of the 1916 output.

We can only ask the forbearance of the trade, and assure our friends that we will be prepared to meet all demands for 1917 if orders are placed this Fall.

Hatch One-Button Union Suits are going to have the call in 1917. Advertising in Canadian papers and in American Magazines coming into Canada, such as the Saturday Evening Post, will create a big demand. Prepare for it.

Send for sample of Velvetrib Interlock, the new fabric for Spring and Fall underwear.

ZIMMERKNIT

ZIMMERMAN MANUFACTURING COMPANY, LIMITED
HAMILTON, CANADA

The
Marne

.....
 A New TRADE MARK *W.G.R.* Collar
 for Spring & Summer
I It will be the Big Seller
 for this Season!



Light weight, roll front, coolness and comfort without sacrifice of style. Plenty of ease in front, high enough at back to show above the collar. $\frac{1}{4}$ sizes. \$1.10 per doz.

SUPPOSE you mail us a Sample order of assorted sizes. We can ship immediately and our advertising will bring the demand to your store.

The Williams, Greene & Rome Company, Limited

WAREHOUSES:

BERLIN, ONT.
 Cor. Benton & St. George Sts.

WINNIPEG, MAN.
 Cor. Donald & Cumberland Ave.

VANCOUVER, B.C.
 324 Seymour Street

"If any advertisement interests you, tear it out now and place with letters to be answered."

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6

TORONTO, MAY, 1916

No. 5

EDITORIAL CONTENTS

Why Stores Fail	<i>By Phillip Elliott, Jr.</i>
A Bit of Window Trimming Art	<i>Illustration</i>
Going Out After Clothing Business	<i>An interview with Wm. Hay</i>
From Silkworm to Cravat	<i>Special</i>
Fine Feathers and Fine Birds	<i>An experience in story form</i>
Subscriber Suggests Exchange of Views on Window Trims	<i>Special</i>
World's Wool Supply Depleted	<i>Interview with manufacturers</i>
Everybody Wins—Both Customer and Dealer	<i>Special</i>
Advertising for Boys' Clothing Sales	<i>Special</i>
Newspaper Appeals	<i>Illustration</i>

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President*

H. T. HUNTER, *Vice-President*

T. B. COSTAIN, *Managing Editor*

H. V. TYRRELL, *General Manager*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*

Hugh S. Eayrs, *Editor*

A. B. Caswell, *Montreal Representative* George E. Pearson, *Associate Editor*

C. W. Byers, *Western Representative.*

J. C. Edwards, *Ontario Representative.*

CHIEF OFFICES

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 38 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, \$1 a year; United States, \$1.50 a year. Other Countries, \$2 a year; Single Copies, 10 cents. Invariably in advance.

MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.



Made-in-Canada



MONARCH PUTT-EASE

(Knitted Puttees)

Can Not Fray.

Allow Free Circulation.

\$15⁰⁰ per Dozen Pairs

and IMMEDIATE Delivery.

WRITE FOR A SAMPLE DOZEN

The Extensiveness of MONARCH Organization stands to guard the interests of MONARCH Customers in this year of scarcity and consequent high prices.

Standard for Style, Quality and Workmanship

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

MADE IN CANADA

DUNNVILLE, CANADA



M. 272.

"If any advertisement interests you, tear it out now and place with letters to be answered."



Men's Wear Review

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

VOL. VI.

TORONTO, MAY, 1916

NO. 5

WHY STORES FAIL, AND HOW NOT TO FAIL

Philip Elliott, of Montreal, Gives His Views—Straight From the Shoulder They Are—
You Perhaps Won't Agree With Everything, But Every Point is
Worthy of Careful Thought.

By PHILIP ELLIOTT

OVERHEAD expenses, high cost of doing business, cause more wrecks in the men's wear business than anything else. For instance, some stores on St. Catherine street, Montreal, with 25 ft. or less frontage, are paying rentals of \$4,000 a year and more. Their electric light bills cost more than \$600 a year; then there are water and business taxes, telephone, and wages, and possibly \$5,000 or more has been sunk in fixtures.

In the old days, a man was satisfied to start small and build his business up stone by stone. The late John Allan, one of the pioneers in the workingmen's-wear stores, started his business on a capital of less than \$50, and built his business up, and at his death owned a chain of the finest stores in Canada.

Danger of Heavy Charges

When a small store is anchored with over \$7,000 a year expenses right from the first day of doing business, that store is beaten before it starts. In boom time it might swing along for a short time, but eventually would go under. The store fails before it has time to build up a trade, whereas if expenses had been quarter this amount, the store would likely at least pay expenses, and slowly but surely build up a trade. But to start off doing a rushing business from the first day that you open shop is impossible. Remember, any trade that a new store gets is drawn away from other stores, and the average man is very conservative. Once he gets started going to one store, and gets well treated, it is very hard to get him to change stores.

I ran across a man a couple of years ago. He was on the eve of starting a gents' furnishing store on Blank street. This fellow had been in charge of the gents' department in various departmental stores. I let this fellow talk, and the plans that he had for his new store were wonderful. He was very strong on personality. He rated his personality A.1 at Lloyd's. He had all sorts of schemes up his sleeve. I bet my brother, who was with me, a dollar that this fellow would not last six months. I won, he was out in four months.

Cost of Doing Business

There are hundreds of gents' wear stores all over the country who are paying their way, making wages, and are

doing no more than \$7,000 a year business. They are getting along simply because their expenses are kept very low, whereas, on the other hand, the small store with \$7,000 a year expenses would have to sell at least \$35,000 a year, and then only clear expenses. It is claimed that the average cost of doing business in gents' furnishing stores is 25 per cent. If this is true, it simply means that the average store is selling half their stock at below cost. When it costs a man 25 per cent. to do business, it is time for him to get out, and get out quick.

Value of Windows

Your store windows, if handled and dressed properly, are your one best bet. Pay no attention to color schemes or other artistic nonsense—leave the art to the art galleries. Fill up every inch of your windows with goods. Mark prices on everything. Even if you have to put your whole stock in, fill up your windows, and change them at least once a week.

Never make, or show, a window filled with just one line of goods. Say, for instance, around the 17th of March you come out with a green window, everything green. To some men, in fact to many men, green is distasteful.

Have your windows so dressed that they will appeal to all men and not to a small proportion of them. Show everything you have got for sale.

A Lost Sale

A couple of years ago I had occasion to go to New York in a rush. I wasn't very long on clothes, and thought that I would invest in a high-class ready-made suit. I beat it to one of the high-grade chain clothing stores and looked into its one window—there was displayed one suit of clothes, a "Shepherd's plaid," a couple of walking-sticks, and a pair or two of yellow chamois gloves—a whole lot of background, plush draperies, etc. Now it so happens that there is nothing in the world that I detest more than shepherd's plaid clothes; second, I hate canes; thirdly, I have no use for chamois sissy gloves. I turned right around, and did without a suit. Now, if this window had shown a variety of clothes, I would have likely passed over this plaid, and something else would have caught my eye.

An Accusation Regarding Ties

Neckwear, cravats, or plain ties, call them what you will, is the worst stock a gents' store has to handle; every store from one end of the country to the other is weighted down with ties, and are buying more all the time. There is no end to ties—and here again the manufacturers don't give the retailer a square deal. For instance, I buy a range of ties at \$4.25 a doz., other retailers all over the country buy at the same price—and then a few days after we have them in stock, a big advertisement appears in the newspapers. A departmental store is selling 5,000 50-cent ties at 19 cents. It simply means that your tie manufacturer has sold 400 dozen ties to this firm at \$1.50 a dozen, ties that cost you a few weeks before, \$4.25.

The average tie is a trade killed. I have seen dozens of 50-cent ties that have been worn once and were in rags, all pulled to bits. I have a 75-cent tie around my neck now. I have worn it only three times and the silk is split already. Knitted ties wear well, but they stretch all over the room. After wearing one a week you can use it for a clothes-line. Why can't some man invent an all-one-piece woven un-stretchable tie, on same principle as Summer tubular ties, only in flowing end, and other wide shapes? Any tie made of cloth cut on a bias is not worth anything.

1513 Vacant Stores in Montreal

According to official post office reports (Mr Garbouroy, Feb. 10, 1916) there are at present 1513 empty stores in Montreal, and I understand that rents of stores are being slashed right and left. You can rent a vacant store now at about one-quarter 1913 rental, but would likely be only able to get a short lease at these terms, which means that when the boom hits us again, all these stores will be filled up, and away will go rentals up to the sky.

Time to Start Business is Now

If a man can secure a store with a small rental with a ten-year lease, the time to start is now. Over one-half of the gent stores that were in business two years ago are now closed up. We have lost any amount of men through enlistment, but the amount of stores that have gone under could have catered to double the amount of men that we are sending to the front. We have less men, but we have far fewer stores now than in 1913.

Canada is not going out of business; we have a wonderful future before us. Did you ever watch the stock market? Sometimes when everything is on the boom stocks will start to slump. The stock market is a wise old owl. It sees far ahead. And another time when we are in the depths of depression, the stock market will start to boom; it sees good times ahead. Good times are coming; in fact, are here now. Most of our factories are going full blast, our railroads are doing record business. True, real estate is dead and there is no building going on, but war or no war, that real estate bubble would have burst anyway. In fact, it was busted before the war started.

The Winter of 1913-14 was a heart-breaker for business, and business during the winter of 1915-16 was far better than 1913-14. There were more men out of work during the Winter before the war than the entire amount of men who have enlisted so far for the war.

Buy Small and Buy Often

Carry the minimum of stock, buy often. Successful modern business is done with small stocks and large turnover. Buy every day, if need be. Let the jobber, wholesaler and manufacturer carry heavy stocks; they have more capital than you. You never can gauge one season's business from

another one. Don't let salesmen stock you too full—if you have lots of money, then go ahead and buy everything in sight. But, goods might advance a little, and if you are not flush with money take a chance of raising prices, rather than put yourself in a hole.

On Departmental Stores

Take the mail-order business away from the large departmental stores, and half of them would have to go out of business. Even in our largest cities these large stores could not exist with only the local trade to draw from, as they can only get their share of the trade in their home city. They are in the same position as a wholesale dry goods firm. If its trade was limited to the city that it had its headquarters in, how long would it last?

The weak point in departmental stores is *salesmanship*. They have all sorts of systems, \$10,000 a year managers, sub-managers, pompous shop walkers, private detectives, male and female; in fact, over half the staff are working on detail work—the rest are sales ladies and salesmen. Surely a bright, smart girl is not going to be content to work as a saleslady at \$5 per week when she can get as high as \$20 per week as a stenographer. A smart, bright young man is not going to be content to stick around clerking in a department store on small wages. Some so-called commercial travellers on the road selling dead-easy lines get \$40 per week and more. Why should a smart young man have all the drudgery of retail salesmanship at \$12 per week? And, mind you, the whole success of a store depends on the sales-people. Not one customer in a thousand will report inattention or rudeness on the part of a salesperson; and the whole fabric of a giant organization is at the mercy of under-paid salespeople.

Retail salesmanship is far harder than drummer salesmanship. A commercial traveller sells goods to experts who know values, whereas the poor retail clerk has to sell to people who don't know the first thing about values. It is much harder to be a good retail salesman than it is to become a successful drummer.

A Word on Branded Advertised Goods

I tried a little experiment the past few weeks. I wanted to find out how many men out of a hundred asked for branded advertised goods.

Two men out of 100 asked for branded overalls, one man asked for branded underwear, and none asked for branded shirts, collars and braces. These men simply came into my store and asked for overalls, underwear, shirts, collars and braces, and only three customers out of 500 stipulated known brands.

I mention this to show what little pulling power newspaper advertising has on the men's trade. It goes to show that it is the store-keeper who can make or break a line of goods, and if the manufacturer advertised only in trade journals and got the dealers friendly to their goods, it would do them more good than all the newspaper advertising in the world.

If every dealer in Canada refused to keep a certain line of goods, all the advertisements in the world would not sell any of these goods. And if all the clerks got sore on any certain line of goods, they could run it right off the market just by simply not showing these goods or trying to sell them.

"Arch" Moir, Ltd., is the new name for Allan's, the Upstairs Clothes Store of Montreal. There is no change in the management, merely a readjustment and alteration in name.



A Bit of Window Trimming Art



For those who have window space in abundance, this trim, arranged in one of Eastern Canada's largest stores, will offer useful suggestions. It has about it the Easter flavor—a freshness, a newness, a largeness. True, not many lines are shown, and these few without price cards. It is not, indeed, a selling window in the direct sense, but a bit of window-trimming art. Undoubtedly as such it must have commanded the attention of many, and have caused many to think still more highly of the store.

Those whose window space is unfortunately limited—and such is the general case—might profitably study the central figure, for it could be used effectively in tie, shirt or collar windows, arranged in very limited space, or in connection with trims displaying a variety of lines.



GOING OUT AFTER CLOTHING BUSINESS

With Swatches in Pocket, Messrs. Hay & McCarthy Call Upon Their Friends—Use the Telephone, Too, And Are Great Believers in the Personal Letter — This Brings Fine Results

THE value of knowing people. Men's wear dealers find it almost impossible to overestimate this. Perhaps, however, the ability to "get to know people" is still more valuable for a dealer, or for a clerk who contemplates going into business for himself.

This point was brought home to Mr. Hay, of Hay & McCarthy, Queen St. W., Toronto, when he was a very young man in Montreal. It has been borne in mind ever since, and is the one factor, Mr. Hay admits, which has helped perhaps, more than anything else, in building up a fine clothing business at a time like the present, when the prospects for young men's clothing and middle aged men's clothing too, are greatly reduced.

A Hotel Clerk Showed the Way

Here is how Mr. Hay learned his lesson:

When he was just "Billy" Hay, he used to be a runner of more than local note—this a fairly accurate memory of what featured the sporting pages some years ago brings to mind—and went frequently to New York with athletic teams from Montreal.

On one of these trips the team was staying at the Cumberland Hotel. The track meet was over and the team was about to take train. Mr. Hay—Billy Hay—picked up his grip and started off after his friends, when he heard someone behind cry out—"Good-by Mr. Hay."

Turning, Mr. Hay saw the clerk waving him a good-by, and he admits that it made a mighty favorable impression upon him. To be known by the hotel clerk certainly does make one feel more at home.

Speaking of this instance, Mr. Hay admits that he now realizes that clerk was just playing the game. He says though he was playing it right, and his farewell made an impression which has resulted in Mr. Hay's going to the Cumberland ever since, when in New York.

It is this idea of making people feel at home which has been seized upon by these two young men, and it has helped very materially in building up their clothing business.

Using the Quiet Hours

There is nothing haphazard in the methods employed in getting this trade, however, and since, in a year like the present this is a department which needs the most aggressive work, the schemes of these young men will be very worth while reciting.

In the first place, the old adage that "If Mahomet will not come to the mountain the mountain will go to Mahomet" has been followed. There are hours in every

store, perhaps, when things are rather quiet—when there is nothing much to do after the rearranging stock, getting accounts into shape, trimming windows, etc. Messrs Hay & McCarthy were of the opinion that if they were to make the most possible out of their business they would have to employ those spare afternoons, and they started going out among their friends, always putting in their pockets two or three swatches of samples.

The matter could be worked in several ways. One of the partners had to go down town to see a friend about a business matter—He would conclude his business and then frankly tell the man—who, of course knew him to be in the clothing business—that Hay & McCarthy would appreciate an order any time this man wanted a suit of clothes—that in fact, he would like this man to look over some of their materials at once and see if anything appealed to him.

Many sales resulted in this way.

Orders Taken in Offices

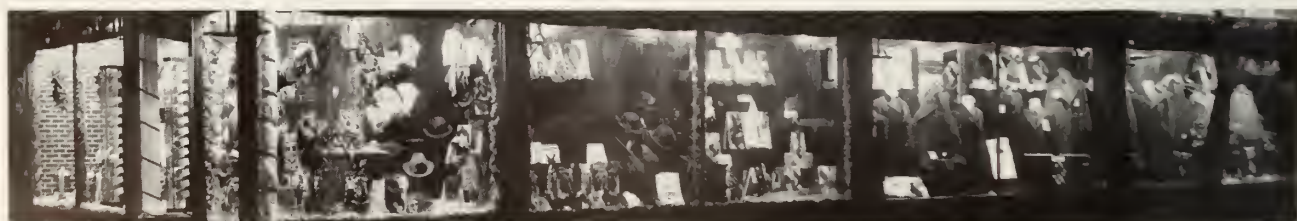
Other times some friend would be visited in his place of business. No beating about the bush was done at all. The object of the call was stated, and in a number of cases measurements for the suit were taken right there. In more cases the prospect was interested, and made an appointment to drop in at the store to see the full range of cloths carried and to get measured, after making his careful selection.

There is a little more to this method of going out after the business than has been evidenced. Hay & McCarthy keep a card index of their customers. Every man as he comes into the store to make any kind of a purchase, will drop some information, and if the subject of clothing is brought up he will probably say, "Oh I will not be able to get a suit I think, for a month yet." Or he may remark, "Yes, I will have to be looking around after something in April." Now this is the point which goes down upon the card, and looking over these at the commencement of the week, information is secured at once of friends of the firm, or customers of the firm, who would be likely to consider seriously the question of buying a suit at the particular season.

Keeping such a card index as this pretty well assures the man who is working outside of a cordial reception, and of a prospect who is in the right mood to place a suit order.

Sell Suits by Phone

There are times, it will be readily understood, when such outside work as this is impossible. To go out and



Some idea of the splendid window space available is here given—and also can be gathered the use to which these windows are put. Whenever at all possible each window is retrimmed each week.

make two or three calls will require the greater part of an afternoon. Such time is not always available. A few minutes, however, suffice to make a call over the telephone, and this instrument is used continually by Hay & McCarthy.

Here too the card index comes into regular use. Indeed, hardly ever is a prospect called up that his card is not first consulted. It is in fact upon glancing over these cards that the ideas of who to call on are received.

By these telephone calls too, a number of men are drawn to the store. In these cases also they are told frankly what Hay & McCarthy are phoning about. Mr. Hay, for instance, may say—after introducing himself—that he remembers Mr. ——— was saying a little time ago, when in the store, that about April he would probably be in a position to buy a suit. "Now Mr. ——— we have our new Spring samples in and would appreciate very much an opportunity of showing you these. Then might follow some little discussion about the styles and about the particular line of clothes which Mr. Hay and Mr. McCarthy were advocating.

See the results there.

How Customer is Impressed

Mr. ——— is impressed by two or three things.

First he is impressed with a feeling of pleasure that his casual remark was remembered by this firm.

It makes him just a little bit chesty that his words linger in others minds like that.

Then he is impressed with the thought that here is a firm which is out after the business, and which is doing business along up-to-date lines. That line of thought will lead him to feel that it is a firm he would like to give his business to. Undoubtedly people nowadays enjoy doing business with firms which are progressive. They feel, perhaps, that the very fact of their progressiveness in selling indicates progressiveness in buying, and means that the merchant can give values which will hardly be bettered elsewhere.

Another scheme which is used extensively by this firm to secure bigger clothing business is the personal letter.

The Personal Letter

Again the card index comes into use. As this is run over certain names will be jotted down as probable buyers of clothing at the present period. Some will be seen personally. Others will be called up by telephone, but there will be others still whom it is hard to see because they work perhaps in factories in the day time, and whom it is difficult to get by phone for various reasons—perhaps because when they are at home the members of the firm are so busy they can hardly take time for a phone call—perhaps because there is no telephone in the prospects' home.

What is done then is simply to send a personal letter to these men. It does not begin "Dear Sir." It makes a direct appeal and starts off something after this fashion: "Dear Mr. Johnston—You may remember examining some of our clothing models when last year in the store, and then we gathered from what you said that you would probably be purchasing a suit about this time." The letter would then go on and ask Mr. Johnston to drop in to see what Hay and McCarthy had to sell.

Here again the recipient would be flattered—flattered perhaps is not the right word, but he would be pleased, unquestionably, to receive the attention of a personal note; to learn that his remarks were remembered; and to realize that his patronage was appreciated.

The result—well many times letters of this kind have resulted in the man dropping in and placing his order.

These letters are especially good in stimulating business in ready-made clothes, since they are sent more espe-

cially to the mechanics, and a mechanic is particularly partial to a suit which he can try on, find his fit, and wear away with him.

Besides this direct letter system, Hay & McCarthy do a good deal of circularizing. About once in six weeks, sometimes oftener—it depends upon what they have to offer—a circular is prepared. It is sent out to a specially selected list—a list which, when the firm opened in its

Soisettes—Percales—Oxfords
\$1.25, \$1.50, \$2.00
Clearing at
87c.

Zephyrs—Crepes—Percales
\$1.75, \$2.00
Clearing at
\$1.35

Silks—Flannels—Taffetas
\$2.50, \$3.00, \$3.50, \$4.00
Clearing at
\$1.75

PYJAMAS
\$1.50, \$1.75, \$2.00, \$2.50
at
98c. **\$1.39**

OLD GORGON GRAHAM SAYS
"It's a mighty curious thing how you can tell a man his morals are bad and still remain his friend; but tell him his shirt is dirty and you have made a mortal enemy!"

Which boiled down and ironed out means that a man's Shirt plays a very important part in showing up his personality to his friends.

At any rate you can put this down as a "Shirtin' Shure" fact that when your Shirt fits badly your temper bulges out in spots.

We sell but one line of SHIRTS—W. G. & R. and they fit perfectly—"all round and up and down" fit your purse, person and personality.

Our Half-Yearly Sale is on—we are clearing all lines of Summer Shirts at real money-saving reductions and we want you to come in **NOW** while there is still a goodly range to choose from.

Hay & McCarthy
WHO SELL WHAT MEN WEAR
Corner of Queen Street and Brock Avenue

Reproduction of circular sent out by Hay and McCarthy to boom shirt sales. On the front was handsome color design, such as can readily be purchased for a small amount, showing a young man in a new shirt. The inside, with its proper border, of course, looked better balanced than does the reproduction here. The circular brought abundant returns.

present stand, was acquired from the directory and the telephone book, but which as time has passed has been revised by the addition of names of men who have purchased in the store, and the striking off of names which sad experience has proved are the names of poor prospects.

The work of preparing this circular matter is made somewhat heavier by the discovery that the same circular will not do for all the stores customers. Many will know that this store stands at the corner of Brock Ave. and Queen St., fairly near the dividing line between a residential and a workingman's district. To the south is Parkdale, where people of at least moderate means live. To the north is a section wherein are many boarding houses, and wherein are mechanics and people whose earning powers are not quite so great. Though in these days of war orders and war wage, their earnings are by no means small. Now one class of circular does not satisfy the two classes of readers. This has been found the case by experience, and always two circulars are prepared, each in the particular style which is known to appeal to the class of readers to which it goes. The lists, of course, are now divided into two sections, so the two circulars can be sent out without any great additional labor.

In all these ways business has been kept moving along nicely. Splendid windows, which are available, have, of course, been worked to the fullest. So large are they that it has not been necessary to limit the space given to any one line, and clothing has been played up prominently. This is a year when many splendid prospects are wearing khaki, and this store has worked every agency which would tend to hold up the clothing business in spite of this handicap. The plans adopted have brought gratifying results—they might well be adopted.

FROM SILK WORM TO CRAVAT SILK

The Life Story Behind the Many Silk Lines Sold in Men's Wear Stores Outlined — A Chinese Princess Was Founder of the Industry Many, Many Years Ago
—How the Silk is Weighted

THE silk worm it seems is an extremist. It does nothing in moderation. The sleep which it requires is taken in six lumps. All the rest of its life it eats—and then going into a comatose state it begins its work and once started working does only that until the task completed, it emerges a moth, or else is absolutely killed by the eager seekers after the silk, which in its working days the silk worm has manufactured.

In accordance with a plan to describe in each issue the process of manufacture of some line extensively sold in the men's wear stores, there was mapped out for preparation an article dealing with the production of ties—a line which will be certainly in demand this month. On going into the question, however, the actual construction of the silk, from which these ties are made, and from which are made mufflers and many other lines sold in the men's wear stores, seemed so particularly interesting that it has been determined to deal largely with this phase, and leave a consideration of the cutting and shaping of the silk into the four-in-hand, Derby and batwings, for some later issue.

Knowledge Worth Passing On

This information on the work of the silk worm, and its human attendants, should make all feel greater respect for any article of apparel in which this product forms a part. It will give dealers and clerks that information on their stock which will enable their dropping many an interesting comment to customers. It will, moreover, give a wider vision of the world's work—a vision which, perhaps, will make seem more worth while a place as distributor of such wonderfully made products.

Sometimes there appears in the magazines, articles dealing with the tremendous advances which have been made during the past century. The development has indeed been wonderful, but the consideration of silk brings to mind the fact that in the old, old days there were people who had the power of close observation, and who could turn Nature's work to the benefit of mankind.

The original home of the silkworm was China, the ancestors of the worms who laid the foundation for the tie you have on, first having come under there, an indefinitely long period ago, the date supposed to be from three to four thousand years B.C.

Now there lived in China at that time a princess by name Shi-Kai. Like other princesses since her day, she was attracted by the beautiful—especially by anything beautiful which could be worn. Watching the silkworms making cocoons, this princess conceived the idea of having thread made from the fibre spun by these silkworms, and of having this thread made up into cloth.

Her scheme once suggested was naturally acted upon, and there developed in China a great industry in this line, an industry which was limited by royal decree, the exportation of silk being prohibited.

Greek Priests and Their Bamboo Canes

It was not indeed, until about 500 A.D., that some Greek monks smuggled cocoons out of China in bamboo staffs which they carried. These cocoons they took to Constantinople, where the cultivation of the silkworm first started in Europe.

Ever since that day there has been a development in the industry—new methods of handling the product which the silkworm manufactured, and new methods in hatching

the eggs. The great change, however, came at the commencement of the 19th century, when dyers discovered that silk would absorb pro-salts of tin, and pro-salts of iron. These gave weight to the silk, and enabled the values to be so reduced that silk became a possibility as wearing apparel for others than the very wealthy.

As a matter of actual fact the pure silk would have been a good buy for anyone who wanted to be economical in dress. It is practically indestructible. It is a fact, for instance, that the coolies—the working-class in China, who earn two or three cents a day—buy a suit of pure silk. The suit lasts a lifetime, and is one of the assets about which the residuary legatees doubtless have trouble.

However, the world as it is constituted at present, is a mighty strange place, and there are a number of people in it who would not want any one garment to last a lifetime. If they did, the condition of the men's wear dealers would be harder than at present. And so the longevity of the pure silk is not altogether an advantage, and silk fabric, made from the pure silk, plus the salts of tin and salts of iron, is very much in demand. Silk can be secured for \$1 a yard after it has been treated in this way, which, if made entirely of silk, would cost \$5.

Danger of the Weighting

If one were to examine a silk tie—or any piece of silk under a microscope, the threads would be seen as surrounded by particles of tin or iron. It is these which give weight to the silk. It is also these which cause it to go to pieces, for if too much of the metal is added, it makes the fabric cut—almost split—very readily.

In Asia, two silk crops are usually secured during the year, whereas in Europe, as a general thing, one crop is all that is possible. Even where there are two crops obtained, the Summer crop is the better, this being due to finer feeding conditions for the worm, and more suitable climatic conditions.

At the start of the season the eggs which were secured from the former stock—if that term may be applied to silkworms—are hatched out. This hatching process is simply one of heat application. It may be done by natural means or by artificial. The worms once hatched, are arranged on large tables, and to them are brought mulberry leaves. The better the leaf, the better the worm will do later on, and there is great work in getting a supply of these leaves. In many countries women work largely at this part of the industry. They have to take great care also, for the worm, if touched, is very liable to die.

Peasants Vacate Homes for the Worm

Of course this is a mere outline of the industry—for it is an industry. To make the work more clear it should be said that there are many large concerns raising silkworms. What are known as Magnaneries are built—structures prepared entirely for the growing of silkworms. These are kept at a temperature of 70 degrees Fahrenheit during the life of the silk worm.

On the other hand, silkworms are grown by the peasants—and these gladly give up such houses as they have to the wealth-producing insect. For the eight weeks in which the silkworm lives, indeed the peasants camp outside, and never do they fail to have on hand an ample supply of mulberry leaves.

On first consideration it would seem an easy job to feed silkworms, but when one learns that one ounce of cocoon eggs will breed 40,000 silkworms, the task assumes larger proportions.

A Truly Wonderful Eater

There are two or three things to bear in mind, too. While the silkworm lives only eight weeks, he sleeps during this time only six periods of three days each, which leaves him thirty-eight days for eating, and during that time he does nothing but eat—as was said earlier, the silkworm is an extremist. He is said to be the most voracious of all the animal kingdom—not excepting even the small boy. He eats, in fact, 9,000 times his own weight during his exceedingly short life.

No wonder the silkworm dies young. The eating, however, is to some purpose, for going into the cocoon, the silkworm at once starts to spin, throwing out threads through the spinnerets, which is the technical word for the two nostrils.

Now there are many kinds of silk in its raw state—as many kinds of silk as of tobacco, for instance, but as with tobacco it takes an expert to discriminate. In a general way, though, it may be said that what determines the quality is evenness of thread, resilience, elasticity and lustre. The lustre is largely a matter of locality—whence the silk came—and in a general way may be put in the following order: 1. The highest grades of Chinese silks. 2. Italian. 3. Assyrian. 4. Japanese. 5. Indian. The Canton silk comes last as regards the quality.

What gives to silk its great strength, of course, is the continuity of the fibre.

Whereas the finest wool fibre will only be about 24" in length, silk fibre will run 500 yards in length.

Moth Must be Killed

But to see that it secures this length, great care has to be taken. If the cocoon is left alone until the moth comes out, the silk shroud, which is made from a continuous fibre, will be broken and no long strands can be secured. As a result, steps have to be taken to prevent the development of the moth. Of course sufficient are allowed to come to maturity to ensure the laying of an abundant supply of the valuable eggs. The cocoons from which these moths are hatched, also are used, but the silk secured is of low value. These cocoons are thrown into carding machines and threads of fibre secured, which run only from 2 to 4 inches in length. Inferior qualities of silk may be made from this Shappe, as it is called, such as would be good for linings—certain qualities of foulards, crepe de chene and tamoline. The Shappe ranges in value from \$1.25 to \$2.00 per pound.

The great majority of the cocoons, however, are steamed when they reach a certain stage of development, and in this way the danger of moth breaking out is overcome.

After this step has been taken, the cocoons are put in water below the boiling temperature which brings them to such a state as to enable women to unravel the fibre.

Great Length of Silk Strands

As was said the silk strands are 500 yards in length sometimes. This is far from being an exaggeration—is indeed an understatement of the facts. The fibre, as it comes off the cocoon regularly measures about 4,000 yards in length, but of this entire length only some 500 or 600 yards in the centre is strong enough to be wound.

The women who unravel the cocoons develop an exceedingly fine sense of touch. They proceed very carefully, throwing away the silk bit by bit, and when they come to fibre which they know to be strong enough, they drop the cocoon into water, and lead the strong strand to which they have come over a bobbin and on to a spool.

These fibres are so very fine that they cannot be seen by the naked eye, but as the spool winds them up, the cocoon in the water will bob up and down, by a continuance of the bobbing the women in charge can tell when the fibre has been broken. This is where the greatest care must be used, since, because of the excessive fineness of these fibres, it is necessary to put 10 to 12 or more of them together to make a single silk thread known as grege. If one fibre is seen to be broken, it must be reconnected with the others, the same number of fibres always being kept going on to the spool. Thus is the thread given its uniformity and great strength.

The Next Process

This grege is sent to the "throsters," who make what is commercially known as "trame," which is used for "filling" or "organzine," etc. This may be used for the warp. The throsters are not confined to Europe. As a matter of fact many are engaged in this work in the United States since the grege silk comes in free of duty as raw material, and the trame and organzine would be admitted only upon the payment of 35¢. The same duty, of course, applies in Canada.

After this process has been completed the silk goes to the dyers and is dyed according to the manufacturer's instructions, and is weighted by the addition of the salts of tin or iron—from pari—which means weight for weight—or by the application of so much metal as to increase the weight to perhaps 500¢.

Chinese Silk Unchanged

All European silks are weighted. In China, however, some are to be secured which have not been treated in this way at all. China, indeed, the originator of the silk manufacture, turns out splendid silks—and some very cheap silk too. Silk from the fine Chinese European Filature to the Carton and Tsalee.

It is from China that the raw silk comes which is being used in the manufacture of silk suits for men. This is made not from cultivated, but from wild silk worms which are plentiful in the Shantung Province.

The silk once weighted it is either warped or wound, according to the purpose which it has to serve—then to the loom to be woven into the fabric from which ties, handkerchiefs, silk linings, mufflers and other high-class articles of apparel are manufactured.

NECKWEAR IN THE STATES

The manufacturers in the United States, of course, are face to face with the same problem as the Canadian. One association of neckwear makers has recommended to its members that all scarfs sold at \$4.25 to \$4.50 per dozen, according to detail of manufacture, and intended to be retailed at fifty cents apiece, be so cut as not to require more than ninety-six inches to the dozen, and the goods used in these scarfs not to exceed eighty-five cents per yard. Similar notices have been sent to several outside associations as a suggestion.

A number of New York manufacturers recently declared in favor of a reduction in the size of the scarf as the only solution of the problem. One firm will cut its neckwear on the basis of ninety-three inches instead of ninety-six.

Reports from the States indicate that the odd prices are being used to a considerable extent over there, although no one has ventured, so far as we know, to follow their example in Canada. Instead of confining themselves to the usual 25c, 50c and \$1.00 lines, they are fixing their prices according to qualities—and cost—and figures such as 35c, 65c and 85c are seen in the windows and even the odd numbers such as 39 cents.

FINE FEATHERS AND FINE BIRDS

No Immediate Sales in Sight. So Dealers' Interest and Courtesy Lagged — Big Order From a Returned Soldier Lost in Consequence—A Real Moral Here.

An actual experience told in story form.

DAN and I were sitting over our pipes holding a little confab of the reunion variety, while he told me all about the war. I asked him how it felt to be in "civvies" and with his neck in the collar again—meaning the work collar.

"Fine," he said, and chuckled; started to speak; hesitated and pulled up.

"Yes?" I said, inquiringly.

"Oh, nothing much, only there's a little story with these 'civvies,' and he glanced down at the suit he wore."

"Fire away," I said.



"Oh nothing much," he said, "only there's a little story with these 'civvies'" and he glanced down at the suit he wore.

He smiled reminiscently, crossed his legs and settled back in the big chair in an abandoned luxuriousness that spoke volumes for his enjoyment of the soft things of life.

Got Right in Harness

"As soon as I got my discharge I grabbed my sample case with the old firm and started out as eager as a pointer pup to be at work again. They gave me Montreal and the Maritimes for my territory and I started out by calling on all the first-class Montreal men's wear stores that seemed good prospects for the line of specialties that we sell.

"I added to the information the house had given me with my list of calls by scanning the newspapers for the men's wear ads., so as to get a better idea of my prospective customers and perhaps pick up a few talking points with which to interest them in my goods. One store in particular gave every newspaper indication of being what I sought. I put it at the top of my list from the point of view of possibilities, it being a firm that advertised three stores in the choicest shopping sections.

By chance I called on the main store first. I was met at the door by an effusive clerk. "What can I do for you to-day?"

Dollars Only Welcome

I introduced myself and informed him. His pleasant air fell away like a mask and exposed an air of pained annoyance. "You'd better see Mr. —," he said curtly, naming the head of the firm. I thought so, too, and asked that he be sent for.

Can't Do Anything

He met me in the middle of the floor and took my introductory words out of my mouth. "I can't do anything for you."

He did not exactly throw me out of the store, you understand, but he did refuse to give me common courtesy.

Expensive Discourtesy

Now there was no rush of customers that morning and a little consideration would not have been out of order, even though the business of the store was such that they had no business for me at that time. That man could have just as easily told me politely that there was nothing doing and switched on to something else in such a way that I could have made my exit gracefully instead of becoming the object of a snub. Further, this firm was spending a lot of money in advertising so as to get people in the store and they had a nice-looking one with a good display of goods. Now, that advertising for which they were spending their good, hard dollars, had been the means of attracting me to the store as much as any other information I had on them.

Now, I was a man. I wear hats, suits and shoes. I was a possible customer for the goods they dealt in, and last of all, I actually was a customer. I had two hundred big iron men in my jeans that were burning a hole in them—the jeans. They constituted my sinking fund for some badly needed clothes.

My original intention had been to do my buying at this store if they had the good their ads. promised. They had the goods, but not the courtesy—not the pure dyed-in-the-wool courtesy, but merely a superficial imitation.

An Experiment in Salesmanship

Out of curiosity I called at the other two stores, coldly critical by this time and curious. Of course I knew I could not sell my goods in the branch stores. I was not disappointed. I was met by the same effusive rush of lackeyism in each case and turned away by their evident disapprobation at my errand which promised to them on the face of it no material gain in dollars and cents. In no case did I mention my contemplated purchases. I was saving that as a reward—not as a bludgeon.



"He did not exactly throw me out of the store, you understand, but he did refuse to give me common courtesy."

Give and Take

The result was that I got my clothes elsewhere. I divided that \$200 amongst half a dozen stores, from some of which I got no business, but from whom I did receive true courtesy that was of value to my self-esteem. It went against my inclination to do so. I considered that the other firm had the best store and the best stock. But I played the game of give and take.

All Round Co-Operation

I told the head of the house about this and he told me that there is more direct loss to the trade due to the general application of such negative merchandising than to any other single cause. Manufacturers spend fortunes in advertising a brand: the retailer invests his capital in the stock, in an expensively fitted store with a fancy front and in co-operative advertising that links his store up with the manufacturer's name. And then he often neglects the human element in his dealings with his clerks and his customers. He fails to develop each clerk up to the limit of his selling power by encouraging him along

the natural lines peculiar to every man: and each customer up to the limit of his buying powers by remembering that every man who enters his store, however poorly clad and whatever his errand, is a potential wearer of the garments that he sells."

Dan paused, begged a match to rekindle his pipe, and apologized for talking shop—or something akin to shop. His apology, however, went unheeded, for my comment started him again; and again, in response, I felt called to state my opinion.

Soon we were off along the alluring, imaginary trail—discussing the days when we could raise sufficient capital to enter business for ourselves.

"Yes," said Dan, eagerly, "and we'll treat people right. We won't lick any man's boots—they don't want them licked for one thing—but if a man comes in to get an address from our telephone book, you bet he'll get it, and a pleasant word too. If he wants to leave a parcel for a few minutes, he'll be made to feel that parcel and he, himself, are mighty welcome any time."

SELLING SCHEMES WORTH IMITATING

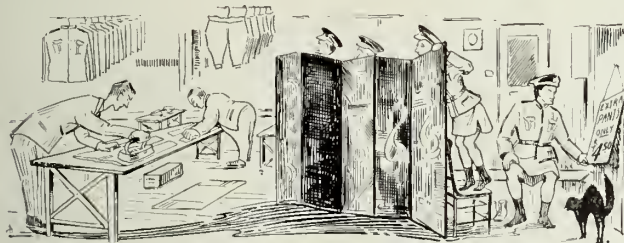
Methods by Which Dealers Are Winning Attention of Customers, Thus Building For Larger Prestige and Larger Future Sales.

A NEW APPEAL IS MADE to the soldiers by Ungar's. In its advertising in the Halifax daily paper this firm asks,

"Who is not proud of his khaki uniform to-day?"

With this as the commencement it is pointed out that the uniform is worth keeping clean and fresh, and that Ungar's specialize in French dry cleaning of officer's and men's uniform's, making a particular price for the work of \$1. The orders, it is further stated, are rushed.

Now of late a number of men's wear dealers have been adding a pressing department, and state that these not only enable them to keep busy in the off hours, but also bring people to their store and lead these people to see articles for which they feel the need and which they purchase.



They sit behind a screen while certain parts of their uniform are treated.

The appeal to soldiers, however, is an application of this idea not formally made. It means the soldiers will drop into the store. Often perhaps, they will sit behind a screen while certain parts of their uniform are treated, for it is frequently a case of one uniform to a man. While in this waiting posture they certainly should be in the mood to consider the purchase of an extra pair of trousers. This, of course, applies more to the men. The officers have extra uniforms.

When waiting for his uniform, or when bringing them to or securing them from the store the soldier is also

brought face to face with many lines being offered to satisfy his needs, and there is no question that this pressing of uniforms helps materially in building up the trade, in military accessories.

W. A. McCulloagh, Toronto, appreciates the value of the store front—so much so, indeed, that he is making not only his windows work, but the light in the door itself. The door of his store is about 3 ft. wide, but it has a splendid oval glass, and by arranging a wooden ledge at the bottom of this upon the inside, it is possible to make here an effective unit trim. When one of Men's Wear Review's staff passed the other day, Mr. McCulloagh had shirts and some accessories shown here very effectively. The unusualness of a trim in this position commands attention. As one approached to open the door, that trim fairly strikes one between the eyes. It simply must be looked at.

If Frank Stollery, the well-known Toronto men's wear dealer is not arrested for speeding this Summer it will be a wonder. He has invested in a car, which is dangerous in itself; but he is attempting to make the car pay for itself and a little bit more, and here is where the danger of exceeding the speed limit grows very large, Mr. Stollery—or Frank, as he is pretty generally called—has an exceedingly wide acquaintance in Toronto, and he is getting right out among these friends, and selling the product of a high-class manufacturing tailoring company. Swatches are taken along on each call, but measurements are not always taken, a frequent arrangement is to get the man's business, and then get him to jump into the car and be whirled down to the manufacturing concern itself, where the styles are decided upon and the tape line used.

There might, of course, be a little danger in this—that is the customer might get the habit of going to the manufacturing concern himself; so that no profit on future sales would go to the dealer. Mr. Stollery, however, does not apparently fear this, basing his confidence on two things—on his own ability to hold the business of his friends, by giving them good advice and good value, and on the business integrity of the particular house he deals with.

Hat Service

Max Beauvais, of Montreal, calls the attention of hat customers to the fact that a hat must be bent and adjusted from the ends and not the sides if its shape is to be preserved, a fact that nine out of ten men are ignorant of or disregard if they are aware of it.

Collars, Ties and Starch

This firm also calls attention to a fact that is more generally known than the other: namely, the advisability of smoothing the scratchy edges of a collar by rolling a lead pencil or other smooth object over them so as to avoid any chafing of the neck or tearing of the tie by the fine saw-like edge of the top of the collar or the underside edges of the fold over in front.

"Arch" Moir of Montreal, who specializes in fifteen dollar suits—which by the way are eighteen in these days and sell just as readily at that—strikes an original note in all his advertising, window, newspaper and by word of mouth. He claims to sell suits at a reduced price because he is doing an upstairs business by which he cuts overhead cost in two. But he does not say "Here is a \$25 suit for \$15," but rather "I give you \$10." The windows are full of cards to that effect, striking the original fact of a definite saving or gift of a definite amount rather than a mere statement of giving better value.

The J. De Villers Sales Co. of Montreal, use a combined inventory, price and sales slip that materially reduces the expenditure of time and simplifies accounts. Each article in stock has attached to it a slip bearing date when it went into stock, the special number of the lot, the size, the cost and selling price. As soon as a sale is made the ticket is filed thus eliminating error and avoiding the necessity of using valuable time in rush periods for the clerical work of making out sales slips, etc. This scheme checks sales, discovers dead lines and cuts down stocks.

Romaines, in Montreal, is a hat shop pure and simple—anything else that is carried there is on sufferance as a side line. So when a hat is sold, one hat tip goes with it, willy-nilly. It is this, the customer is gently reminded of a fact that a surprising number are ignorant of, namely that there is just one way to brush or stroke a hat, from left to right with the lay of the fur and that any other method of procedure will most certainly break the nap and give the hat a file-like surface.

Newspaper Co-operation

Montreal merchants have induced the newspapers to co-operate with them to the extent of running ads urging people to hold a national Dress Up Day and thus encourage sales.

SUBSCRIBER SUGGESTS EXCHANGE OF VIEWS ON WINDOW TRIMS

Finds Fault With Too Elaborate Background and Wants to Learn Opinions of Others—
Claims Such Rob Goods Shown of Attention — What Do You Think?

Here is a suggestion for readers of Men's Wear Review—and especially those interested in the art of window display. It comes from a Montreal reader and it sounds pretty good to us. It is that the creators of designs behind the plate-glass use the Review to discuss their little problems; in other words, to make this publication a clearing house of opinions on questions and difficulties of the craft.

This is going perhaps a little beyond what our correspondent suggests, but still it is his idea. He has recorded an objection to the use of such backgrounds as black and white stripes and checks, on the ground that they dazzle the on-looker to such an extent that he is not impressed with the goods shown—the goods the dealer wants to sell. He wants to know the opinion of others on this subject and he suggests a number of other questions in relation to window dressing which might be discussed in these columns—by those who have given thought to the subject—to the benefit of each other.

We would like to have an expression from some of our readers on the main or other points introduced by this correspondent from the city on the St. Lawrence. In any event, here is what he says:

"IN THE last issue of Men's Wear Review I noted a window display treated in the black and white scheme on the check idea, with the contrasting blocks not only on the background but on the price and description cards. The question at once arose in my mind "Is this trim arranged for the purpose of selling checkerboards or men's clothing?" Certainly the chess design predominated.

"This is written without any idea of criticism of the tastefulness of the arrangement of this display, but to bring up the general problem of what is, and what is not effective in a background. The question arises—Is the retailer selling backgrounds or is he selling men's wear or other merchandise as the case may be.

Curiosity or Interest

"The window referred to is not by any means unique in its general conception. In a clothing store in Montreal some months ago, the black and white effect in stripes was used in a similar manner. The writer passed this window and stopped. It certainly inspired momentary hesitation in the pedal extremities—but it was more curiosity than

interest. Viewed with the nose against the plate or from the border of the street cleaner's territory, there was a feeling that one was facing some optical illusion—and this was not altogether due to a pair of horn-rims; there was a splendid impression of stripes but it would have taken a better pair of eyes than mine to gain any comprehensive idea of the clothing displayed. It was a strain to pick out individual objects against that maze of background.

"Let the reader turn to the illustration in the last Review and try the experiment for himself—and the reproduction I venture to say does not affect the optics to the extent that the actual would where comparative distances could be more distinctly felt. Just try to read the lettering on the larger cards.

Goods Lost in Designs

"There is a shoe firm in Montreal that goes to great expense in connection with window backgrounds. These are usually very elaborate and of themselves works of art, but they predominate to such extent upon the optic nerves that mere shoes are lost in a maze of designs. Recently there was introduced a scheme of large black

and yellow blocks (about a foot square). It was a window to attract attention and the intention succeeded. It was almost as startling from one side of St. Catherine Street as the other, but as a background for a showing of tan shoes it had the effect of mixing mere boots up with a maze of color and geometry, which, in the writer's humble opinion, discounted selling force to the minimum. The passerby might be persuaded to stop by the daringness of the effort but it is questionable if the average looker would recall whether he had been looking at boots, bon bons or bolognas.

A One Line Window

Let me cite a contrast. One of the most effective windows both from the standpoint of attracting attention—the police had to move the crowds—and from the standpoint of sales created, of which I have heard in the men's wear business was arranged in one of the world centres of fashion. As a sale suggestion it offered a single hat—a straw chapeau of conservative good taste rather than of freak design. The background, the floor and the ceiling were in dead black hangings—practically invisible. The hat hung on the end of a cane and the cane was lying on a writing table. On the table there was an inkstand and a pen, also a sheet of paper on which there was a note referring to the hat and describing its style points. A chair stood by the table in the careless position of just having been vacated by the writer of the note. Attention was attracted and interest centred on the one article for sale.

"This is not offered as an argument in favor of such a window for average purposes. It could be used to best effect in the heart of the men's section of a large fashion-dictating city. The idea is to illustrate the contrast of backgrounds and the system of making the goods themselves attract attention.

"A study of the windows of many of the stores of the large cities, where neither trouble nor expense are spared to make tasteful result-bringing displays, reveals a tendency to eliminate elaborate backgrounds—seasonable showings of course being excepted. There are to be seen whole series of windows where the backgrounds are practically a permanent arrangement of wood and plush hangings, which are only covered for special occasions. These backgrounds are not a matter of money-saving—they are put in at a high cost—but they give an impression of rich-

ness and taste which involuntarily emphasizes the quality of the goods displayed in front of them, without in any way detracting from that vital interest in the articles themselves which leads to sales.

Let Others Speak

"Opinions of those who are devoting themselves to the study of display and effect behind the plate front should be of interest to others practising the window-dressing art.

¶ *Photographs, alas, cannot properly reproduce colors. As a result the reproduction of Irwin Armstrong's window, as given in our April issue, lost value. Mr. Armstrong would probably be the last one to claim for that trim perfection, or anything nearly approaching perfection, yet in fairness it must be said the trim was exceedingly attractive—moreover it accomplished the main function of a window—it stimulated sales.*

¶ *But criticism of the friendly type made by our Montreal Reader is always welcome. From such much can be learned.*

¶ *Let the next man speak.*

—THE EDITOR.

For myself I would like to know the ideas of others on the point regarding backgrounds.

"And backgrounds are only one of a large number of problems with which the window dresser has to deal. There is the question of deep or shallow display space; the question of units or groups; the question of using price cards or of enticing the prospective buyer to come in and ask for himself; the question of a general mixture of goods or of emphasizing a single line; the question of one large display or divisions, and many others—and all of them in the general relation to psychology as applied to the passerby—which means a study of the nature of the business most likely to be developed, the season of the year, the quality of goods which can be afforded by purchasers, and even the day of the week as bearing upon class of buyers or special events."

WHAT IS BEING SHOWN IN TORONTO SHOPS

By MACLEAN, TORONTO

FRANK Stolley has devoted a lot of energy to shirt sales in the early days of the month, and certainly has sold a great many. Ties were also marketed at a very attractive figure.

The sales, however, were not altogether for cleaning-out purposes, but to draw people to the store, and once inside, there certainly was much for them to observe.

A number of the shirts shown were of English Madras in light strips. The great majority with the soft cuffs which are gaining rather than losing in popularity. Batwing ties were prominently displayed in this store, and some beautiful Derbys were also in evidence.

Soisette Military Shirts

In the military department, a profitable department it seems, the coming of Spring and Summer is heralded by the prevalence of light khaki shirts. Some of the flannel

line, which has such a wonderful run in the Winter, are still on sale. Shirts made of khaki soisette, however, are the thing at the moment. They are made in the same styles exactly as the Winter shirts, but are in two shades, a dark colored khaki, which apparently is a great favorite with the military men for day work, and a light, almost buff, colored shirt which has been in great favor for evening wear. Those officers who find time to attend dances or other social engagements like this very much. It has a dressy appearance, and is cool and comfortable.

Bath robes are also being shown in this store. Some expensive woollens and more reasonable ones made of goods partaking of the Turkish towelling nature.

For the coming months, when people will be preparing for their Summer vacations, and thinking of the bathing excursions, these will be in considerable demand.

A Waterproof Stocking

By the way, harking back to the military department in this store, there is a novelty in the form of a waterproof stocking. It is made of cloth, khaki-colored, which is thoroughly waterproof, and which laces up so that it will fit snugly inside the boot, and round the calf of the leg. It would not cause puttees to hurt or look at all bulky. The one drawback this line might have is that it would be warm, but for trench wear, or for wear in cold-muddy weather, this would be a blessing rather than a defect. The line is made so that it can be retailed at \$2.50 per pair, and yield a fair profit.

Caps, too, are being extensively shown in the store. It is the season of the year when they are in considerable demand by motorists and those preparing for holidays.

The old-fashioned check is still in favor one gathers from the display shown. There are some very nice new patterns in evidence.

Ely's in their King Street store are already hard after Summer business, evidently building a good deal on the trade which is regularly received at the commencement of the golfing season.

A large number of English caps are to be seen in one piece crown. Checks are perhaps the prevalent pattern. A rich looking line is the Angora Sweater Coat. These are made with four pockets, and sleeves, but there is no collar, the neck being cut in a V shape. One of these coats shown is in canary color, yet it does not seem at all loud, and worn under a vest, as it probably will be, undoubtedly will prove exceedingly attractive.

A nice line of ties, especially for elderly men have small flowers of purple on a backbround. Still another attractive line is of British hand printed foulards—these are somewhat brighter—a dark ground of green or black being relieved by innumerable small squares of light yellow or other bright colors.

Soft Cuffs Grow in Favor

This store of course is going quite extensively into the special measure shirt department, though the made-up shirts are displayed very prominently. A pretty thing shown is in Japanese silk, blue in color. The collar band on this and on all the taffeta and silk shirts is made soft. In all lines the French cuffs are still exceedingly popular. It is said, moreover, that the popularity is not only for summer shirts, but that many men are coming to the point where they will use nothing else.

A semi-starch collar in French pica is being shown and is proving a trade winner. Other collars popular are of linen, the back being very high, but the front being cut down exceedingly low. The tendency of all collars it seems is still to lowness in front, men have found this a very comfortable style and evidently there is hesitation in passing it over.

Some Bright Hose, Etc.

Another golf line, by the way, which is selling largely already is sox. Scotch wool hose are shown in the loudest of linen, the back being very high, but the front being color the better the sale. A number of these are being bought by quite elderly gentlemen, and there is a suspicion that they send them to fellow golfers as a joke. Even without the nineteenth hole stimulus the golfers do love a joke. Nevertheless, these bright colors are quite the thing on a golf course, and under long duck or flannel trousers they would not look too flashy.

The patterns however, are of big plaids, and such combination of colors as yellow, green and heliotrope are far from unusual. Another and a quieter line in golf sox is a

combination of silk and wool. This also is suitable being easy on the feet.

Military Ascot Tie

Some new military lines are shown in this store. A khaki Ascot tie is being prominently displayed and has already established itself in favor. It is especially fitting for those officers who do a good deal of riding, but is not by any means confined to them. As in other stores here also the soisette khaki shirts are taking the place to a considerable extent of the flannel shirts. They are much lighter and more suitable for the coming season.

A line which is due to receive a good deal of favorable attention in the coming months is also shown here in khaki cottonless suspenders. These are made in the two point style, aside from the military color, the suspender is attractive.

Soft Collars to the Fore

For some reason soft collars are not being as prominently displayed yet as might be expected, but in Dunfield's King Street store a part of a window trim is given over to this line. The results, from appearance, and it is said from sales, are very satisfactory. Batwing ties in fairly loud colors are also being shown, as are gloves. The gray suede seems particularly to the front. An exceedingly attractive window card is shown in this store. It is not very large—not more than nine inches wide by a foot deep, perhaps, and across the upper right-hand corner is drawn a batwing tie in red, with gold spots. This is not large at all, but it does draw attention to the card. In the centre of the card, in quite large black letters, are the words—Batwing Ties. Nothing more is said, but the whole window continues the story, batwings being shown in many shades and many conditions—some tied and some untied.

The new collars being put out by manufacturers are also shown in this window, and in conjunction with them some of the new ties.

These new collars, by the way, are being extensively shown in Toronto now, with a bow tie and with a four-in-hand affixed. The sales for these new lines, we learn, is already becoming brisk. There seems no doubt that many men are now coming to look for a new collar every month or so and are very ready to replenish their supply with these models.

DEACON SHIRT GETS DOMINION CHARTER

The Deacon Shirt Co. of Belleville, has just obtained a Dominion Charter and is being capitalized now at \$200,000. It is also learned that one of the traveling representatives of the Company, W. H. Finkle, who has been traveling Eastern and Northern Ontario and the Maritime Provinces, has enlisted with the 52nd battery, now forming in Kingston.

A new "Semi-Ready" store has been opened at 123 Eighth Ave. West, Calgary, with H. M. Vincent, for some time in the men's wear business in Calgary in charge. This store will carry a full line of men's furnishings.

Gossip of the Trade



THE changeable weather of the past month has greatly increased the difficulties of men's wear dealers by discouraging the buying of Spring lines, at a mid-season when any serious pushing of Winter goods is out of the question.

The situation is not improved by the increasing difficulties encountered in the way of obtaining deliveries of goods that have long been ordered. Dealers appear to be quite reconciled to the new order of things that necessitates a smaller range from which to choose and a higher level of prices; and their trade, too, is becoming cognizant of prevailing conditions in this respect. The one universal lament is the lack of deliveries.

People Ready to Pay More

Even in a line as largely effected as suits, dealers state that their customers are easily reconciled to paying \$3 more for what was a \$15 suit, and that one fact appears to be typical of the whole.

The windows are beginning to assume an Easter look in spite of the Wintry weather prevailing at times. Speaking of windows, "Arch" Moir, of the firm of that name, successors to Allan's, Montreal, says that since adding a single stairway and two small windows to the entrance, and on a side street at that, the business of the firm has picked up fifty per cent. In order to cut their overhead expenses this firm does an upstairs business only, and heretofore has depended upon the upstairs windows only for display purposes, and an elevator as a means of ingress.

No Real Changes

Now that the Winter is over, it is possible to estimate the changes one season has made in what must always be a conservative line, and they are found to be practically nil. The dress shirts and ties and accessories shown to-day are but very little different from the offerings of two years ago, both black and white vests, the latter largely pique; ties occasionally edged with black as before and shirts in both pique and semi-pique. In all the stores visited no distinctly new thing was noted.

There is a noticeable lack of underwear offerings in the windows about town. It is too early or at least too cold for men to change to Summer wear as yet, and it is too late for dealers to still show Winter or even medium weights. With the bright weather that must soon come, a new and more generous demand will undoubtedly brighten up the fronts of many a window still in its mid-season chrysalis.

Healthy Increase Here

Shirts and ties are still the stand-bys of all the win-

dows, and practically all dealers say that their trade in these lines has shown a more than healthy increase. Max Beauvais quotes one instance of a line of 75c foulards in spots and bandanas which he has been cleaned out of on the first showing, so that the whole line has had to be replaced.

Dealers say that the glove trade is much more subject to change than of yore. For all but the best trade washable goods in gloves as in other lines has assumed first rate importance; but the strictly high-class trade is leaning more and more to undressed suede, grey fabrics and tans in capes and kids. Incidentally the demand for Spring and Summer wear is greater than last year, another sign that the people are becoming more dressy. Lisle thread gloves are asked for as frequently as silk, but continue to be pretty well off the market here, as they have been since last Summer.

Soft Cuffs Still Gaining

Soft cuffs are undoubtedly growing in favor, not so much in their introduction to a new class of trade as in the more general use of them by a class that formerly confined its use of them to negligee shirts and business use. They have become a staple.

A feature of the shirt trade that is assuming greater importance all the time is the fact that men are wearing collars snugger and closer-fitting than of yore, thus calling for a smaller-sized neck band to their shirts. The shirt trade has not yet answered this demand by reducing the proportionate size of neck bands, so that the customer often solves the problem by demanding a soft neck band that will allow of scrunching up to fit the smaller collar. One store states that they average one call a day for such a shirt, so that they are now giving it serious attention in their made-to-order department.

One Montreal dealer states that he has given instructions to his window dressers to so arrange window trimmings of goods of recent dyeing that highly colored lines will be exposed as little as possible to the direct rays of the sun through the glass as the latter intensifies the sun's tendency to fade colors.

Howard Brokenshire, for the past six years one of the traveling staff for the McAlpine-Richardson Company, has been attached to the 204th Battalion as Lieutenant.

Considerable damage has been done the men's furnishing store of P. T. Smith & Co., Amherst, N.S., by fire. Loss was fully covered by insurance.



KNITTED GOODS



LOOK FOR AT LEAST 10 PER CENT. ADVANCE

WHAT about underwear?
What about hosiery?
What about all knit goods?

In the clothing department is discussed the wool situation, it being there stated, on the authority of experts who have been figuring carefully that as a result of the abnormal conditions there is being consumed annually, at least 500,000 bales of wool more than the world's supply of sheep can produce.

That, if it be true—and it may be taken as true—seems clearly to indicate greater scarcity of wool, and higher prices.

But in many lines of underwear cotton is also an ingredient.

What of the cotton situation?

Not a Bright Outlook

Men's Wear Review has been in touch with some experts, and their opinion is far from optimistic. They look for a scarcity, even greater than now exists; and because of this; because of the reduced supplies of wool; because of the great difficulties with regard to skilled labor resulting from enlistments; they can see only one thing—higher prices in underwear during 1917, and still greater difficulty in getting supplies. A ten per cent. advance seems to be the best these experts look for.

And if the war should end suddenly?

Well, one hosiery man does not see how this will cause a betterment.

The war over, he says, and there will be a tremendous demand for cotton from practically all the belligerent countries, and from many neutrals. Take these countries one by one, he says. Italy is getting only limited supplies—only enough for her own needs, and much of this she is using up in explosives. So with Russia. Switzerland has no cotton now. France is using up hers. Germany—well Germany, of course, doesn't need cotton, the brains of her Professors, according to the German despatches, being equal to the task of producing a hundred and one substitutes. Still, with the war over Germany will want millions of bales, if she can find a vendor and carriers.

Then England. There, too, great quantities have been used up in ammunition; and with the men going back to the mills there would be need of tremendous quantities.

Look for 5c Raise

"I know this seems an extreme view states this man, but I would not be a bit surprised to see cotton jump 5c with the coming of peace. The world's supply has been tremendously reduced, and on the other hand the world's need will be enormous, almost unbelievable. Should the crop which precedes the coming of peace be a huge one prices might hold steady. If, however, the crop should be under the average, or even normal, I can see nothing for it but higher prices, which will mean higher prices for all

lines in which cotton is extensively used."

It has to be remembered, of course, that since the war started there have been tremendous purchases of cotton for storage. Germany has been buying with the dual purpose of keeping down the stocks which the Allies can get, and of insuring supplies for herself after the war. All this cotton is now in the States, and with the coming of peace would come upon the market. Then England, through contreband, etc., has secured great quantities of cotton. There must be in England, despite the wastage of war, an exceedingly large supply. That too will come upon the market with peace.

A Point to Remember

To what extent these supplies will offset the other tendencies which point to a rising market can only be conjectured. It is a point apparently overlooked by the manufacturer who has been quoted, however; yet one which will prove a real factor.

But peace does not seem at hand; and all indications, therefore, are for higher prices in hosiery, underwear and kindred lines.

As with clothing so here the mail order houses, and the big wholesalers are acting in a way which indicates to the retailer what is to come. They are buying—buying almost everything they can get—and buying at high prices. They are covering their future requirements. They are going into the United States market and getting what they cannot get in Canada.

One wholesale house made this proposition to a Toronto selling agent this past week—to take, during the coming twelve months 25 per cent. more than they took in the past twelve months, at the same figures. The offer was refused.

Australia in Market

Another selling agent was approached by an Australian buyer, who wanted to know where he could get \$20,000 worth of hose. The selling agent courteously informed this buyer that he would be glad to learn the same thing.

Going to the States Canadian buyers are having to pay more for their goods.

The U.S. mills have ready buyers in their own land. They will not, therefore, sell here except at an increased profit—and they are finding little difficulty in getting this increased profit. Realizing this more and more; as time passes, they are likely to raise their prices still higher—and the Canadian merchant, will in turn have to pay more.

Yes, until the war ends, it looks sure to be an advancing market. After the war—well it may continue to rise for a time, but the cotton in warehouses which will come out looks likely to prove a factor. For a time at least that should force a decline, though it is quite possible this supply will not be sufficient to hold prices down long in face of the heavy demand.



SUITS & OVERCOATS



WORLD'S WOOL SUPPLY DEPLETED CLOTH MUST REMAIN HIGH IN PRICE

READERS of Men's Wear Review will realize how difficult it is at the present moment to definitely estimate the future, as it will affect the men's wear trade.

In the April issue of Men's Wear Review was dealt with, in this department, the question of what will happen after the war. It was then indicated that a number of manufacturers are fearful of having too great a stock, less, with cessation of hostilities, there comes a decline in the value of cloth which would seriously upset their business.

The view is true to-day, but so much more serious is becoming the problem of getting cloth that the danger of getting too much, is rather thrust into the background.

There are many reasons these days to account for this difficulty. Perhaps one of the greatest at the present time is the actual shortage of ships. It is not that the German attempt to break up British industry has succeeded in any way, but simply that more ships are needed for war purposes and so have had to be taken from their regular work; and because the internment of so many German ships in various neutral ports has reduced the world's supply of sea carrying agents.

Ships All Busy

Every Britisher will realize that the transportation of so many troops—transportation which is going on every day—requires the employment of a great number of ships. Moreover, these troops once in France, in Mesopotamia, in Greece, necessitate the employment of a larger number of ships to keep those men in supplies of clothing, ammunition and food. These are the ships, of course, which formerly brought food and cloth from England, and which carried back Canadian products. These are the ships which filled their place in the transportation work of the world.

Then the German ships which are interned also did something to market the world's products, and are not now being used to any great extent. The neutral nations for the most part are allowing them to lie at anchor, even though they themselves are feeling the pinch which comes from the great restriction in shipping.

No wonder then that manufacturers of cloth in England—when they have overcome to some extent the difficulties of raw material and labor, and have the cloth ready, find it very difficult to get this across. One manufacturer with whom Men's Wear Review was speaking, had before him advice from an English firm with which he had dealt for years, stating that part of the goods which he had ordered were then on the dock at Liverpool. They have been there for some little time and apparently are going to remain there until at last they secure freight room. This manufacturer is of the opinion that there is

no trickery behind the advice of the English woolen firm. He believes that the cloth is made up and ready to ship. This is stated because there are manufacturers, who, having trouble with English firms, complain that a good deal of plundering is going on and that English manufacturers who have the cloth, are failing to fill contracts because they can get better prices than the contract price.

Can Hardly be Denied

Such information regarding plundering is secured from so many reliable sources that, unpleasant as it may be, it must be believed. Nevertheless, it must also be remembered that there are firms above this kind of work, and doubtless their inability to make shipments must be attributed to other causes.



A simple, but exceedingly effective trim. Merchants with small windows can adapt this general idea to splendid effect. It would be attractive also as an interior unit.

Merchants will realize that manufacturers of woollens over there very seldom do the complete work themselves. They will perhaps pass on a certain part of the work to another factory, and that factory, through labor difficulties, will have the greatest difficulties in getting their work through. This, of course, means delay all around.

In addition to these labor troubles, in addition to being unable to get ships to bring these goods to Canada, there is the fact—the growing fact—of the scarcity of woollens.

Just consider for a moment conditions as they exist at the present time. Think of the vast army, not of Britain alone, but of all the Belligerents. Then consider that many in that vast army have been of the lowest classes, and have not been in the habit of buying much in the way of clothing. Perhaps one suit a year would account for all they would purchase. On the other hand they are perhaps now getting one suit in 6 or 8 weeks. Soldiers at the front are wearing out their uniforms in this way—others



A Fall model being shown by Randall & Johnston. This is fitted to quite an extent at the waist, and as will be seen, the lapels still have the popular roll. Somewhat similar models are shown by many manufacturers, the opinion evidently being that this will be a popular style.

who are training are less hard upon their uniforms, yet they too, have to be supplied every 4 or 6 months.

Wool Supply Depleted

It means a tremendous drain on the supply of the world. Experts who have been following this matter for a long time, have come to the conclusion that the annual consumption of wool at the present time, is 500,000 bales in excess of the supplies which can possibly be secured from the existing sheep herds. This simply means that the manufacturing of cloth which is going on at the present time, is rapidly reducing the world's supply of wool.

In view of this there does seem some ground for the fear expressed that conditions in the clothing business are going to grow more and more serious, unless, of course,

the end of the war comes sooner than at present appears likely. When it comes there will, undoubtedly be uncertainty in prices for some little time, though with the world's supply of wool reduced as it is at the moment, and with the great demand there would be for clothing from men returned to civilian life, it would hardly seem that anything like an immediate return to normal prices could be expected.

With the view of getting an opinion on the present situation—as it appears to the manufacturers who have been closely following the market—from the retailer's standpoint, the following question was asked of a man exceedingly well posted.

"If you were a retailer at the present time, and not a wealthy retailer, rated at perhaps from \$2,000 to \$5,000 with good credit, what would you do with regard to your clothing department?"

Read This Opinion

Here is the answer given after some consideration.

"I would estimate carefully my needs and I would try to cover those as far ahead as I could—that is as far ahead as my manufacturer or wholesaler would let me. I take it for granted that it would not be good business to tie up too much money in clothing even though I had it. As a retailer I would be doing business in other lines and would need a good working capital, but I would feel that every suit of clothes I could get would make me more than my regular profit.

"The truth of this is proved," the manufacturer continued, "by the attitude of the big mail order and department stores. They are out buying everything they can get. I do not think that is in the least an exaggeration. If we went over to them now and made them a proposition, saying we would make the goods in standard patterns which would not go out of style, I know they would accept the proposition. I know this because they are coming to us every week almost requesting a supply of certain lines. The big department stores and mail order houses of Canada at the present time are stocking for 1917, not for Spring, 1917, but for Fall and Winter, 1917, as well. It is very evident they expect either to be able to make an additional profit by such buying or they are anxious to ensure having the goods. Personally I think the latter is the case."

Considerably different is the opinion of another manufacturer—a manufacturer who has just returned from a trip during which he visited a large number of retailers. In his opinion there is evidenced a tendency on the part of some retailers to buy too heavily.

And Then Read This

"It is true the big department stores and big mail order houses are buying in huge quantities," said this man. "I know it, because they want to buy from us. They are buying goods—especially boys' clothing which they will put in their catalogues, for 1918. But these firms have unlimited capital. One of them has recently raised \$14,000,000 I hear. When they can do that without effort they can afford to buy.

"Now, I'm not saying the buying of these firms is not an indication that buying is good business. The department stores and mail order houses are perhaps the best buying barometers we have—but I'm afraid more merchants will suffer by buying too much than by buying too little.

"After all, you know, styles will change. Take overcoats, for instance. Suppose a man lays in a stock of close-fitting, velvet collared coats. Then the style changes

to loose, box coats. He'll have difficulty selling his stock. To buy far ahead requires the greatest care regarding styles, and I think the part of wisdom is to be conservative—to buy sparingly.

"You know we will all be making suits next year. Oh, we'll get a good bit of cloth somehow, and we'll be turning out suits, and those of us who are wise will be protecting our old customers. We're doing that now, turning down almost daily, orders from the big mail order houses that we may have the goods which our customers throughout the country need.

Another Source of Supply

"Another point.

"A number of firms have been dealing quite largely in uniforms. As soon as the demand for those falls off, and it may fall off to some extent quite shortly, they will throw the huge facilities they have built up into manufacturing regular lines of clothing. They'll get some kind of cloth—made from wool rags perhaps, but cloth—and they'll produce. Some of them now have cloth, having been wise enough to keep their civilian department in good shape all the time they were working on army goods.

The Price of Wool Rags

"The wool rags referred to," continued the manufac-

turer, "offer an interesting feature right now. A little time ago these were bringing 16c per lb. Now they are down to 6c. It looks a little significant, doesn't it?"

Two, widely different opinions these, and yet it will be noted both men urge the need of caution—of keeping resources in a liquid state. That, to Men's Wear Review, seems the sound advice at this time.

A Word on Styles

In styles it is indicated a short box coat, in various shades, will be popular this Winter, but not by any means to the exclusion of other lines.

Another overcoat model, which seems certain to be very popular in the Fall is a loose, slip on coat, in both single and double-breasted styles, made in three-quarter lengths. The sleeve is the one-piece style, the lapels are fairly wide, with the soft roll, in the single-breasted style. In the double-breasted models the lapels are narrow and semi-peaked. The collar is of velvet, blending with the color of the coat, and shows one row of stitching. At the bottom of the coat there are three rows of stitching. The sweep of this model is 72 inches, and the vent is deep.

A notable feature of some of the latest models in Fall suits is the shaped vests. They are cut in considerably more at the waist than is the coat.

SHORTER CREDITS ON CLOTHS

The manufacturers of fine cloth in the West Riding and the South of Scotland have agreed upon new rules for the purpose of cutting down long credits and these go into effect on July 1 next. These prevent dating forward, all invoices must be dated 60 days from first of following. In addition pattern discounts are cut out, as well as the 37-inch measure to the yard. The new regulations that are binding on these manufacturers read:

1. That all goods invoiced from the 1st to the 31st of the month shall be payable on or before the 20th of the third month following that in which the goods were invoiced, thus giving what the trade calls two clear months. At the end of that time the account will be subject to 2½ per cent. discount. If at the end of that time the merchant wishes to pay by bill, the manufacturer may or may not agree to accept a bill or promissory note not exceeding four months from the due date. In this case the discount will be first deducted and then interest at the rate of 7½ per cent. per annum added. This will work out at practically net cash after deducting discount and adding interest but there is a small margin in favor of the buyer. Should the buyer wish to pay before the due date he will first take off the 2½ per cent. discount and then a further 6 per cent. per annum calculating as many days as the account is paid in advance.

2. There is to be no dating forward, no further discount, commission or bonus in addition to the above, and there is to be no getting behind the terms laid out.

3. All goods are to be measured 36 inches to the yard, and there is to be no allowance for over-measure or for shrinking.

4. Carriage is to be paid to the port of embarkation or to the premises of the clothworker, but beyond that no charge is to be at the manufacturer's expense, unless the clothworker himself collect the goods from the manufacturer, in which case carriage will be allowed by the manufacturer to the port.

5. This is not to apply to goods which are invoiced other than in sterling.

Patterns to Be Paid in Full

6. All patterns of ¼ yard single width and over, or any patterns which contain a square area of 243 inches are to be paid in full.

How the Discounts Are Cut

Several Canadian wholesale buyers when spoken to by The Review stated that these regulations undoubtedly were intended to enforce short credits and might make matters difficult for the buyer who was not ready to settle promptly.

"The cutting out of the allowance for over-measure that is giving 37 inches to the yard, will apply chiefly to men's wear, as most women's goods are on the logical basis," said one buyer. "The new rule is the only sensible one as in the end we pay for the over-measure, not the manufacturer.

"So far as the new rule for discounts is concerned it is not much different from the present for cash settlements. We are allowed 3¾ per cent. usually now; under the new rule we get 2½ per cent. and a further discount of 1½ per cent. per month or 3½ in all for cash. In the case of credit after the 60 days, there is still the 2½ per cent. discount under the new rule but a charge of 7½ per cent. per annum is made or practically a net charge of 5 per cent. as it is now,—when it is enforced. The chief difference under the new rule likely will be that the enforcement of a charge for a long credit will make it unprofitable to accept credit, and may wipe out some of the men with small means."

So far as patterns are concerned, many mills give a 50 per cent. discount now; this will be cut off, but, as one large buyer remarked: "If they give the discount we pay for it in some other way,—naturally in a higher initial price, so what's the odds?"

MEN'S WEAR REVIEW



VOL. 6.

MAY, 1916

No. 5

STOCK VERSUS MONEY

TWO or three articles in this issue deal with the present abnormal conditions as they relate to men's wear lines. They indicate a tendency on the part of many—and some of these the best merchandisers—to buy heavily. Perhaps, under these circumstances it will not be out of place to sound a word of warning.

Just at present stock on the shelves is indeed of great value—in many cases of growing value. But it takes money to make the mare go, and stock, no matter how good, may not always be converted into money upon the instant.

The merchant, therefore, will act wisely who keeps a strong check upon himself. He will see opportunities to buy to advantage, but if these opportunities once accepted will tie up money so that obligations may not be promptly met, then the good buy will prove a boomerang coming back to cause harm, and possibly business destruction.

These are days when a merchant must keep his credit above reproach. With manufacturers having less goods than formerly to sell, they are anxious to sell only to those from whom payment is certain. The man who delays settlement is endangering his future supply. He is weakening his line of communication.

Money in the bank means first grade of credit. That will prove better than large stocks of goods, even when such goods are rising in value.

A good buyer is one who knows where to buy and when to buy, and when to stop buying.

DAILY PAPER CO-OPERATION

A NUMBER of daily papers throughout the country are giving attention to men's wear lines. The *Moose Jaw Evening Times*, for instance, has in its issue of April 5, three columns of information—more or less up-to-the-minute—dealing with shirts, gloves, hosiery, underwear, pyjamas, etc.

Information of this kind cannot fail to be of real value to men of the community. It will, moreover, do a great deal towards helping in the general dress up movement.

Men's Wear dealers might well urge upon their local newspapers, the use of some space for the diffusion of information on men's apparel. Once brought to the attention of the publishers, this idea

is likely to be considered with favor. The publisher will see that such information will pave the way for more advertising from the men's wear dealers, since it will make this advertising of more value by further stimulating the purchase of men's wear lines. Merchants might also urge that the question of boys' apparel be not overlooked. This is a line which appeals not only to the boy, but especially to his mother and father at certain seasons of the year. Such men's and boys' wear articles would be particularly appropriate in the Saturday editions of the paper, or in the Friday evening issues, which precede the great buying day of the week.

Dealers should be ready to give the reporters of their local papers information as to new styles. A reporter we all know is a universal genius, but often his knowledge of the intricacies of clothing is limited, and he must depend upon the good graces of a man who is a master in the men's wear trade for the advance information which will be of interest to the people for whom he writes. Co-operation between the daily paper and the merchant of the town is worth while. It helps the general public to get pointers which are of real value to them. It stimulates business with the retail merchant, and makes his advertising in the daily paper more profitable. As a natural result it helps the publisher get more business.

That more has not been done along this line is probably as much the fault of the men's wear dealers as of the publishers. It would be a splendid thing if these men could get together more frequently and discuss conditions, and ways of stimulating trade.

THE RETURNED SOLDIERS

THE time has come for Canada to make good the promises of the hysterical days of the war. Today her sons, some of them, return to seek their strange place in the new scheme of things.

It is more than money that these men work for. It is that understanding that is born of a generous sympathy steeped in a warm imagination that can conceive of the horrors they have been subjected to and that makes large allowance for the shortcomings that they bring with them into civil life. Is it humanly possible for a man who has stood the strain of months of trench warfare to be as other men, his looks of health notwithstanding? He has scraped his dearest friends off his clothes. He has withstood the shock of charges and the tense tumult of counter charge. He has for months lived under every hellish variety of modern death, perhaps he has been gassed, the tissue of his lungs burnt out, his brain seared and certain cells closed forever, and has perhaps gone through that most awful trial that modern artillery can bring to bear on a body of men "the preparation for the infantry attack," a concentrated inferno of noise and gas and blood and death that leaves its poor victims stunned and dazed, irresolute of limb

and mind. Can these men be as other men in one year or two or three? Never. Always they will bear in their mind the cicatrice of it, long after kindly memory has enabled them very largely to forget the detail. Their wounds heal. Agony leaves their eyes. They do not return to Canada until sufficient time has elapsed to allow of this much. But their sick minds with scars of sorrow and pain undreamt of here, that has destroyed their very thought impulses and dried up the very springs of action they bring home to Canada to heal in the blessed quiet of an uneventful life which they must largely slip through unobtrusively, all joy of action, all hope of initiative hopelessly lost to them.

And it is peculiarly the task of those who remain to recognize this fact and give to them in this condi-

tion which is often so dull and so elusive in its operation as to defy recognition even by its unhappy victims, a rich forbearance that will remember what they have gone through and that will condone even though it condemns.

They have borne all that alone. Now must they too bear all this alone. As never before in the history of the world are there men who crave the helping hand in word and thought and deed. Deeds are tangible and imply the securing of positions, the gift of goods and money. But more important is the Christ-like tolerance for the man who lacks and the inspiring presence of an enveloping kindness that the passage of years will not erase and that will forever remain an inspiring vein of pure gold in the metal of our national life.

EVERYBODY WINS—CUSTOMER AND DEALER

Maisonneuve Dealer Cashes in on Speculative Tendencies of Mankind—Scheme Makes Tuesday as Big as Saturday—It Draws Regular Customers From Remote Part of City.

THE Mercerie Maisonneuve of Montreal, indulges in a club scheme for the pushing of their sales that has been a material factor in adding to their business. It depends for its success upon the love of chance which dwells in most men's breasts; satisfying that speculative craving and at the same time insuring to each customer of the store that he will get his money's worth of goods.

The result is that goods are sold which would not otherwise be sold. The customer gets the best of the individual deal, but an added number of them are added to the store's clientele and in that way the store gains largely.

Idea an Adaptation

The idea is borrowed from a tailors' club scheme for selling suits, and it has been so well received that the operation of it is continuous, and Tuesday, the club day, is almost as good a sales day as Saturday in the store.

That the element of gambling is not considered as entering into the scheme is proven by the fact that amongst the club-members is a captain of police on the city force.

Membership in the club depends upon the payment in advance of fifty cents a week for a period of ten weeks—that is until the total fee of five dollars has been paid, when the customer has the privilege of selecting from stock an equivalent value in goods—or until such time as the customer wins the lucky number, in which case he selects five dollars' worth of goods even though he has only paid one weeks' fee, and withdraws from further participation in the club drawing.

No One Can Lose

Thus, it will be seen, no one can lose, and each Tuesday someone draws the lucky number, getting \$5 worth of goods for payments into the club of anywhere from 50 cents to \$5. Of course those who come to see the result of the draw also make purchases, hence accrues real financial benefit to the store.

Each member has a card giving particulars as to the number he chooses, etc., and registers in the club book. Every Tuesday night when the drawing is made numbered wooden blocks are shuffled in a sock, one then being sel-

ected. The holder of the lucky number wins that week's prize.

Where Advantage Comes

The profits from the club proper are, as has been said, of small amount in comparison to the indirect benefits that accrue. Yet the swelling of the volume of sales, without increasing the stores' overhead cost is of real value. But

THE TALLY CARD

1	-	2	-	3	-	4	-	5
No. 70		M. Hebaire				Serie 3		

Aura droit a une valeur de \$5.00 en merceries dans les 10 semaines a partir du en payant régulièrement 50 cts par semaines à moins qu'il ne gagne a un tirage de chaque semaine. Il recevra alors pleine valeur sans payer de surplus à la

Mercerie Maisonneuve

TEL. LASALLE 158

220 LASALLE

6	-	7	-	8	-	9	-	10
---	---	---	---	---	---	---	---	----

This entitles M. Hebaire to goods to the value of \$5 at the end of ten weeks, commencing by paying 50 cents regularly each week, unless he wins a drawing that is held weekly. In this case he will receive the full value (\$5) without making any additional payments to the firm of Mercerie, Maisonneuve.

far more important is the new customers made. In the first club this store had, for instance, fully one-third of the subscribers were entirely new customers who come from other districts of the city, such as Hochelaga and Longue Point and other places that could not otherwise be reached except by some such powerful pulling sales scheme as this one.

STOCK KEEPING THAT IS SCIENTIFIC

Max Beauvais, of Montreal, Has Method Which Enables Small Stock of Each Line to be Kept at Front, Fresh Supplies Being Brought up When System Shows This Necessary—Some Other Cases.

OUT of ten men's wear dealers who were interviewed as to the chief cause of trouble in their various states, eight agreed that the keeping track of their stock was the chief source of difficulty. The other two thought differently about the matter, for the very good reason that they had solved this particular problem for themselves it thus being no longer a source of annoyance, loss of time or added expense to them.

The Dissimilarity of Efficiency

The strange feature of this case is the fact that the two successful schemes represented two entirely opposite and extreme points of view, thus giving a forcible illustration that the application of any rule must be governed by the requirements of the situation involved, and administered with good judgment and a sense of values, which suggests that the human element enters so largely into the consideration of any problem as to largely govern it.

Set of Five Books

One of the most successful methods explained to Men's Wear was that of Max Beauvais in Montreal, a firm that keeps a complete record of all store transactions from the ordering of the goods to the receipt and later sale of them. The set is divided into five divisions: the stock book in which a record of all stock on hand is kept, and a reserve stock book, which, as the name implies, covers only that part of the stock which serves as a support line to the forward or store stock proper.

Order Books and Sub-Divisions

The order book contains duplicate copies of all orders sent out, giving date of order, date asked for delivery and all other details germane to the matter in hand. This is supplemented by a spring and fall order book, which gives in concise and systematic form under the various sub-divisions of shirts, collars, hats, etc., the various orders in each line.

This spring and fall order book is made up from information gleaned from the order book proper, which is in effect a record of day-to-day ordering irrespective of the class of goods, and is quite general in character while the other is definite and particular. Its sub-divisions deal with each line of garments, in its relation to the wants of each season.

Cost Price Book

The cost price book contains prices on all goods in stock, and is kept up to date with daily changes consequent upon receipts and sales.

A One-Man Job

In this store the duty of keeping these records up devolves upon one man, whose chief duty it is to make the system of real service by keeping entries up-to-date.

Needless to say the entries covering the same articles in the different books vary with the sub-division to which that book belongs, giving style, number, sizes, price, quantity, quality, etc., as needed.

Each morning's first duty is that of replacing sales of stock of the previous day. These are drawn from the reserve stock and the fact noted in that book, and later amplified in the stock book proper which is so arranged as

to give the combined information of the cost and reserve books, in such a compact form that in less than an hour's time it is stated, a complete inventory of one of the largest retail stocks in Montreal could be completed.

Forward and Reserve Stocks

The sales slips are gathered each morning for the making of a list of articles to be drawn from reserve stock. In some cases, as in that of hats, a permanent inventory slip is carried with the hat until it is sold. When the slip is turned in with the sales slip, it acts as a warning that the reserve must be drawn on to replace a sale.

General Advantages

This system allows of keeping only a small stock of each article up forward in the store, without incurring any danger of selling that line out and then neglecting to replace it from the reserve stock. The latter serves as a source of supply in the rear, leaving much greater space in front for the display of a greater variety of lines.

Chiefly, however, the advantage of this system lies in the fact that waste of time and effort is eliminated, as well as the possibility of either neglecting to order a badly wanted line on the one hand or on the other of duplicating one already in stock. The system is like a cog wheel, each part dovetailing into, and inter-dependent upon the other; going round and round, each part performing its function in the whole so that it is possible to-day in this store to tell all about, stocks, sales, orders, etc., for any period of several years' back.

A Departmental System

Case, of Montreal, also has a system of stock-keeping that gives him equal satisfaction although it is worked on almost exactly opposite lines to the one just described. Here, instead of one man being responsible for the whole, each department is looked after by a different individual, and the methods of keeping track of receipts of goods, sales, etc., differs, according to whether it is the coat department, the shirt, collar and tie or the underwear department, as well as according to the individuality of the man in charge of each. The whole success of the plan depends upon the man in charge for here a day-to-day knowledge of the day's sales, forms the chief basis of the departmental head's knowledge of stocks. In other words this system is less rigid than the other and in fact is so flexible that in bad hands it would undoubtedly lead to some abuses although in this particular case it serves admirably.

The Slovenly Middle Ground

Another store visited complained bitterly of the trouble that existed in keeping track of stocks. On investigation their method was found to be neither flesh, fowl nor good red herring, neither the rigid system of the Beauvais store nor the flexible and adaptable one of the Case store, but a hopeless conglomeration of the two extreme points of view that was neither one nor the other—combined most of the faults and few of the virtues. It was the weak feature of a good store solely because it lacked definitiveness of purpose and execution. It did not click.

Pure Perversity

Another similar case is that of one of Canada's chief retail merchants, who sold out a few years ago after forty years of profitable merchandising that still serves as a model to the younger generation of stores in many respects.

All But One

In this particular respect, however, there was a notable lack. Little if any provision was made for stock keeping. In this high-class store the frequent method of discovering

whether a certain article was on hand was to ask the customer to wait whilst a search was made in the warehouse for the needed article. The custom persisted for many years in spite of the employees' pleas for a change. The owner took the stand that he had built up a highly successful business whilst using such a method and that if it was good enough to build a business up on it was good enough to continue. This line of thought, of course, failed to allow for changing conditions and a new set of demands. The store that made a hit in 1907 might well go to the wall in 1917. To-day's the day, and now good credit-rating is king, and stocks must be known.

DEALER NEIGHBORS WHO AGREE

One Handles High-priced Lines—The Other Goods for Working Men — The Working Man's Store Methods Outlined—A Splendid Advertising Suggestion.

An authorized interview with R. Dorval of Gauthier and Dorval, Montreal.

IHAVE a men's wear store in the middle of this block. My next door neighbor is also a men's wear dealer. By all the rules of the game we should be bitter enemies. But we are not. We are very good friends and what is wise we make it pay. The sun shines for everybody. And this is how we do it.

My friend keeps a stock that is meant to appeal to the man who can afford to spend more on his attire than the average working man can. I keep a stock that is meant to attract people of small earning ability on economical ideas. Statistics prove to us that in this or any other city there are more poor men than rich. My friend believes that it is easier to amass a competence in the clothing trade by reaching up for the high-class trade of keen competition, fewer sales and juicy profits. I believe that it is surer if less spectacular to cater to the very human desire for cheap bargains to seek to attract a class whose trade is being forgotten in this modern scramble for overnight fortunes. The profits on individual sales is less, but the total of those same individual sales is astonishing.

Stores Exchange Customers

The consequence is that the customers who cannot get what they want in my store are steered into the place next door. By the same token those who find prices too high in there are directed into this store. We have prices arranged to a nicety. We are the only men's wear dealers in the block and we can serve between us all reasonable wants in our line.

To illustrate, we sell shirts here from forty-five cents up to \$1.25. Next door they sell them from \$1.25 and up. We carry one grade only of hats \$1.50, which on sales we reduce to 89c. Our neighbor's cheapest hat is offered at \$2.50. We do sell a few lines of higher priced shirts but we don't push them. We keep them hidden as some merchants do a cheap line. We try to have this known as a poor man's store and these classy shirts are only for a regular trade that knows we have them and will ask for them.

Collars are about the only class of goods in which our prices are nearly equal and even then there is a difference in the goods offered that makes comparison impossible. I refer to our rubber and celluloid collars which sell at 25c each and which have a good sale.

How Prices Vary

In underwear we sell the Summer grades from 69c to \$2.29; in Winter \$1.49 to \$3.49 and in scarfs from 39c to \$3.49. The neighbor starts his underwear at about

where we leave off at from \$2.50 to \$3.50 but in the scarfs we cross wires slightly. This is a result of our carrying a fairly good line to meet that want of people for showy things in articles like scarfs, which are exposed to the public gaze in contradistinction to underwear which is not so exposed and of which we sell a great deal in the very cheap grades. Even in this class of trade we find that combinations have the best sale.

There is one very great advantage about such a store as ours. We have very few overhead and upkeep charges. In seven years our outlay for decorating, etc., has not amounted to ten dollars. We maintain a good stock, a clean appearance and have a substantial looking place of business that is in keeping with our stock of goods and the men who come here to buy. An ornate interior would cheapen our goods. Inversely my friends, and competitors in the high-priced lines must spend small fortunes in oak, and mirrors and fancy show cases. You can't show a silk shirt off in the plain case that will do for a green and yellow cotton print. But there are people who buy green and yellow cottons.

Don't Keep Old Stock

We follow a definite plan in this low priced store and each display is based on some good live selling idea. For one thing we never trifle with old stocks. What is not sold this year is discarded. If we can't sell the goods we give them away, usually to some charitable institution and of course we don't hide our light under a bushel. The first of March is our official clearing out day. Last year we donated twelve dozen hats to one institution, and odd lots of other goods to various other deserving charities. We need all the space we have for new goods which we find the people insist on having, even in the very cheap lines.

Feature Cheapness Always

We work our windows very hard. Change every week and feature some article in each show, \$1.25 shirts for 89c, \$1.50 hats 89c etc., anything to get a man in the store where he can see the price tags of a multitude of low-priced goods. We price tag everything for our sale appeal is one of cheapness and if we did not feature this point we would be out of the running. For this reason we run a window special every week the year round.

Advertises in the Movies

We have one of the best arranged advertisements in the city. In a moving picture theatre that is very popular

(Continued on page 42)



HATS *and* CAPS



STRAWS give little indication of startling changes for the coming season and conform very closely to accepted lines with the $3\frac{1}{4}$ by $2\frac{3}{8}$ measurement as the staple of the trade, and the extreme style represented by the $3\frac{1}{4}$ x $2\frac{1}{2}$ or $3\frac{1}{4}$ x $2\frac{5}{8}$. These are made in splits and sennets as of yore with bows impartially divided in their location at side, rear and quarter.

Rustic straws in coarse braids promise well again and are being stocked.

The season is not far enough advanced to forecast, with any degree of certainty the probable time of the first displays, but experience only goes to prove that there is more of conservatism in this line than in most. June 1 is the official straw hat day of Canada, May 24th at best the earliest days when sales in Canada at least meet with any great measure of reponse.

The average man's conservatism is such that it seems next to impossible to sweep him off his feet and force him into earlier buying, unless by good hap the weather is such as to force the issue on him.

Attempt to Force Sales Failed

Last year the interesting experiment was tried in Baltimore in a climate much more severely warm than ours, of crowding the male population into their straw hat buying on May 1, and so adding materially to the length of the season. Newspapers, windows and sales forces combined in one broad educative campaign, that pushed aside for the nonce the commercial rivalries which sometimes retard such movements. But all in vain. The movement fell flat, languished and died. Not until the usual time did buying commence. It was not that the hats were not wanted at that particular time. Man is a stubborn brute.

One Quebec dealer says that he endeavored to force the season last year by opening up the first week in May, and he declares that he injured the sale of other hats without hastening the sale of his straws. He is going to put it off until he sees the demand is right this year. Another dealer figures on the middle of May always as his time, although he does not expect to sell many hats until May 24. Still another says that he will not be bound by dates at all, but only by the weather. He plans to have his stock ready so as to drop right into the heavy business with the first indications of it from a weather standpoint without losing valuable days trying to sell straws when people will still buy felts.

Those Slaughter Sales Again

Rumblings of discontent may be heard by the onlooker in regard to that old sore—premature straw hat sales. The element that struggles for a uniform date of cheap sales grows larger each year with the increasing evidence at hand of the evil result of continually shortening the season in order to get ahead of one's competitor. Some proposals are heard of inducing merchants to subscribe to an agreement to not hold straw sales until the cream of the full price season has been skimmed and it would not

be surprising to see July fairly well along before any quantity of such sales occur.

In this connection there is as yet no certainty that the dollar sales will hold sway this year as of yore, there will be sales, yes, but these possibly will be influenced as to prices by the upward swing of prices.

Even with all the men there are in the army the vast majority of dealers report a better business in all hat lines than last year, so it is fair to presume that the same will prove true of straws. Necessity is a powerful driver.

Available Supply the Thing

If the warm weather comes with a sweep and a rush it is service that is required more than sales pushing; the service of an adequate sales force and a big stock convenient to hand—that is, not stored away in the rear. If, of course, the warm weather comes gradually, the sales peak will develop in the same way, and must be aided by sales devices—especially by attractive window trims.

One dealer who has heretofore always carried only a high-priced line of hats now carries down to the \$2.50 in felts, and states that he will carry the practice into his straw business. Although he pushes the high-priced goods, for the customer's satisfaction and his own ultimate good, he states that from a narrow standpoint he would prefer to sell the cheaper hats if he knew the customer would return to him when the first hat shortly needs replacing, as it is certain to do. This dealer says that the army has tapped that class who wear high-priced straws very largely and for that reason he intends to go after a cheaper trade. He believes that the high-priced mechanic of whom we hear so much nowadays has not yet developed the taste for high value in hats that he has in suits, as a different set of arguments apply to the case.

Panamas in Middle Ranges

For all that, a good trade in Panamas is being prepared for by local dealers—especially in the medium grades which will likely attract the economically-minded buyer of a good hat. These are almost entirely in the set shapes, while the high-class grades, of course, will be in the natural. The sailors which went so well last year also promise very well.

Black and white checks which have invaded most articles of apparel, from tie to socks, have not left the straw band untouched. This pattern attains one of its chief successes in the light Summer cap of black and white check silk crepe, for Summer and evening wear, that can be sold to such great advantage simultaneously with straws.

H. Bunting, who for some time has been acting as salesman in Malone's clothing store, Tiisonburg, has bought Mr. A. P. Malone's store in Strathroy. Mr. A. P. Malone has enlisted in the 135th Battalion.

* * *

H. Vickery, for some time engaged in the clothing business in Camrose, Sask., has enlisted for overseas service.



COLLARS & SHIRTS



“WITH regard to styles, color, etc., and general conditions in shirting business, we would say that the position of labor and supplies is a very serious one to-day with the manufacturer. The American market and the English market from which we draw a good deal of our raw material for shirt making are filled up with orders, and cannot accept very much future business.

This condition is occasioned in the United States by the unprecedented demand for merchandise all over that country, also by the demand from South America which has newly gone into the American market for goods.

The English market condition, of course, is strained by the lack of labor, and the manufacturer who has the piece goods in his stock, or has contracted early enough to get deliveries, is the maker who will do the business next season. Also the retailer who gets in early enough with his order on these goods is the man who will get delivery, for undoubtedly next Spring, the position will be this, business will be done with the man that has the goods to deliver both in the wholesale and retail way.

“The color situation has not improved in any way but is getting worse. Printers and dyers are advancing their prices weekly and are also withdrawing a great many colors. We cannot tell when the future supply will run out on any color, but the big demand in the United States is fast eating up the available supply in America.

“With regard to new materials and styles, it is very difficult to get a cloth maker to turn out anything new and the majority of lines shown are on the order of former numbers that have been successful in the past. A new cloth which is having good success for Fall is a high finish satin effect, made of good long staple Egyptian yarns. This should give very good satisfaction.”

“As giving some idea of the frenzied demand for goods in the United States at the present time the following incident may be cited. Just a month ago one of the largest producers of printed goods in the United States brought out this Spring range. This was first shown in the morning, and the entire output was sold up by six o'clock.”

Such is the opinion of one large manufacturer upon the present situation.

Another Canadian manufacturer says:

“Reference to the conditions in the shirt line, will say the writer has been to New York during the past week, and can report that merchandise in our line is very scarce, and find the reason for the scarcity owing to the extraordinary demands in the United States, and of course, the scarcity of dye stuff.

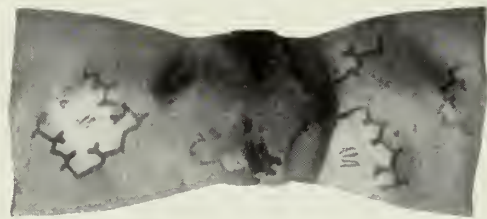
“The most important question with the Manufacturers in Canada to-day is the labor question. There is nothing new in particular regarding styles excepting there is strong demand for check patterns for next Fall and Spring.

The unfortunate thing is that this is not so much because more shirts are needed than in former years—

though there has been a great stimulation in the call of late—but because the workers are really fewer. Manufacturers have no hesitation in attributing this unfortunate situation to the war. Those who have married soldiers, and those wives who formerly worked, are now independent as a result of the government allowance to soldiers' wives, and to a perhaps too generous distribution of the Patriotic Fund.

There is a diversity of opinion as to prices for Fall. Some indicate there will be an upward movement of 15 per cent. to 20 per cent. in colored shirts. White shirts and collars, it is generally predicted will remain at present prices for some time.

In collars it is considered a very serious matter to change the price, as customers have become accustomed to paying a certain sum—having been educated to that. It is felt a change would disturb the demand materially, and perhaps upset this for some time.



One of the new large piping bows, such as are selling so largely in the States. The width of this is hardly brought out in the illustration. It would be suitable for wearing turned in under one of the new wide open front collars. This particular tie is shown by Tooke Bros.

Manufacturers do not want to change the quality. Indeed quality and price are being held steady at present, the manufacturer absorbing the loss.

Soft and stiff cuffs it is expected will be in about equal demand for Fall in colored goods.

As to materials, for the lower numbers plain percales are expected to be widely shown. In the medium ranges cords and poplins and rep effects are to be the thing for the better qualities.

Designs, and colors too, will be more extreme than those shown for Spring, 1916. Colors are the thing, all combinations being shown, evidently the style to a limited extent following the United States tendency for flashy lines. The Fall range, indeed will show some extreme styles.

Summing up the situation—especially as it relates to shirts—this point might well be emphasized. This is a placing order year, and so will be 1917. Manufacturers may or may not have goods for sorting. Certainly they will not have wide ranges. Placing is the wise thing now, thus putting it up to the manufacturer to see that the goods are delivered when wanted.

WILL HOLD BACK STRAW HAT SALES

Dealers in Many Places Determine to Sell at Full Price Until August — Some Expect Difficulties Through Weak Attitude of Opposition.

HOW about holding back slaughter sales of straw hats until early August at least?

The wisdom of this was suggested in the April issue of *Men's Wear Review*, and since then the Editor has been in communication with some of the best dealers in all parts of Canada. Practically without exception they favor the plan. Some see difficulties; but evidently the majority intend trying to secure such a wise delay.

Here are some of the opinions:

WILL J. SIMPSON, ALEXANDRIA, ONT.

"I consider the slaughter of straws at an earlier date than August a most hurtful, unprofitable, and foolish procedure on the part of any dealer.

So far as this town is concerned we have nearly always adhered to the plan of selling all lines of Summer goods at regular, legitimate prices until the above date—at the earliest—and have found that 'it pays' to do so."

BELL'S, STAYNER, ONT.

"To delay slaughter sales of straws is a good idea. Believe it would be possible to get our merchants together on this."

J. T. BALL AND CO., ORILLIA, ONT.

"We are heartily in favor of postponing all sales of straw hats until August. The season at most is a short one and should not be unnecessarily shortened by premature sales, thus spoiling the profits on the merchant's straw hat department.

"Believe we can get our dealers together on this."

G. H. LUERY, STIRLING, ONT.

"We think June and July should be the months of selling straw hats at a profit and that August 1st is soon enough to begin to cut prices to clean up.

"We think it would be possible to come to an understanding here in this matter as we are practically of the same opinion on the matter now."

T. H. BROWN, ROSSLAND, B.C.—"I think the suggestion is good. It will be possible to get our merchants together on this."

R. A. HART, WEYBURN, SASK.—"To hold off slaughter sales until August would undoubtedly be profitable, but it doesn't seem possible to arrange for this."

D. G. CRAIG, WOLSELEY, SASK.—"I think it would be a good idea to fix a date for clean-up sales."

J. G. McINTOSH, SCHREEKER, ONT.—"We are not large users of men's straw hats. We commence to clean up on these about the 24th of July. Our season is shorter than it is in Eastern Ontario."

BROWNS, LIMITED, PORTAGE LA PRAIRIE.—"We heartily approve of the suggestion, to postpone all slaughter sales of straw hats until the first week of August, which is our usual custom, as we do not believe in putting the knife into straw hats at an early date in the season. Regarding clean-up sales, we might say that it might be quite possible for the men's wear dealers in this city to get together on the subject, but we think it quite improbable that they would do so."

ADVERTISING FOR BIGGER BOYS' BUSINESS

(Continued from page 49)

illustrations, such as this one in the O'Brien advertisement, could undoubtedly be procured without any greater expenditure.

This advertisement, as well as playing up boys' suits, has a good appeal for men's clothing business, and for business in general lines. That ad. should have brought business. It is worthy of study.

A Timely Appeal

"Dress Your Boys in Khaki," advises The Commonwealth, of Medicine Hat. Here is an appropriate suggestion. It, too, doubtless brought good immediate results.

Henderson and Cudmore have a good appeal, but the typographical work leaves something to be desired. The body of the advertisement is just a little dead looking, and the prices hardly stand out enough. In print, where goods can not be actually seen and felt, the price is very important. It is worthy of emphasis.

The writer feels that several of these advertisements might have been made better by a more direct appeal to the boy. After all—even where the boy does not pay over the money for his suit—he suggests the purchase. Get his attention, and he will do his best to get the attention of his mother and poor old dad. That's why the sporting page is a good place for such an announcement. The twelve-year-old, and certainly the fourteen-year-old, will look carefully at that page. That, moreover, is one reason for the use of an illustration, when a good one can be secured. A picture attracts and holds the attention of a boy.

DEALER NEIGHBORS WHO AGREE

(Continued from page 39)

with the class of people I want to reach. I arranged for a certain amount of space on the screen. I then went to various manufacturers and said, "Here, I have a proposition to make. You pay me so much a year and I'll run an ad. for you in conjunction with my own, telling people to buy your product at my store. This was agreed to in all cases, for I offered a good proposition. So now every night people are advised to buy So-and-So's hats at Gauthier & Dorvals or to go there for Smith's underwear. etc. The total of my receipts from the manufacturers just balances with my bill at the theatre.

Contrary to what might be expected we get a fairly good trade of steady customers, about fifty per cent. of the whole. The remainder are transient, the flotsam and jetsam of the city's population. However, their dollars are just as big as their more fortunate brothers'. And it is to be noted a good live window of smashing prices will sell twenty of them at a small profit in a morning and my high-priced competitor cannot expect to equal my resultant profit by his few sales of a higher priced article. We must bestir ourselves and wait on more customers but our profit is at least partly proportionate. A quick and frequent turnover is the secret of our modest success. The aggregate profit of twenty-five small sales is preferable because it is larger than the large profit of one or two high-priced sales. Also each sale, however small, serves as a feeder for other sales and helps to keep us in our place in the sun.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 16 CAPITALS IN WINDOW CARDS

ILLUMINATED capitals are not by any means a new idea in the making of window cards. They were used many years ago, and are yet used extensively in the printing trade. You come across them in daily papers, magazines and journals of all sorts. They are usually used at the beginning of the reader. They are never used lavishly, usually only one to a page. So it is with the show card. No more than one of these fancy capitals should be used to a card, and some cards should not have them at all.

For instance, as they are for the better class card, it is not advisable to use them on a card where a price is shown unless the price appears very small in the reader. The recognized use of the illuminated letter is to use them at the beginning of a neatly lettered card where the lettering is of a uniform size. The style of fancy initial used depends entirely upon the style of letter to be used on the remainder of the card. Do not use a fancy cap with a Roman letter or vice versa. One must harmonize with the other.

Keep Lettering in Centre

In laying out a card for this style of work, keep the lettering to the centre of the card. Do not have it sprawled all over the card. Another thing to be remembered in making this style of show card is that there is to be only one fancy thing on the card, and that is around the first letter. No other scrolls and flourishes should be used on various parts of the card. You will find it necessary at all times in this work to sketch it out lightly with a pencil before applying the color. This is necessary even for the most experienced cardwriters.

The Chart

The collection of fancy letters in the chart only serves to give an idea of what can be produced. Hundreds of other styles can be made just as effectively. These letters are all of a more or less fancy nature, but the plain styles which we have taken up in previous lessons can be made into illuminated capitals with as good an effect as those shown here.

The first "A" is of Roman formation, with the extra cross stroke added to give variety. This letter can be formed either with the music pen, explained in Lesson No. 16, or the round-writing pen. If a large letter is needed, it is advisable to use the brush stroke method, or it can be made by outlining with the pen. The letter is black and the scroll work is of a pale mauve applied with a small brush.

The second "A" is a fancy pen-outlined letter in black. The centre is a green opaque color, and the shadow is of a pale French grey.

The first "B" is of freakish, but striking formation. It also is outlined with a stub pen, with the centre left white. The diamond-shaped background has a double black border, with the centre in a rich shade of brown.

The second "B" is of very fancy formation. The only way this letter can be made is by outlining, or with the music pen. The letter is solid black, with a mild shade of grey for a shadow.

The "C" is an extended outlined letter. The interior is colored with ultramarine blue. The panel behind the letter it is of a pretty shade of pale blue, with a pale grey outline. There are many other color combinations which can be used, such as two tones of green, brown, etc. This letter should be a fancy cap on a card lettered in Roman.

The "D" is of modernized "Old English" formation. It is a pen outlined letter with a heavy shade of black on the left and lower side. The centre of this letter can be filled in with any suitable color to match the card, or it can be left plain.

The first "E" is of an uncommon formation, and should be used on a card where a square-faced or block letter is used in the reader. The letter was first outlined with black and filled in with a medium shade of blue. After this was dry, I added dots of thick white, as shown. The shade on the left and lower side of the letter was of sky blue. To work up two tones of the same color on fancy caps similar to these makes a very attractive card, and does not appear overdone or splashy.

The second "E" shows a very graceful letter of the semi-outlined style. The outline is of black made with the pen. The centre is left white. The shield-shaped background is of pale green, with a broken dark green outline. This letter should be used on a card when the remainder of the lettering is of a delicate Roman formation and executed with the music or round-writing pens.

The first "F" shows a letter which is easy to make. Draw the circle first with the aid of a compass, then place the letter in the centre of it. This letter is a black outline block style, with the centre a pea green shade. The background is a pale shade of mauve. This letter should be used on a card with other square-faced lettering.

The second "F" shows a fancy-shaped background effect. The only thing in the formation of this letter from the ordinary Roman letter is that the two upper right-hand spurs are made to curl to the left instead of the right. Any suitable pale shade can be used for the background of this letter.

The first "G" shows a letter very heavily colored and one that is not always desirable. While it shows up well on some cards, it is not advisable to use it on a card for a dainty display. The background of this letter is of a



green shade with a darker green used as a shade for the letter.

The second "G" is better for the dainty show cards, as it is not so conspicuous as the former. It is a condensed formation and black in color. The background is striped with pale grey and outlined with the same shade. This must be done with a small brush.

The "H" shows a diagonally-striped outlined letter. It is of the block style, and should be used on cards with other types of the same class. A pale green background is outlined with gilt, and the letter is outlined with a dark shade of green.

The second "H" shows an excellent one in fancy cap pattern. It is a clean-cut solid black letter of snappy formation. In this case a pea green was used as a shadow.

The "I" is a black outlined letter, with the centre left plain white. A line of red dots surrounds the letter. The shield-shaped background is of a pale mauve.

The first "J" shows a rather striking formation. Any dark color can be used for this letter, but a pale shade must be applied for the seroll work.

The second "J" shows an outline letter with the left and lower side made heavier than the remainder of the letter. A dark green letter with a pea green background makes a good color combination for this letter.

The first "K" is quite simple, being a spurred block outline letter, with an outline of pale blue.

The second "K" is of upright script formation, made with a stub pen by the outlining and filling in process. It is solid black, and the circular background is of a rich shade of light orange.

Daintiest Letter of All

In the "L" we have what is considered by some card-

writers the daintiest letter of the lot. It has a light outline of black, with a mauve centre. The ball is gold. The suggestion of a flower is quite suitable for the spring season.

The "M" is an oddly-shaped letter, and should be used on cards when the remainder of the type is of similar formation. The background is a pale green shade, with a darker shade of green outline.

The second "M" is one that should not be used on any kind of show card on account of it being hard to read. It is an outline letter with black diagonal stripes. The shade is grey.

The "N" is a very gracefully-formed letter, and can be used on a card with either Old English or Roman lettering. It is an outline letter with a dark green centre and shaded with a pale green.

The first "O" is quite simple. It can be formed with either pen or brush. Any suitable light shade can be used for the background. The second "O" shows the straight Roman formation with the two diamond shapes added. The centre of the diamonds is dark blue and the centre of the letter is pale blue. A pale grey or gold shade can be used to make the letter stand out.

The "P" shows another letter that can be used on a card where "Bradley" type is used. It is entirely a pen outlined letter in black, with small diagonal strokes on the left and inner side of the letter. The shaped background is a pretty shade of buff.

The "Q" is a very decorative letter. Many color combinations can be used here. Black letter, with a buff background, with an orange shadow on the letter and the seroll work of pale green, is a good suggestion.

The first "R" shows a script letter worked over a

(Continued on page 45)

HINTS TO BUYERS

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



SOME NEW SPORTING PINS

Here are shown some of the new sporting pins for Summer cravats now being shown by Pearson Bros. of Montreal. They are made, it will be noted, in a wide range of designs—giving the merchant a good selection.

THIS illustration of a "W. G. & R. collar" with Sword's Marne bow, pictures the up-to-date tie with the collar that just suits it.



Both remind one of the styles of years ago, but we all know the styles come around in cycles, and these are correct for 1916.

CARDWRITING MADE EASY

(Continued from page 44)

two-tone band. This letter should only be used where the remainder of the lettering is script. It is a solid black, outlined and filled in letter.

The second "R" gives the bizarre effect. The letter is outlined with a small pen in black. Various spots of bright colors are arranged haphazardly in the interior. The double shadow is of two tones of green.

To make the first "S" it must be marked out accurately with a pencil before ink is applied. The body of the letter is black diagonal stripes, with a black shading line on the left and lower side. The shadow is of pale blue.

The second "S" is a solid black letter, with an outline of light red, and a darker shade of red is used over the light red as a left-hand shadow.

The first "T" gives a newer variety of the fancy capitals. The letter is outlined with a shaded centre. The pale blue background shows a pretty spray of spring flowers over it.

The second "T" shows a very popular shape for this letter. The background is mauve, with a deeper shade of the same color as an outline and shade for the letter.

The "U" is a mottled letter, with a pale green ground. This makes a good letter for a spring card.

The "V" is a very dainty and neat letter. It is especially adaptable to card used in showings of a quiet nature.

Popular Shield-Shaped Letters

The first "W" has its interior shaded. From a dark brown at the bottom, it gradually fades to a cream at the top. The background is a light brown.

The second "W" shows the use of the popular shield shape. It is a pretty shade of blue, with a black dotted outline. The letter is black with a white centre.

The "X" shows the heavy stroke shaded. Commencing at the top and bottom, it fades from a dark green

to a pale green at the centre. The background is pale green.

The "Y" shows an outline letter with a heavy shade on the right and lower side. The letter is of a dark blue, with a pale blue centre.

The "Z" is of script formation, with a gold outline.

A WEIRD ADDRESS

There came from Santiago this month a letter addressed as follows:

Senores,
Dominion Suspender Co.,
Estados Unidos,
Niagara Falls,
Canada (Ohio).

The letter got to its destination on time, which indicates the company must have become widely known in other countries.

R. F. Fralick of the Dominion Suspender Company, states that it is a reasonably common thing to have letters addressed: Niagara Falls, Chicago. But he admits the address of this letter is somewhat unique, showing as it does the writers general impression that the United States is in Niagara, and Canada a part of Ohio.

SUSPENDERS GOING HIGHER

Troubles aplenty are being met by manufacturers of suspenders, and to these must be attributed the advance of from 15 per cent. to 20 per cent. in the price of the finished product. Buckles, which were 40c are now 65c per gross. Other buckles, which even a year ago could be secured for 75c are now at \$1.05 per gross; while a certain style of button, much used, has advanced from 40c to 60c.

Even more upsetting has been the advance in the price of web. A line which used to be procurable easily at 5c is now at 6½c, and a proportional increase is generally noted.

WHAT a MILITARY CAMP MEANS to a MERCHANT

It Has Been Estimated Each Thousand Men Means About \$40,000 Per Month in Pay Alone—Puts Other Money in Circulation, Too — General Business, as Well as Military, Bound to Be Brisk.

NOW is at hand the biggest selling season of the year for military lines.

Especially big is the opportunity for those dealers fortunate enough to be located in a place which will be the central point for one of the big camps.

Just what it means to have one of these big camps may be well instanced by quoting the case of London, Ont. There the expectation was that 15,000 men would be under canvas. As a matter of fact, later word seems to indicate that the number will be increased two or three thousand, but calculations were made upon the 15,000 basis, which indicates that in pay to the soldiers alone there will be coming in something approaching \$600,000 per month.

Other Sums Too

In addition to this, of course there will be sums coming to the families of those soldiers who are living in London, or who come to London during the life of the camp. Then again, there will be huge sums spent in London by the commissariat, for the goods which are needed at the camp.

All these things mean a tremendous opportunity to the men's wear dealers. It is true that the soldiers have their outfits, but experience in the past has amply proved that they are not supplied with everything the heart could wish. New suits of underwear, new handkerchiefs, new shirts, new suspenders—all these things are frequently wanted. Then, when on all but formal drill, the trousers of the riding breeches type will be popular.

Display Important

Let these lines be displayed prominently in the men's wear windows—and there is no doubt but that they are going to be displayed—and a fair part of the pay which the soldier receives will go for these goods.

Change in Uniform and Its Effect

And then there is the officer. The officer's business during the past month has been given a slight set-back by reason of the fact that the young men entering the officers' training corps are not now wearing khaki, but a strange looking uniform of red tunics, blue trousers, blue forage cap, and almost anything of the nature of an overcoat. This, however, has only caused a temporary setback. Let the officer once get his certificate, and a uniform will be in demand.

For the summer, moreover, new uniforms are going to be wanted by those who have for some time been in khaki. The heavy flannel is not going to be the thing, and dealers who play up the line prominently, and who get out after the business will be able to sell a great many uniforms made of lighter material, such as duck.

Branches at the Camps

This military business, however, is a line which particularly lends itself to working by outside salesmanship. Many dealers will have their men going right out to the camp this year. Some dealers, that Men's Wear Review knows of, are already arranging to have branch stores practically on the camp ground. Running these at certain hours—when the soldiers are off duty—big profits should be earned.

This business, of course, would be largely with the private soldier. The officer must be approached more care-

fully, but to one who uses tact this is an easy matter. There is fortunately no great amount of red tape to the Canadian military camps, and the officers are all exceedingly approachable.

It is surprising how far from the camps the soldiers do stray at times. The Valcartier camp is said to have made things very much busier in Quebec, and the belief is that even a greater improvement in conditions there will be noted this Summer.

Soldiers Raising Own Food

By the way, there is an interesting feature about the Valcartier Camp, which will have some effect upon general conditions. All around it land has been hired from farmers, who are very willing to rent this out because of the scarcity of labor, and this is being cultivated by soldiers and crops put in. The idea is that much of the supplies needed for the camp can be grown at the camp in this way.

That will somewhat reduce some of the benefits which come to the men's wear dealers through the proximity of the camp. Where all the supplies required for the camp are bought from the farmers, or from the local merchants, a volume of money is put in circulation, which, in the natural course of events comes back in part to the men's wear dealers. He readily benefits as the whole community benefits.

This point makes it very evident that where a camp is held, the whole attention should not be given to the military lines, but that the merchant should use the military end to swing in this special business, and should at the same time keep hammering away at his civilian trade—the trade which fortunately will have the money with which to buy the necessary goods. However, wherever there is a camp the demand for buttons, emblems, etc., and all the articles of clothing used by soldiers will certainly be tremendous.

SPRING SUITS GIVEN AWAY

One of the most novel schemes yet tried by any of the overseas battalions has been worked by the Bantam Battalion. The last two evenings of last week an "ad." appeared in the papers offering a spring suit free to each of a limited number of men of small stature who first applied for them, the offer being made by "The Cooch Stores," 16 Adelaide Street west. Cooch happens to be the name of the Quartermaster of the 216th Battalion. "Burton's Bantams" and 16 Adelaide street west is the headquarters of the battalion.

They Saw Visions

There was nothing about the attractive "ad.", however, to indicate that it was prompted by a recruiting campaign, and many men who filled the requirements mentioned in the "ad." saw a vision of getting down early and securing a spring suit given away by some enterprising firm for the purpose of introducing their spring goods.

When the first detachment of applicants arrived at 16 Adelaide Street west the spring suits were there, plenty of them, and there were lots of clerks ready to hand them out to the applicants, and—the spring suits were khaki in color, and the clerks who were so eager to give them away were members of Col. Burton's recruiting staff.



BOYS' DEPARTMENT



HOW ABOUT THE EXTRA PAIR OF PANTS?

This is Urged by One Successful Man, Who Contends It Can Only Bring Profit—He Also Favors the Offering of Prizes as An Inducement

ALWAYS there are more boys than men. In these times it is truer than ever, for in the clothing trade at least the enlistment of 300,000 has greatly reduced the market for clothes which the retail dealer has come to depend upon.

It is this fact, perhaps, which gives added importance to the boys' clothing trade at this time, and causes it to become the subject of speculative interest by dealers who in the past have been content with men's lines.

But there are other reasons for the present interest.

Time was when boys' clothing was an aside, an outcast in the men's wear store, if indeed it found a place there at all. From that, to the proud position of a leader is a big move—but such has been the step; and to-day boys' clothing has a place far forward; has its own racks, its own glass cases. Why? Simply because boys' lines are to-day in great demand, and manufacturers and merchants alike have seen and seized this development of a new opportunity.

The line was neglected for so long that it ceased to be taken seriously. In the first place, juvenile tastes, in keeping with parental incomes, were simpler and pa's pants were too often good enough for a long and ladder-like succession of brothers whose prototypes in this year of grace it is to be feared would go naked and unashamed before submitting to such an indignity.

The contrary is so true that they even demand their own niche in the style book of each season and style more than quality is as often as not the thing most in demand by the juvenile connoisseurs and their maternal purchasing agents. The lapel and collars only are copied direct from the men's sizes; the other features are distinctively the boys' own, from the buckle of his knickers to the pleat of his Norfolk.

Better goods are going into the increasing styles every year and this narrow line that used to sell from \$3.00 to \$6.00 is now offered and sold in a great variety of styles and values up to \$18.00 in general and even higher in some cases.

The transition, although only apparent to the naked eye in the past few years, has been in process of gestation for much longer. The demand was present in a nascent state but it required the Mosiac rod of the manufacturers' aroused interest before the waters of increased sales gushed forth from the rock of generations of neglect.

Speaking with a man who has made a great success of boys' goods, he remarked:

"The business is still in some respects in a formative state, with a lack of definiteness in some features, as in the case of extra bloomers upon which opinion is still divided.

"Self interest, however, points the way to the stocking of extra pairs as most parents are impressed with the utility of the idea for a boys' wear and tear. There is, moreover, the added advantage of playing both ends against the middle by being able to turn extra pairs that are not sold with the suit into the stock of odd bloomers so that if they will not sell in one department, they will in the other.

"Undoubtedly the merchants' sales at the end of the year are the larger for such an addition to his stock. The only difference is that the boy is better dressed. The demand is added to instead of curtailed.

"With a more liberal education of the public, a general demand for two pairs with every suit may be expected. But the trade must assist in this education.

"Opinion is still divided as to the giving of prizes but undoubtedly the addition of a baseball, bat, or jack knife to the bargain offers a tempting inducement to the youthful purchaser. And this is to be noted; that in a large number of cases it is the boy who chiefly influences the decision and by that decision quite largely influences the later buying of his sire for his own needs. As it is in religion, so it is in trade, catch the young generation and the rest of the family follows."

The case is cited of two merchants in a country town of Quebec, one of whom refused to carry a line of boys' clothes that the other after mature deliberation went in for and pushed most aggressively. That was two years ago. The buyer not only developed a good boys' trade but slowly and surely sapped the trade life blood of his opposition until to-day the latter faces the knowledge that to save himself he too must stock the boys' lines and as best he can, overcome the other's two year's lead.

The other man in this case made a particularly strong bid for the boys' business by taking a healthy interest in their youthful sports and keeping in active touch with their various school athletics, etc. He has become known as the boys' man of that town to such an extent amongst the parents that the latter feel a grateful appreciation to him for the paternal interest he evinces in the well-being of the youth of the town. Happily he has an errand and store boy who boy-like, is only too glad of any encouragement in sport and by encouraging and assisting him in keeping up a membership in various teams the merchant is enabled to maintain a direct connection that he would otherwise lack. Boys even more than men are susceptible to the delicate flattery of personal solicitation; it gives them added importance in their own eyes and insures their growing trade.

Ads That Are Building Bigger Boy's Business

Have Your Boys Well Dressed At Little Cost--our Boys' Department can do this for you

Boys' Norfolk Suits—With or Without Yoke—In Blue Serge, Brown and Grey Worsted and Tweed Mixtures. Some with Two Pair Pants. Sizes 7 to 16 years. Regular Value \$5.50 and \$7.50 **\$4.50**

All Wool Blue Serge Reefers—With or Without Yoke—In Blue Serge, Brown and Grey Worsted and Tweed Mixtures. Some with Two Pair Pants. Regular Value \$4.00 value **\$2.50**

Ordinarily Called Pea Jackets. Full Range of Odd Pants for Boys to Brighten Up the Old Suit with. Bloomer or Knee Styles

BOYS' TAILOR MADE CLOTHES DEPARTMENT

Everything in Clothes for Boys

WM. CURRIE LIMITED,
423 Notre Dame Street West
15 OFF YOUR ROUTE 17 PA



MOTHERS Are the Best Judges of BOYS' CLOTHES

They know how the clothes wear, and how they look, day by day, whether they are really what they pretend to be at the time they're sold.

From the fact that mothers come back again and again to this store, we know that our clothes give satisfaction, represent the utmost value, give longest wear and best service.

Boys' New Spring Suits, new models, ages 2½ to 8 years. Prices \$2.95 to \$5.00

Big Boys' Big Bloomer Suits, new Spring models, ages 8 to 18 years, sizes 25 to 35. Prices \$4.00 to \$11.00

Extra Bloomers, sizes 22 to 35 60c to \$2.50

P. J. KELLY

O'Brien's The Man's Store

This season we start the spring campaign with the showing of the most extraordinary Clothing Value in the trade. No misrepresentation. No misleading statements. Satisfaction Guaranteed or Money Refunded.

Over 500 Suits
Everything that's New for Spring

Men's hand tailored Worsted and Tweed Suits. These are perfect fitting garments made in the prevailing style. Easy fitting backs with natural or semi-pige trousers two or three button, model with new wide lapel. Browns, Greys, Fancy Checks and Stripes.

\$10.00, \$12.00, \$15.00, \$18.00, \$20.00

We are famous for our Navy Blue Serge Suits, secured at a contract price, before the advance. Guaranteed colors, handsomely tailored and perfect fitting Suits. You will be delighted with these, all size 34 to 44.

\$15.00, \$18.00, \$20.00, \$22.00

Boys' Easter Suits

An immense range in the latest pleated Norfolk Suits, full large size bloomers, in fancy tweeds.

\$3.75, \$4.50, \$4.95, \$5.95, \$6.50

Extra fine quality Blue Serge Suits in pleated Norfolk and D. B. style.

\$6.95, \$7.50, \$8.50, \$10.00

Men's Rain Coats

Table value \$5.00
In Paraffin, good weight, suitable for motor \$7.50

Extra fine English Paraffin Coats at \$1.85. Others \$12.00, \$13.50, \$15.00 and \$18.00

Also, Easter Shirts, new Spring Hats.

O'BRIEN
111 STREETS. ST. MARYS



Dress your boy in Khaki

We Have Just Received a Shipment of **Boys' Patricia Uniforms** including Cavalry, Officers' Top Coats, and many other styles.

These are made covered in every detail with military regulations for the uniforms of a Cavalry or Infantry.

You Can Get a Suit From \$2.50 to \$10.00

THE COMMONS
Men's and Boys'

"The Haberdashery"

Boys' Norfolk Suits

Handsome Norfolk Suits for boys, just opened. Fit Boys 7 to 17 years. Dark rich patterns, mixed tweed effects, Greys, Black and white checks and Navy Blues.

We pay particular attention to our boys suit department, and you will find something a little nicer than the ordinary here.

Prices \$5.00, 6.50, 7.00 and up to \$13.50

Henderson & Cudmore
SUNNYSIDE



ADVERTISING for BIGGER BOYS' CLOTHING SALES

To Interest the Mother, the Father and the Boy Himself, Good Copy is Being Prepared
—An Analysis of Some Advertisements—Could These be Improved—Need
of Planning Ahead.

TWO features, there are to the boys' clothing question at the present time. One, as brought out in our April issue, is the fact that many women have more funds than in the quieter days of peace. The other—and a vital fact it is from the standpoint of the men's wear dealer who handles clothing for the men in the making—the other is that the boys themselves, many of them, have money at the present time.

War brings with it unusual conditions. It has enabled many laboring men to serve their country, and their family at the one time.

A Frank Statement

A case in point may be cited where a laborer in Galt, who had been earning \$11.00 a week, joined the colors. Frankly he told his employer something like this:

"I can better my condition by enlisting. If it comes to fighting, as it may, why I guess I can do my bit with the rest. In the meantime I'll get \$1.10 a day, or \$33.00 a month. Then my wife will get the \$20.00 separation allowance from the government, and \$5.00 for each of my two kiddies. She'll get another \$5.00 from the Patriotic Fund (the man was looking ahead here, but his surmise proved correct) which will give us \$68.00 per month all told. When I go to England I'll make-over \$15.00 a month to my wife, which means she will have, for herself and the children, \$50.00 a month—more than I can earn here; and she won't have to keep me."

Now that may be a cold-blooded, mercenary way of looking at enlisting, but facts are facts and such is the viewpoint of a considerable number. We all can think of just such cases as this one in Galt.

That woman—woman-like—will spend a good part of her monthly income for clothing; and also woman-like a good part of the clothing will be bought for the children.

This makes a part of the men's wear dealer's opportunity.

Then there is the opportunity which results from the larger sums mechanics, generally, are now earning, and a fair part of which goes for boys' clothing.

The Boy Himself a Buyer

But still another opportunity results from the money which boys themselves—older boys—are now making.

The labor problem is a big one now. Men are scarce. So are girls, and boys are being called upon to do the work thus left, to a considerable extent. Boys from fourteen to seventeen are taking positions in far greater numbers than usual, and as the demand for such help is for the time at least greater than the supply, boys are getting larger pay than would be the case under ordinary conditions.

And the result? Why the boys are spending their earnings more or less wisely, and no small part they are spending for clothes. Yes the boy is particularly worth appealing to at the present time.

And there can be no doubt that dealers in all parts of Canada are making the appeal—to the boy himself, to his mother, and to the father. The three frequently have to be pleased with a boys' suit, and the dealer therefore has to present his offerings with particular skill.

Windows are being used to splendid purpose. Boys' clothes lend themselves to such display, and proper trims unquestionably bring results.

Fine Advertising Being Done

And more perhaps than for years, boys' clothing is being advertised by retailers in their local papers.

During the month Men's Wear Review has been watching the advertising of boys' lines. Many advertisements have been examined, and on the opposite page some of these have been reproduced. They will, it is felt, be of aid to other merchants, suggesting to them ways of preparing advertisements which will stimulate the sale of boys' suits and overcoats. There is, no doubt, more money now available for the purchase of such goods than for a long, long time, and it only remains for the dealer to so emphasize what he has to offer that he will get his full share of the business—that he will cause parents to realize the value of having their boys well dressed—that he will lead boys to determine a good purpose to which they may put their earnings is to buy some clothing peculiarly fitting to one who has entered upon his work as an earner.

The advertisements shown bring out the facts in good style.

Good Use of Type

Take the one of William Currie Limited, Montreal. The use of type here is good, the light face giving a pleasing appearance, and the black face used to bring out the price, causing that to stand out, fairly compelling attention.

P. J. Kelly of Stratford, strikes a wise note in his appeal to the mothers. "Mothers are the best judges of boys' clothing," he says. Indeed they are. They have to do the mending. Mothers come back to the store for more boys' clothing, it is said. There is the suggestion which tends to lead other mothers to try the suits sold there. Also this is a phrase which makes former buyers think of their purchases, leading them to remember that the suit was satisfactory, and that another is about due.

Perhaps something might have been said to explain why the clothing bought at this store has been so satisfactory—and why it will be so found again. Reason? Why copy, this has been called. That would have helped, and yet it must be remembered everything can not be said in one advertisement.

Value of an Illustration

There is a splendid action illustration in the advertisement of D. L. O'Brien of St. Mary's. Now a good illustration is unquestionably a good thing. A poor one, on the other hand, may do more harm than good. This question of securing illustrations is not an easy one always. Dealers, however, can often secure these at small cost from their manufacturer. The local paper, also, can often assist in getting these. All that is necessary in fact, is to plan a little in advance.

That is one of the weaknesses of advertising. In the buying a dealer plans well ahead, but what dealer figures his advertising a month in advance? Yet if he did, fine

(Continued on page 42)

APRIL'S PRIZE WINNING WINDOW



THESE TRIMS SHOULD BE KEPT BY ALL INTERESTED.

Many are unseasonable when they appear, but will give most valuable ideas a little later on. Howard R. Locke and William S. Wallace combined to make this month's prize winning window in the store of McLaren & Co., St. Catharines.

AFTER considering other trims, which at first seemed equally good, the judges of Men's Wear Review's monthly window trimming contest decided to award the April prize to the two young men who arranged the display illustrated above. Their reason was simply that the trim not only seemed likely to attract and hold attention; but that it had a real purpose—a real appeal for many who would pass McLaren and Company's store—in short that it was a window which would sell goods.

Those responsible for this display have this to say of it:

How Window Was Arranged

"This window was trimmed expressly to feature nationally advertised goods. It was an exceptionally big business-getter and was on display for an entire week. During that time we might say something was sold of everything displayed in the window.

"The ideas of the window were carried out in this manner. It was arranged in the very late Fall, just after the leaves had fallen. Our background was paneled mahogany, with clusters of green and gold foliage. The floor was strewn with brown and gold colored maple leaves. The centre consisted of a library table and two chairs to match. On the table were books, cigars, a pipe and tobacco, and an ash tray with a partly smoked cigarette on it. On the centre of the table was a reading lamp with two high-powered red lights which gave the window a rich hue at night. On the one chair was a house coat, and on the other was carelessly thrown an overcoat, hat, gloves and cane.

"The display was commented on by several people and we were congratulated by our employers.

"We are only amateurs at the window trimming, and all our work is from our own ideas. We never had any training of any kind in this line.

"The picture was taken at night and that is why you can see the reflections of the street lights and of the lights from the store window opposite."

Giving the trim the home-like appearance, by means of the library table and chairs—doubtless borrowed from another department—was a splendid stroke.

Ever notice how a trim that has the appearance of a house interior always draws attention? It is a fact, doubt-

less resulting from the human desire which practically all possess, to see how others live. Let a blind be up in a house, at night, and the natural inclination of the passerby is to glance within. So with the window trim, dressed to represent a house interior. In the most natural way possible it draws people's attention.

MEN'S WEAR REVIEW REGULAR MONTHLY WINDOW CONTEST

To encourage merchants and clerks having their good window trims photographed, so that the ideas of these trims may be clearly brought out to assist other dealers, Men's Wear Review started its Monthly Window Contest.

The results have been gratifying in every way, entries being received from east and west, and the trims being of high order.

Some which have not been awarded the prize were yet very good—they failed to win, perhaps because they lacked something of the selling punch.

That trim of yours sold, didn't it? Send it in, then. If it wins our May prize, you get \$1.50 for the photograph and \$5 prize. If it loses, but is so good we want to use it in Men's Wear Review, you'll get \$1.50 to cover cost of the photograph.

Let us have your trim early in the month.

The attention once gained, in this case, there was ample to hold it. Moreover, it was goods which are for sale which held the attention. That is a vital point. In using furniture in a men's wear window the greatest care is needed to see that it is not the furniture, but the men's apparel, which people regard carefully.

This trim is one which would be a splendid seller before Thanksgiving, or before Christmas.

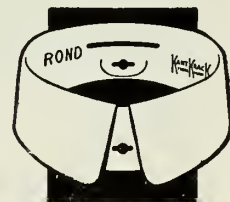
KANT KRACK
TRADE MARK REGISTERED
COATED LINEN
COLLARS

KANT KRACK
TRADE MARK REGISTERED
COATED LINEN
COLLARS

Order conditionally—



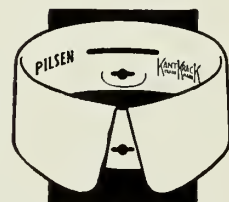
FORREST — Something new. Sizes 13 to 18



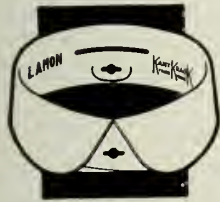
ROND — A favorite shape. Sizes 13 to 18



GRANT—One of our very latest. Sizes 12 to 18½



PILSEN—A Natty Seller. Sizes 12 to 18½



LAMON — A quick selling line. Sizes 14 to 19



ZARA—a very popular model. Sizes 11½ to 18½



HAMILTON — sells quickly. Sizes 12 to 18½



For Boys. Sizes 11 to 19



ARAD — Well worth featuring. Sizes 12 to 19



BOZEN — Something different. Sizes 11 to 20

If you are at all skeptical or have any doubts about **KANT KRACK** Collars proving satisfactory, we would be pleased to forward you an order conditionally that if same is not satisfactory to you and your customers you are at liberty to return all unsold goods to us within sixty days of the receipt of same and at our expense. We will credit your account with goods returned and refund you any money paid for collars returned.

This is a **KANT KRACK** policy which has met the general approval of the Men's Wear trade of Canada. It means an absolute guarantee of satisfaction—a guarantee that in ordering **KANT KRACK** collars you take no chances.

And Remember this:

KANT KRACK collars are made in "one grade only, and that the best." Remember, too, that we have but one price to all and sell these Canadian made collars direct to the trade only—no middleman takes a slice, no in-between medium to disorganize our service to you.

Remember the **KKK** in ordering waterproof collars.

**THE PARSONS AND PARSONS
 CANADIAN COMPANY**

Makers of the famous **KANT KRACK** Coated Linen Collar

HAMILTON, CANADA

"If any advertisement interests you, tear it out now and place with letters to be answered."



NECKWEAR



THE whole question of silk supply is becoming, if anything, more acute—yet in spite of this Men's Wear Review must frankly confess itself less sure of a coming advance in the price of ties, than it was some weeks ago. Competitive factors, indeed, have come to the front which seem quite likely to hold ties at the old figures—though there can be no doubt such a state of affairs will mean actual losses for some manufacturers. Those who have good stocks on hand will get through without much more trouble than has been experienced for the past year; the smaller concerns, however, which perhaps have not yet developed such a strong buying connection, will be hard put to it.

Scarcity Will be Felt

It does not seem at this writing—that with the Fall will develop an actual scarcity of ties. In fact this has already become true to a considerable extent. Going about from tie manufacturer to tie manufacturer Men's Wear Review has seen orders being rejected—some because the credit of the merchant ordering was not above suspicion, and these are days when the manufacturer is taking no unnecessary risk of loss, since he must stand so many losses as a result of the war—some rejected because the goods ordered simply did not exist.

The "sold out of that line" letter, is becoming almost a form letter for the manufacturers these days.

Order Alternative Lines

In view of this state of affairs, it would seem a wise plan for merchants to regularly place alternative orders—so many of such a pattern, or if that should be sold up replace by such a pattern—this procedure has, indeed, to be adopted by manufacturers in their ordering—otherwise their shipments of silk are being more than ever delayed, for this is a time when the silk mills are glad to be released from an order.

As in so many other lines the labor question is a serious one—though not as serious as in the manufacture of shirts. Neckwear manufacturing is peculiarly highly specialized. A girl in such work can usually make more than she could at any other, and therefore is not tempted to jump from one position to another.

Regarding styles a few impressions will be of value:

Some Popular Styles

The printed velvet failles have been one of the large sellers this Spring, and from all indications will continue so through the season, the trade seemingly going more in favor of this particular class of merchandise each season.

Also it is reported there is a large demand for satin finished foulard spots. Both large and small checks are also good; while satin warp stripes, with tissue figures on dark ground and with separate checks are good sellers for Spring.

The Jacquard patterns with tissue figures in either one or two-tone effects are good both in large and small effects.

This pattern gives just enough life to the article to make it attractive and make it different from the old original allover jacquard patterns.

Mogodors, Club Stripes and Grosmobile Cords are always good for the Spring and Summer trade.

A New Line

Neckwear manufacturers are getting out a new idea in the printed satin goods. These lines are very similar to the printed failles which have been so popular with the trade and they should prove very good sellers as satin ideas at the present time are in big demand, and will no doubt be a profitable line.

Ombre warp stripes also are reported as selling rapidly. These are worked out on large figured patterns which make it a very attractive novelty and something a little different from the ordinary ombre, since the jacquard figures take away a certain amount of boldness from the ombres.

Other good sellers are the blue warp goods, particularly in the new Joffre blue with two-tone tissue figures.

W. R. Jackson, of Rowe, Jackson & Co., Dunnville, is in the Hamilton hospital. His duties as Mayor, added to business responsibility, have brought about a run down condition which necessitates a complete rest.

C. W. Watson, formerly a private banker of Comber, has bought the general store business of Crawford's Limited, Tilbury.



Three new ties. On the left is the new reversible graduated stripe shown by Tooke Bros.—said to be a tie which is practically indestructible. In the centre a Sword production in the popular panel effect; and at the right a Milne big seller in Belgian stripes.

HERE we show two of our wide, new range. On the right is our Warrior Bow, made especially to meet the demand for big bows. It fits perfectly the new collars. This Warrior is made in many designs and colors.



On the left is one of our Woven Tubular Ties—a Tie which wears wonderfully, holding its shape, and slipping easily through the Collar. This Tie is made in twenty-four different designs. It will prove a splendid seller.



For many years we have been buying silks, always taking our discounts; and now that silk is scarce, and the old customer is given the preference, we are able to get whatever is available.

We can give prompt deliveries. Our summer supply of silk is assured. We got the best values, we feel, and can give you what you want for your trade, when you want it.



Niagara Neckwear Co.

Limited

Niagara Falls

Canada

"If any advertisement interests you, tear it out now and place with letters to be answered."

STRAWS

SWAN-RUSSELL HATS

In stock for immediate delivery. Let us have your order now, while our stock is complete.

PANAMAS SNOW WHITE BLEACH NEWEST SHAPES JAVAS
 YEDDOS SENNITTS SHANSIS

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

MILLER BREECHES

HAVE MADE A BIG HIT ALL OVER CANADA

Every private wants a pair the minute he sees one. The neat, snappy appearance and comfortable fit make an irresistible appeal to his pocket, and once sold will bring all the soldiers in the locality to your store.

Our prices are right and are within the reach of every soldier while giving the dealer a worth-while profit.

MILLER BREECHES are the only line on the market made from the Canadian Regulation Khaki Serge and cut full of snap and comfort.

Limited quantities available now for immediate delivery.

We are makers of the celebrated Rite-Fit Spiral Non-fray Puttees. No. 1, \$21.00 per doz. No. 2, \$16.50 per doz.

Straight Puttees—\$10.00 to \$15.00 per dozen. ALL NON-FRAY.



The Miller Mfg. Co., Limited
 44 York Street, Toronto

UNIFORM CONTRACTORS TO THE DOMINION AND IMPERIAL GOVERNMENTS



\$20,000.00 WORTH OF MEN'S NECKWEAR

Ready to ship for Spring business, at old market prices

	Per doz.
Lot AA—\$1.00 seller, extra large shape, pure silk cravat with "slip-easy band" and diamond tack protection in back	\$4.00
Lot A-1—75c seller, silk four-in-hand, with diamond tack protection in back.....	\$3.25
Lot A—65c seller, extra large shape, regular ranges and assorted colors and patterns, with diamond tack protection in back	\$2.75
Lot AB—50c seller, extra wide shape four-in-hand	\$2.50
Lot B—35c seller, silk, four-in-hand	\$1.90
Lot 5—35c seller, fine knitted ties	\$1.75
Lot W—35c seller, "bat wings," good quality	\$1.75
Washable Tubular Ties, fine silk woven, good quality, \$1.00, \$1.25, \$1.50 and	\$1.75
Shield Bows, extra assortment of colors and patterns and plain black	\$0.75
Shield Tecks, good assortment of colors and patterns	\$1.25
Plain Black Silk Barathra	\$1.50
"Sport Ties," extra assortment of colors and patterns, with embroidered rings to match	\$2.00

All the above prices are strictly net. All the above goods come in assorted colors and patterns, packed in bulk. Orders promptly attended to. If not rated, state satisfactory references.

AMERICAN NECKWEAR EXCHANGE, Dept. C., 611-621 BROADWAY, N.Y.

If any advertisement interests you, tear it out now and place with letters to be answered.

ABOUT TO OPEN

Summer Camps for Officers and Soldiers



The advent of warmer weather and increased Military activity offer a big opportunity for local Tailors and Haberdashers to get a share of this business. But in handling it satisfactorily it is important to be in touch with a reliable "Base of Supplies" and in this the House of R. J. Inglis, Limited, with over forty years' successful career as Military and Civil Tailors and Outfitters, offers you a service which cannot be excelled. Your requirements will receive immediate attention. Liberal Wholesale Discounts.



The INGLIS MILITARY SHIRT
Made on generous lines. Shoulder Straps,
Patch Pockets, Detachable Collar, etc.

Cloths
Trimmings
Accoutrements
Badges
Buttons
Button Sticks
Fox's Puttees
Whistles
Whistle Cords
Spurs
Belts
Service Caps
Trench Caps
Cap Covers
Gloves
Haversacks
Waterbottles, Etc.



SAM BROWNE BELT
Fully equipped for the field.

Sole agents for WILKINSON SWORD CO., Limited, London, England, and famous CONSIDYNE, CURTIS & CO.'S SOLDIER'S FRIEND BUTTON POLISH, Bristol, England. Latest Wholesale Price List on application.

R. J. INGLIS, LIMITED

138 Peel Street
MONTREAL

WESTERN BRANCH
291 Garry Street
WINNIPEG

"If any advertisement interests you, tear it out now and place with letters to be answered."



The J. R. GAUNT & SON (Canada Co.) Limited

ARMY and NAVY
Badges, Buttons, Swords,
Caps, Helmets, Belts, Spurs.

ACCOUNTREMENT
MANUFACTURERS

For full particulars or prices
for the coming camp require-
ments write to us direct.

ALSO AT
53 Conduit St., Bond St., London } ENGLAND
Warstone Parade, Birmingham }
Bombay, Melbourne and New York }

63-65 Beaver Hall Hill, Montreal

INDEX TO ADVERTISERS

A		K	
Ansley Dineen Hat & Fur Co.	5	Kingston Hosiery Co.	6
Arlington Co. of Canada, Ltd.	11	M	
American Neckwear Co.	54	Miller Mfg. Co.	54
B		Monarch Knitting Co.	18
Boston Cap Co., Ltd.	12	N	
Brumby-Collins	12	Niagara Neckwear Co.	53
Bye, H. V., & Co., Ltd.	8	P	
C		Palm Beach, The Mills	9
Canadian Consolidated Rubber Co.	Inside back cover	Parsons & Parsons Can. Co.	51
Caron Bros.	5	Peck, John W., & Co., Ltd.	14
Cluett, Peabody & Co.	Front cover	Peters, H. S., Ltd.	7
Coppley, Noyes & Randall Co., Ltd.	1	R	
Craftana	6	Racine, Alphonse, Ltd.	2
Cash, J. & J.	10	S	
D		Scully, Wm., Ltd.	10
Davis Bros.	10	Stifel & Sons	4
E		Swan, Russell Co.	54
Eveleigh	4	T	
G		Tooke Bros., Ltd.	Outside back cover
Gaunt, J. R.	56	W	
H		Walker Shirt & Pant Co.	Inside front cover
Helleur, Garipey & Broderick, Ltd.	2	Williams, Greene & Rome Co., Ltd.	13 and 16
I		Wolfe, A. Harry	12
Inglis, R. J., Ltd.	55	Wreyford & Co.	8
J		Z	
Jackson Mfg. Co., Ltd.	6	Zimmerman Mfg. Co.	15
Jones Mfg. Co.	8		

"If any advertisement interests you, tear it out now and place with letters to be answered."



This identifying mark establishes
a guarantee of security.

You take no risk in selling Raincoats and
Waterproofs having this label.

*It is a guarantee that the garment is absolutely
waterproof.*

“DOMINION” RAINCOATS

*are “MADE IN CANADA” and equal the
best imported makes.*

Write for Illustrated Catalogue and Price List.

Canadian Consolidated Rubber
Company, Limited

Montreal, P.Q.

28 “Service” Branches Throughout Canada

TOOKE
SPORT
SHIRTS



Sport Shirt

More popular than ever for Summer Wear

Stocked in Plain Oxfords, Duck, Near Silk and
Fancy Patterns in White and Palm Beach Shades.

TOOKE BROS., Limited

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

ORDER EARLY FOR EARLY DELIVERY

MEN'S WEAR REVIEW



Selling Value of Trade Marks and Brands

Giving Opinions of Retailers



Splendid Display Arrangements in New Store

Description of Scovil Bros.' Establishment St. John, N.B.



Western Merchants Fight Mail Order Houses

Report of Regina Convention, Saskatchewan Retail Merchants Association

JUNE, 1916

VOL. VI. No. 6

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

Wearbetter

"The suit with the guarantee"

Sales for 1915 were four times greater than previous year

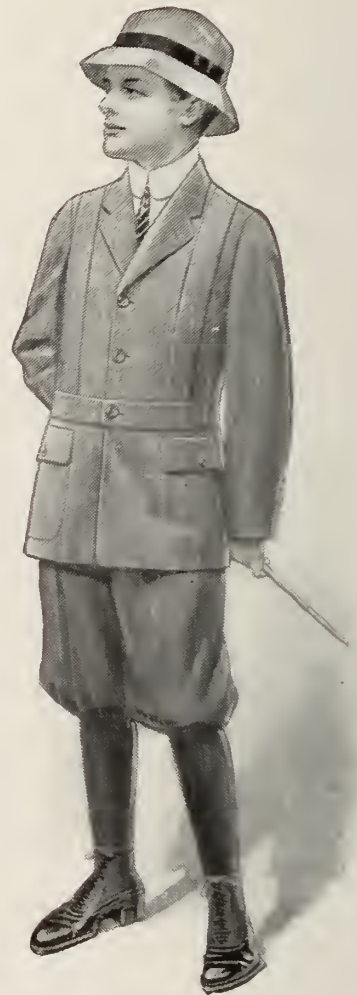
What's the Reason?

The reason is this: **Wearbetter** clothes are made to give such satisfaction that not only will the boy want the same make for his next suit, but the parents also favor the idea, thus a steady demand is created for **Wearbetter** clothes. The father of "the man in the making" finding such good value and serviceableness in his boy's clothes will patronize the store where **Wearbetter** clothes were purchased.

The substantial satisfaction of **Wearbetter** gives the retailer a patronage that is continually increasing its buying power; the boy's business to-day gives you the young man's business of to-morrow. Growing lads get the **Wearbetter** habit, which in turn leads to sales in other lines. The retailer who wins the boys' good-will, gets the business of the parents.

The quality and values offered in "**Wearbetter**" need no argument, they have only to be shown. See this line yourself and judge its value, then you will understand why our sales have made such a wonderful increase. The quick turnover of the retailer makes our success.

Write us for full particulars of **Wearbetter** —the clothes that satisfy the boy, that win the parent and build future sales.



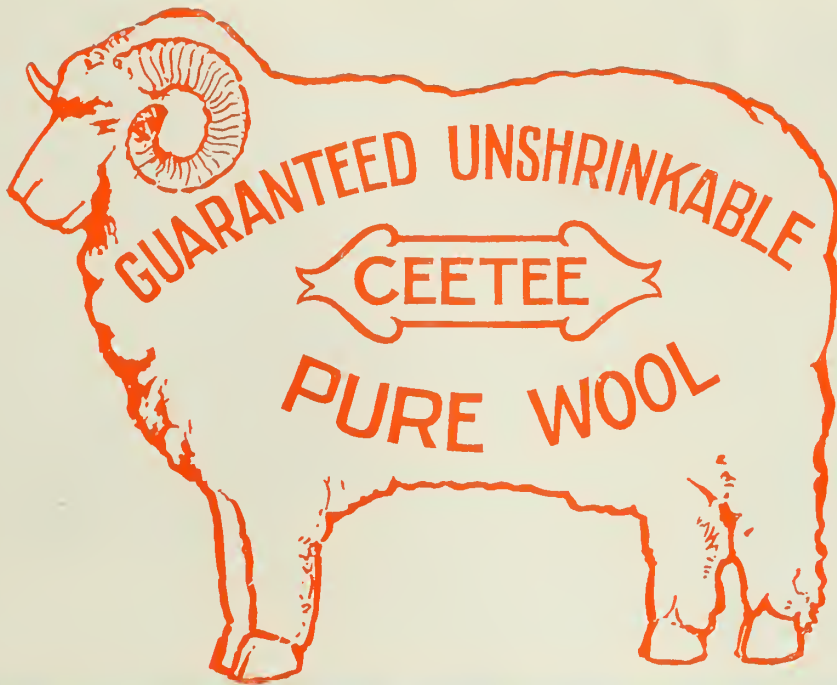
BLUE'S
Wearbetter
SUITS FOR BOYS

WALTER BLUE & CO., LIMITED

MAKERS OF "WEARBETTER" BOYS' CLOTHES

SHERBROOKE

QUEBEC



STERLING QUALITY

Made This Mark Popular
All Over Canada

"CEETEE" underwear will bear comparison with the best underclothing of the world. After exhaustive search through foreign markets you will find no better underclothing than "Ceetee."

"Ceetee" Underwear is made in all sizes for men, women and children. It is knitted of finest "Australian Merino" wool and the whole Turnbull organization stands behind "CEETEE" Trade-Mark which is a guarantee of excellence in underclothing.

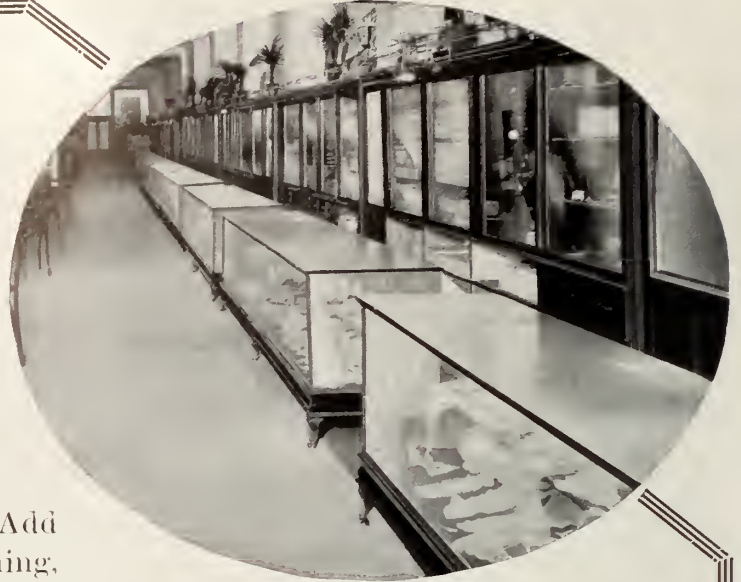
For the summer, feature Turnbull's "Air-lite." In its season this will be as popular as "Ceetee" is in winter underwear.

C. Turnbull Co. of Galt, Limited
Galt, Ontario



If any advertisement interests you, tear it out now and place with letters to be answered.

Make Room For Business Expansion



Make your business go forward. Add a new department — Boys' Clothing, perhaps, or Hats. Overcrowded already, you say—then let us help you.

WALKER SERVICE

will assist you to utilize floor space to the greatest advantage, not only for convenience in handling merchandise, but for bringing you the maximum of sales with the least effort. Take advantage of our service—send us a plan of your store and we will give you the benefit of our years of experience in store arrangement. We

Section of the Clothing Dept. Murray-Kay Co., Toronto.



will tell you what re-arrangement would be to your greatest advantage.

What cabinets will best serve your purpose and at what cost all this can be done.

Walker Service and Store Equipment is recognized as the standard for store equipment. Make a bid for better business. Write for estimates. Send your plans.

**The Walker Bin &
Store Fixture Co.**
Berlin ^{Limited} Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.

This Mark
is the
 Standard
 for Style, Quality and
 Workmanship



B. 108

The Moose, symbolic of strength and endurance, is very apt as the mark of the "Monarch Knit" organization, which during these times of stress and scarcity has shown strength and durability, maintaining the quality that "Monarch" lines are noted for.

MONARCH PUTT-EASE

(Knitted Puttees)

Can Not Fray.

Allow Free Circulation.

\$15⁰⁰ per Dozen Pairs

and IMMEDIATE Delivery.

WRITE FOR A SAMPLE DOZEN



MONARCH-KNIT
 THE MONARCH KNITTING COMPANY, LIMITED

MADE IN  CANADA

DUNNVILLE, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.



Over 40 Years Our
Registered Trade-Mark.
Your Guarantee of
Quality.

Military Activity Increasing Daily

Get your share of this business from Officers and Soldiers.

Pass on your orders to an old reliable established Military Supply House who will fill your every requirement *satisfactorily, quickly and economically.*

Our Tailoring Organization is splendidly equipped to execute all orders for Military Clothing. Made-to-Measure orders can be filled on shortest notice.



**KHAKI WOLSELEY
HELMET**

Regulation for camp wear.

Cloths
Trimmings
Accoutrements
Badges
Buttons
Button Sticks
Fox's Puttees
Whistles
Whistle Cords
Spurs
Belts
Service Caps
Trench Caps
Cap Covers
Gloves
Haversacks
Waterbottles, etc.



**SAM BROWNE
BELT**

Fully equipped for the field.

Sole Agents for WILKINSON SWORD CO., Limited, London, England, and CONSIDYNE, CURTIS & CO.'S FAMOUS SOLDIER'S FRIEND BUTTON POLISH, Bristol, England. A paste polish of unusual merit for polishing buttons and all metallic parts of uniform.

LIBERAL Wholesale Discounts. Write for Price List.

R. J. INGLIS, LIMITED

Importers and Manufacturers of Military Equipment

138 Peel Street
MONTREAL

WESTERN BRANCH
291 Garry Street
WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.



Walker's **Patriotic** Overalls

No German Dyes in this Overall

By wearing this Overall you not only indicate your patriotism but you are getting an overall of heavier material than the colored overall and at the old standard price, \$1.25.

We will admit this garment shows the dirt quicker than the colored garment, but good old Canadian dirt is preferable to German dyes.

WALKER PA
WALKERVILLE



Striking—are they not—these colored tickets and dodgers? They will help you attract trade—and the quality of the overalls will keep it. Get these Patriotic Garments in your window—and use the dodgers we supply.

enormous demand and we would urge that you send your orders in promptly to avoid delay in deliveries. Already our capacity is strained to keep deliveries up-to-date.

WALKER'S Patriotic Overalls

make a distinct appeal and the dodgers and ticket, of which the illustration is a fac-simile, catch the popular fancy and pull new business to your store.

THE PATRIOTIC OVERALL is made up on the same pattern as our Trainmen's (complete in every detail) and the price, our old standard, \$12.00 per dozen, 2 per cent. off, 60 days.

Mail your orders direct to our Chatham factory for promptness, and get the dodgers working for you.

WALKER PANT & SHIRT CO.

WALKERVILLE AND CHATHAM

A Label Plus Quality

That is Making Tremendous Sales

The Patriotic overall is proving a *big seller*. It is the extra quality of the overall at the same cost, with the "No German dye" idea that has won popular favor. By making the garment entirely white, we eliminate the high cost of dyes. Are you getting full advantage of the profit that this quick-selling Patriotic Overall is bringing? There has been an





"IMPERIAL"

UNDERWEAR



A brand of underwear that has unusual features. Features that give more comfort than a comfortable underwear of the ordinary kind. Your customers will appreciate the extra good quality and serviceability of "Imperial," the Brand with

- Lap Seam Shoulders*
- Comfort-Fitting Collarlette*
- Snug-Fitting Flap*
- Closed Crotch*
- Improved Knit Cuffs and Anklets*

"Imperial" underwear is made in combination or two-piece suits and will give entire satisfaction to your customers in either case.

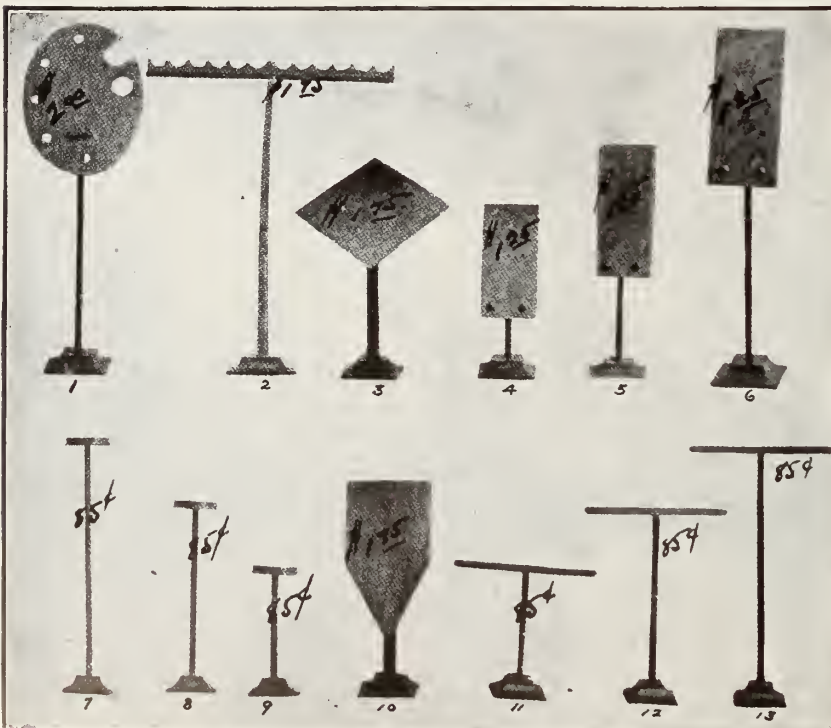
Write for samples.

Kingston Hosiery Co.

KINGSTON, ONT.

Taylor-Made Wood Display Fixtures

MADE IN CANADA



These fixtures give wide scope for individual and attractive display.

All fixtures are finished in new Fumed Oak. Ready for

Immediate Delivery

Special finishes made to order. Send us your order to-day.

The Taylor Mfg. Co.
Hamilton, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.



This is The Line 

RECOGNIZED FROM
COAST TO COAST
AS THE QUALITY
UNDERWEAR



THIS IS THE NAME
AND TRADE MARK

ZIMMÉRKNIT

that protects you
and your customer.

It represents
QUALITY MADE GOODS

The first customer who
sees the HATCH ONE
BUTTON UNION in
your store will take the
second suit—you'll take
the first yourself.

ZIMMERMAN MANUFACTURING CO., LIMITED
HAMILTON CANADA

AT ALL GOOD WHOLESALERS NOW

If any advertisement interests you, tear it out now and place with letters to be answered.



What about Khaki Drill Boys' Uniforms for the summer? Are you supplied? We stock both wool and duck.

HELLEUR, GARIEPY & BRODERICK, LIMITED

Manufacturers of Men's, Boys' and Juvenile Clothes

16 Craig Street West

MONTREAL, Quebec

TRADE MARK REGD
ARROW
 COPYRIGHT 1912 L. G. M. CO.
PAD GARTER

NO METAL TOUCHES YOU

ARROW MEANS COMFORT

MADE WITH RUBBER BUTTON

WILL NOT TEAR THE HOSE

SERVICEABLE THE YEAR ROUND

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.

Don't delay—This can't last long. Have your stock well assorted for Summer trade.

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

Sporting Scarf Pins



Something new and attractive.

Good Quality

Wonderful value at only \$2.00 a doz., less regular terms.

All the rage for the Summer season.

Send for sample card and assortment.

Many other novelties as well as Staple lines. Specialties in Cuff Links of Pearl, etc.

PEARSON BROS.

WHOLESALE JEWELLERS

31 Notre Dame West, Montreal

A User of Waterproof Collars

and why he prefers

Challenge Brand



The
Motorman

A Dusty Job

A motorman's work and a linen collar cannot agree—the collar gets the worst of the argument before the day is noon, that is why motormen and other men who have to drive, whether it be a street car or a grocery waggon, are good customers for the merchant who handles "Challenge" Brand Collars.

It is readily seen, too, why these men have a preference for "Challenge" Brand Collars, when you consider that "Challenge" Brand "Arlington" Collars are equal in appearance to the linen collar, but are not so easily soiled, will not wilt or chafe, and may be cleaned simply with soap, water and a sponge. Ready to wear next morning without any laundry expense.

Merchants, too, who understand the situation, prefer handling "Challenge" Brand Collars because in this line there are various grades, styles and prices, which enable merchants to satisfy the requirements of each customer, instead of having to turn a customer away or forcing upon him something which is not just what the customer wanted. Another selling feature of "Challenge" Brand "Arlington" Collars is the wearing quality of the material used. This material is heavier than that used in the ordinary waterproof collar, and will outwear any other collar.

For selling scope, "Challenge" Brand Collars are unequalled; there are six grades, of various styles, ranging in price from 85c to \$2.00 a dozen—the right collar, at a price, to suit each customer. Stock "Challenge" Brand Arlington Collars and customers will not be turned away disappointed.

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., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

If any advertisement interests you, tear it out now and place with letters to be answered.

Going Quickly!

Makes a Strong Appeal
to Men

VELVET EDGE prevents ragged edges on collars and shirts and absorbs perspiration. In the United States it has been a huge success.

It Will Bring You Big Profit

Retails at 10c. each


Sell one to each of your customers, they will appreciate its benefits.

Send 80c for a sample dozen and attractive card. Get full particulars for quantities.

H. V. BYE

Sole Selling Agent for Canada

128 BLEURY STREET, MONTREAL, QUE.



WHEN THE COLLAR RUBS AGAINST THE NECK IT CHAFES THE SKIN. CAUSES PIMPLES AND YOU FEEL UNCOMFORTABLE

THE PROTECTION CAUSED BY COLLAR EDGE BRINGS ABOUT SHIRT TEARING

TRADE MARK REG. IN U.S. PATENT OFFICE.

**STOPS CHAFING OF THE NECK
AVOIDS PIMPLES AND BOILS
IS SANITARY**

TRY
VELVET-EDGE
ON YOUR
COLLARS & CUFFS


ONE PIECE
FOR
10 cents
LASTS MONTHS

VELVET-EDGE
SAVES
THE NECK
THE SHIRT
THE COLLAR
THE CUFFS
THE TEMPER


GET THE HABIT

JUST TRY IT ONCE


LIKE THIS




LIKE THIS

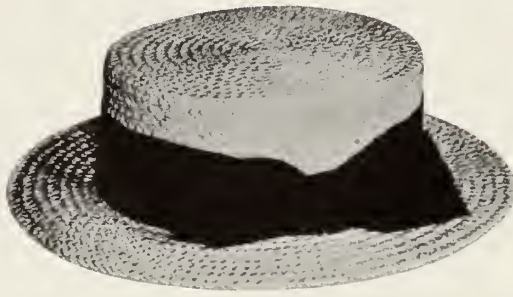


LIKE THIS



LIKE THIS





Let us cater to your straw hat requirements.

Our showing is complete and contains all the latest ideas in Panamas and straws of every description.

A display of Coristine hats will secure your share of the Summer trade.

Order now. We guarantee prompt delivery and entire satisfaction.



JAS. CORISTINE & CO., LIMITED
ST. PAUL STREET MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



Canadian Government Contractor

IMPROVED
**Spiral
Puttees**

Non-Frayable
Guaranteed

\$24.00 per doz.



Military Caps

Forage and Trench
for all ranks.

Every Known Quality
and Design.

CADET CAPS—
\$6.00 doz. and up.

Breeches, Wolseley Kits, Dunnage Bags,
Nurses' Hold-Alls, Kit Bags, Kit Bag
Locks, Sam Browne Belts, Swords,
Helmets, Metal and Worsted Badges,
Whistles.

Metal Polishes—Pynka, Redio, Soldier's
Friend, Putz, Royal, Etc.

Button-sticks, Whistle Cords, Lanyards,
Cap Covers, Haversacks, Brushes,
Highland Equipment, Etc., Etc., Etc.

*In fact everything for the officer
and soldier, except uniforms.*

A. HARRY WOLFE

Largest and Foremost Manufacturer of Military
Supplies and Accoutrements in Canada

MONTREAL

PRICE LIST, CATALOGUES, ILLUSTRATIONS, ETC., ON REQUEST

If any advertisement interests you, tear it out now and place with letters to be answered.



These Trade-marks Mean Quality

- 1—Suit Label, Peck's Made-to-Measure Tailoring.
- 2—Peck's Cap Trade-mark.
- 3—Label of Fit-rite Tailored ready-to-wear Clothing.
- 4 to 11 inclusive—Labels of famous brands of English Hats, of which we are sole Canadian Distributors.
- 12—New Box Label, Peck's Perfect-fitting Shirts.

The merchant who handles Peck's lines earns good profits, is sure of satisfying his customers, and has behind him the service of Canada's largest manufacturers of men's clothing.

John W. Peck & Company, Limited

Canada's Foremost Clothing Manufacturers

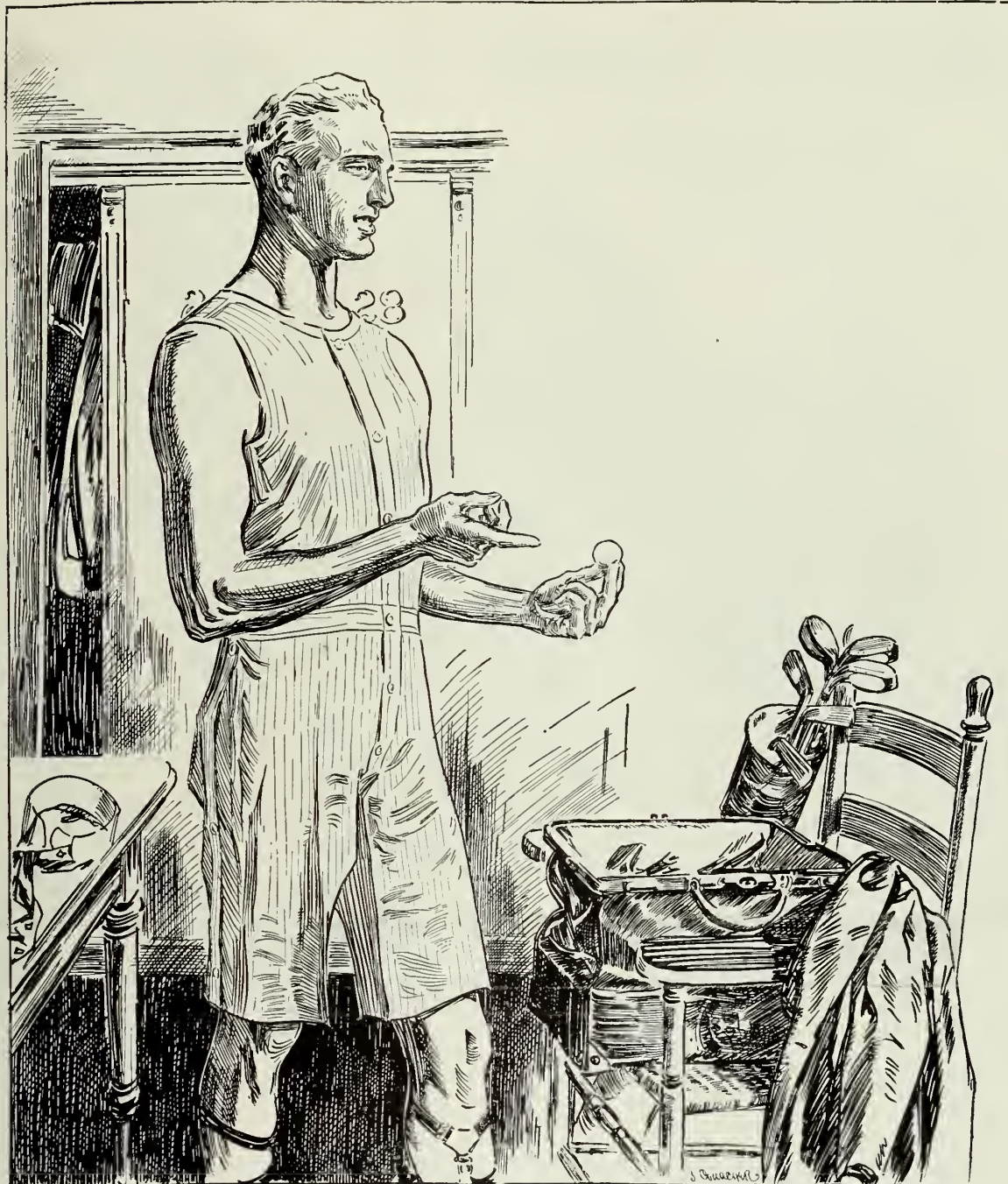
Montreal

Winnipeg

Vancouver

"If any advertisement interests you, tear it out now and place with letters to be answered."

MADE IN CANADA



Monarch and **ARROW**

UNION SUITS IN FINE MUSLIN OR NAINSOOK

Ready for Immediate Delivery at our Four Salesrooms

MONARCH QUALITY, \$8.00 per dozen Suits

ARROW QUALITY, \$9.00 and \$11.50

MONARCH TWO-PIECE UNDERSUITS, \$9.00 per dozen Suits

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

Salesrooms: Montreal, Toronto, Winnipeg and Vancouver.

Factory: St. Johns, P.Q.

If any advertisement interests you, tear it out now and place with letters to be answered.

The most popular military walking breeches in Canada to-day MILLER BREECHES

All the soldiers are crazy about them!

The cut, the appearance, and the comfortable fit of these breeches catch the eye of every Private. Every pair sold will mean more sales to follow, because the snappy style of Miller Breeches makes a big hit with the man in khaki. The business possibilities of this line are unlimited.

Our prices are right so as to put this splendid line within reach of every soldier. The margin of profit for the dealer makes it well worth while to handle MILLER BREECHES.

The only breeches made of Regulation Khaki Serge, Miller Breeches are, without doubt, the snappiest and strongest selling line that can be featured in any military display.

Order a trial dozen. Let the soldiers know you carry the famous Miller Breeches and you'll telephone or wire for repeats the next day.

We are makers of the celebrated "Rite-Fit Non-Fray" Puttees—No. 1, \$21.00 per dozen; No. 2, \$16.50 per dozen.

Straight Puttees—\$10.00 to \$15.00 per dozen. ALL NON-FRAY.



Miller Mfg. Co., Limited, 44 York St., Toronto
Uniform Contractors to the Dominion and Imperial Governments

UNION MADE COLLARS

Many, anxious for a collar made in a union factory, by union labor, have asked us to add collars to our Colonial Shirt line.

Arrangements are now complete, and Canadian union-made collars will be ready for the market on the 15th of June. Made in all the newest styles in three-ply, at \$1.10 per doz.

Special price to buyers of 50-doz. lots. Will make quarter sizes as ordered.

**The Colonial Shirt Company
Limited**

BERLIN

--

ONTARIO

Do not
neglect the
Haversack
and Khaki
Shirt end
of your
business.

*It's a
winner.*



Spring is here—route marches commence. Every officer as well as private will require a Haversack. We quote as follows:

Officers' large size 14x11-inch, heavy 8-oz. duck, 5 pockets, \$13.50 doz.

Officers' Khaki Shirts (*Vigella Flannel*), with 2 collars, \$33.00 doz.

Send for samples of other Khaki Shirts and Haversacks.

The Jones Mfg. Co.

533 College St.

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

*Parallels of
American
Progress*



Stifel's

Indigo Cloth

Standard for over 75 Years

For

Overalls, Jumpers and Uniforms

Is a typical American progress cloth

IT was born with the railroad and steamboat, and has advanced to the age of the submarine and aeroplane, wireless telephone and telegraph.

Stifel's Indigo has an unimpeachable record as a *maximum wear garment cloth*.

For your protection and the protection of your customers **TAKE EXTRA CARE TO LOOK FOR THE LABEL** on the back of the cloth on the inside of the garment to be sure you are getting the genuine **STIFEL'S INDIGO**--the cloth that inspires, yet defies, imitation.



Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.



NEW YORK..... 260-262 Church St.
 PHILADELPHIA..... 324 Market St.
 BOSTON..... 31 Bedford St.
 CHICAGO..... 223 W. Jackson Blvd.
 SAN FRANCISCO..... Postal Telegraph Bldg.
 ST. JOSEPH, MO..... Saxton Bank Bldg.

BALTIMORE..... Coca Cola Building
 ST. LOUIS..... 928 Victoria Bldg.
 ST. PAUL..... 238 Endicott Bldg.
 TORONTO..... 14 Manchester Bldg.
 WINNIPEG..... 400 Hammond Bldg.
 MONTREAL Room 500, 489 St. Paul St.

If any advertisement interests you, tear it out now and place with letters to be answered.

J

Maximum Display with Maximum Storage



The New Way Revolving Wardrobe made in Canada under license from and in affiliation with The Grand Rapids Show Case Co.

The modern method for Gent's Furnishing and Men's Wear Stores. Revolving Wardrobes for Suits, Overcoats, Boys' Clothing, Hats and Furs.

Interchangeable Unit Fixtures for Shirts, Gloves, Neckwear, Hosiery, etc.

As recently supplied by us to Scovil Bros., St. John, N.B.; Mahons, Ltd., Halifax, N.S.; E. B. Crompton Co., Brantford, Ont.; A. Bristol & Son, Picton, Ont.; Darwins, Ltd., Ottawa, Ont.; The Robt. Simpson Co., Toronto.

Write for Demonstration Booklet of New Way Interchangeable Units.

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.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Magnetic Pulling Power of the Semi-ready Trade-Mark



Ten young men who started Semi-ready stores ten years ago with a small capital are to-day rich.

From \$15 a week to \$15,000 a year is the story of one young man who lived up to his opinion of a good trade-mark.

He had what the people wanted—Semi-ready clothes. He didn't have to fight with his customer against that customer's preference—for he had it.

He didn't mix the cheap stuff with it—for he knew the value of a reputation in business—that silent worker for success—the sale of a "Maverick" in a Semi-ready store is the swiftest blow a man can hit himself—just as silent and deadly as a Mauser bullet.

Another young man of limited experience made as big a success for a few years—then he let some subtle German "tike" persuade him that he could get big profits by selling the tawdry stuff with Semi-ready—the public would not know the difference.

To-day he is wondering why it's such a hard struggle to keep up what should be the best paying business in Canada.

He tried to "straddle" on the quality question. Which is foolish.

The public make a trade-mark worth a million—for the public is an intelligent mass of people.

The Semi-ready trade-mark — "the price in the pocket"—would have died in three years had it not been for the approval of the public.

For 20 years Semi-ready clothes have been tried—and they are "the survival of the fittest."

The owners refused a million dollars for their trade-mark—which represents a certain value—a certain pulling power in every town in Canada.

There's no charge—no obligation for the ownership of this trade-mark in any town.

We help young men who want to start in business, just as we help those who want to stay in business.

Any young man who has proven his capability—his energy and his character—can have his choice of 50 good towns and cities where as yet there is no Semi-ready shop—no good representation of the clothes that have the highest rating in the good credit book of the public.

Capital is necessary—some capital, for capital is the proof of intelligent effort. A dollar saved is worth ten dollars "left" to a man. But not much capital is required if a business man standardize his stock and is efficient in his buying methods.

We can show many instances where young men have started business with \$2,000 to \$3,000—with even less, and have made money from the start.

"Specialism" pays in business—just as it does in the professions.

We specialize in fine tailoring—and our goods do not mix well with the common ruck.

We specialize in boosting our customer—in promoting his sales—in devising and giving selling helps.

Not content are we to stand peacefully on the pinnacle of success, nor slumber like a man with a sinecure — we prefer the activities of business brotherhood, the man-to-man fight for a larger and better business. "There's something doing every minute!"

Where a customer is loyal to Semi-ready Tailoring, honest and square in his criticism, and fair always to his customer—that man gets a "full head of steam" from us. He's entitled to every spark of helping power which may flash from our brain plug.

We guarantee success in business to the man who has the four chief requisites.

Semi-ready, Limited

H. Albert Nelson, President
472 Guy Street, Montreal

(Trade-Mark Registered)



The Trade-Mark
of SHIRT
QUALITY

SHIRT VALUES

That Make Sales Quickly

For Style, Quality, Finish and Roominess you will find it impossible to beat our present showing of the well-known

“HERO” SHIRTS

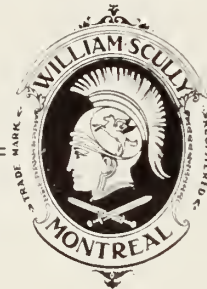
The “Hero” line well displayed in your shirt department is sure to attract the attention of your best customers. Keep “Hero” shirts to the front. Make up a “Hero” Window trim and note results.

“Hero” Shirts give big satisfaction.

Alphonse Racine, Ltd.

Dry Goods Jobbers and Manufacturers

60-70 St. Paul Street West - Montreal, Que.



LEGGINGS

PIG SKIN AND
HIDE

SOLID ENGLISH
LEATHER

PATTERNS

SPIRAL STRAP and SPRING FRONT

TRENCH CAPS

IMPROVED PATTERN

Serge, Gabardine, Whipcord and
Waterproof Materials

EVERYTHING IN

MILITARY EQUIPMENT

(EXCEPT UNIFORMS)

FULL LINES

HELMETS

OFFICERS' "WOLSELEY PATTERN"

Only Makers of High-grade Helmets in Canada

MILITARY and CIVILIAN
POLICE and FIREMEN

Quotations Submitted on Quantities



WILLIAM SCULLY

Office

320 UNIVERSITY STREET, MONTREAL, QUEBEC

Factory

"If any advertisement interests you, tear it out now and place with letters to be answered."



The J. R. GAUNT & SON (Canada Co.) Limited

ARMY and NAVY
Badges, Buttons, Swords,
Caps, Helmets, Belts, Spurs,
and
ACCOUTREMENT
MANUFACTURERS

Every requirement for Military
or Naval Outfits kept in stock.
Write us direct for particulars
and prices. NO AGENTS.

ALSO AT
53 Conduit St., Bond St., London } ENGLAND
Warstone Parade, Birmingham }
Bombay, Melbourne and New York }

63-65 Beaver Hall Hill, Montreal

JUST TROUSERS



For the
Millionaire or the
Million

Built on Honor—Sold on Merit

THE LINE OF LEAST RESISTANCE

If you don't look carefully over our line of "Everyman's" Trousers you don't look carefully after your own interests. For instead of being a motley array of laggards, here are the most favored garments in the realm of clothing.

We realize that the more we put into our product, the more we take out in sales.

Thus we appreciate and welcome competition. We want you to carefully consider every line of trousers that salesmen or advertisements recommend—to study them all, weigh their qualities and their values, and be governed accordingly.

For such comparison must inevitably result in our favor—"Everyman's" Trousers break down all competition on account of their real values and sterling qualities.

Then, too, the broad guarantee of sound quality which we put behind each garment indicates the policy that has characterized our progress since the first day we began business.

We shall be glad to send samples and prices on request—and the prices will be as right as the garments.

Remember that our product creates and develops business for you.

DAVIS BROS., Hamilton, Ont.

Made in our sunlit, sanitary factory by highly skilled tailors—each a specialist.



The Jackson Manufacturing Company, Limited

CLINTON -- ONTARIO

Makers of the Celebrated "Lion" Brand
of Boys' Clothing.

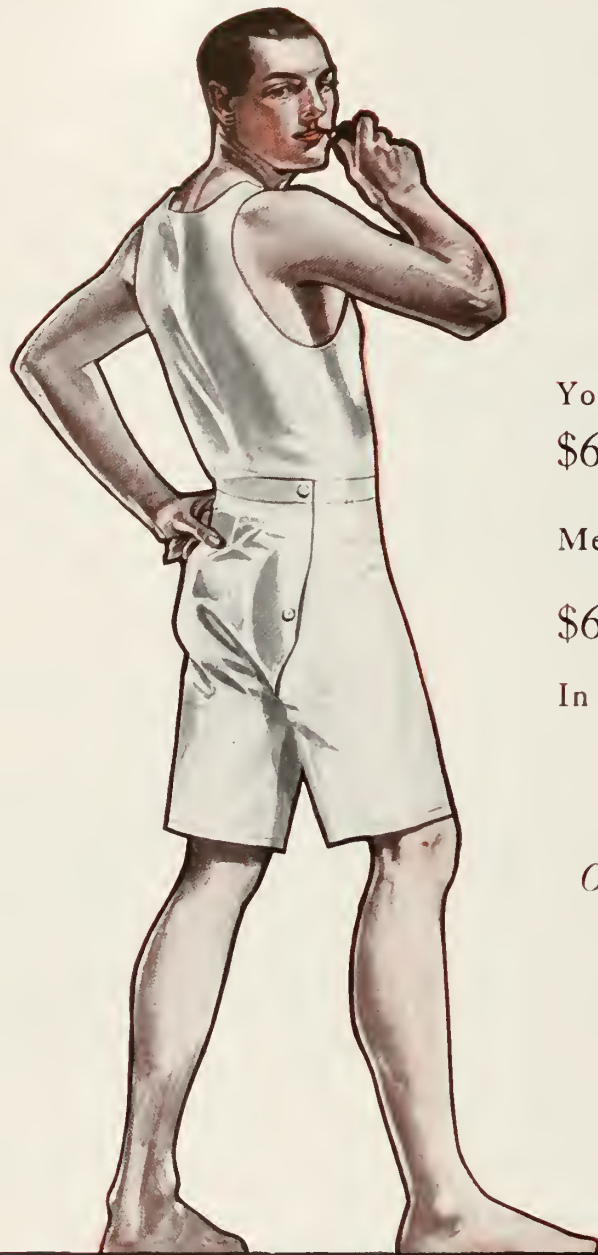
This trade-mark is known from Coast to
Coast and is handled by the best cloth-
ing people in Canada.

Wherever you see the trade-mark of the
"Lion" Brand you are sure to get the
Best Boys' Clothing on the market.

Factories at
CLINTON GODERICH EXETER
and SEAFORTH

If any advertisement interests you, tear it out now and place with letters to be answered.

"Our Advertisements go into a Million Homes"



Easy-
Fitting

Reliable
Cloths

*Ready for
Immediate
Delivery*

In Sizes
Youths', 26 to 32, at
\$6.25 and \$9.00

Men's, 32 to 50, at
from
\$6.50 to \$27.00

In a variety of cloths

*Our Special F1
at \$8.00*

KLOSED KROTCH

▼ *W.G.R.* ▼
U N D E R W E A R

THE WILLIAMS, GREENE & ROME CO., LIMITED

WINNIPEG, MAN.
DONALD & CUMBERLAND AVES.

WAREHOUSES:
VANCOUVER, B. C.
324 SEYMOUR ST.

BERLIN, ONT.
COR. BENTON & ST. GEORGE STS.

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6

TORONTO, JUNE, 1916

No. 6

EDITORIAL CONTENTS

- Selling Value of Trade-Marks and Brands.....*Opinions of Retailers*
- Splendid Display Arrangements in New Store*Special*
- Is Early Closing Possible?.....*Opinions*
- An Attractive Summer Trim.....*Illustration*
- Cap Manufacturing and its Problems.....*Special*
- Western Merchants Fight Mail Order Houses.....*By Geo. D. Davis*
- Another Prize-Winning Window.....*By Edwin Ochmig, Rossland, B.C.*
- Boys' Clothing Offers That Additional Profit.....*Interview With Ed. Mack*
- A Retailer Speaks on Tie Prices.....*A Letter*
- Pinch Back Coat Grows in Favor.....*Clothing Department*
- A Soldier Shows How to Sell the Soldier.....*Special*

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President*

H. T. HUNTER, *Vice-President*

T. B. COSTAIN, *Managing Editor*

H. V. TYRRELL, *General Manager*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*

Hugh S. Eayrs, *Editor*

A. B. Caswell, *Montreal Representative* George E. Pearson, *Associate Editor*

C. W. Byers, *Western Representative.*

J. J. Butler, *Ontario Representative.*

CHIEF OFFICES

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, \$1 a year; United States, \$1.50 a year. Other Countries, \$2 a year; Single Copies, 10 cents. Invariably in advance.



If you like
to look this
way you'll
want our
Clothes

This is a miniature of one of many cuts advertising "Art Clothes" in the newspapers throughout Canada this spring. The original is 13 inches by 4 columns.

If you want to participate in this campaign for Fall, better write for made-to-measure agency now.

Cook Bros. & Allen
Limited
Toronto

ART CLOTHES
COOK BROS. & ALLEN LIMITED

If any advertisement interests you, tear it out now and place with letters to be answered.



Men's Wear Review

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

VOL. VI.

TORONTO, JUNE, 1916

NO. 6

SELLING VALUE OF TRADE MARKS AND BRANDS

All Merchants Appreciate Those Which Are Marks of Identification, and Quality Marks,
For Them—Opinions Differ on the Value of Playing Up Too Strongly
Goods With Nationally Advertised Trade Marks

ALL of us recall, even if only through the misty memories of childhood, those trade-marks, brands and slogans that seems to form a part of our daily—or nightly, existence. Probably, as in "He won't be happy till he gets it," they savored of the bath; possibly they took on the form of a household remedy that "children cry for"—unless it was our cruel fate to be born too soon, and to be denied a teaspoonful of that "tasteless" tonic that was nectar compared with that nauseous dose of rhubarb, brandless, and unhonored, but very real and everlasting.

Trade-marks and brands flash before us in every conceivable location, and even the North and South Poles were honored, it is said, with the burial beneath the flag-staff, at the apex of the earth, of certain well-known brands of clothing. New brands spring up perennially, a record in themselves of all that is heroic, and nearly all that is notorious, in the current history of each year.

The men's wear store is one where the trade-mark line has great importance. There are trade-marks which mean much to the merchant himself—marks which he has come to recognize as marks of unvarying quality. Then there are trade-marks put upon finished products which have been made household words to the customer of the store—marks upon collars—upon shirts—upon overalls—upon suits of clothing. Undoubtedly the trade-mark is a force which men's wear dealers have to consider every day of their lives—every day as they are placing their orders, and every day as they are selling their goods.

In a few departments trade-marks are as shifting as fashion: indeed, in their very novelty they are themselves harbingers of a new fashion. Such is the case with men's collars. A new line comes on the market; an old brand name will not do; there must be a new name to signify a new model.

Keeping the Old Name and the Old Quality

But fickle fancy in the main stands by the old terms, with the old trusted guarantee of quality. It was Beecham's generations ago, and it is Beecham's to-day, and no one lives who can figure out the value in millions of dollars, or of pounds, of that term Beecham's, and of each

word in that slogan that has been linked so close to that pill trade name, "Worth a guinea a box."

The Obligation on the Maker

The building and the machinery may be worth a quarter of a million, but the tangible assets of the trade-marks may pass the million figure. The makers of a number of popular brands, built up in a little over twelve years, writing to *The Review* for this issue, expressed themselves as heartily in sympathy with everything we might publish "which will tend to acquaint the retail merchant with the obligation to maintain quality and to turn out a superior article to the best of his ability, that is put on the manufacturer who markets his output under advertised brands or trade names."

To what extent does the retailer, as a rule, insist on his own firm name in connection with the goods he sells? To what extent does he adopt as part of his family the trade-mark of the maker, and place all his powers of salesmanship at its disposal while it retains its own identity? The point is an interesting study.

Asking the opinion of merchants in a number of parts of Canada, the impression gained is that merchants generally find trade-marks which are really trade-marks for them, more than for the consuming public, of the greatest value. Such trade-marks they use as a means of recognizing goods, and as means of recognizing quality which they have found the manufacturers put into such goods. Not always do the merchants seem as favorably disposed towards the trade-marking of lines for creating what might be called the consumer demand. Some appear to feel that there are objections to handling such lines—but the majority, perhaps, hold that the objections are largely objections which result from some goods being made by unsympathetic and unintelligent manufacturers—manufacturers, in short, who try to force the hand of the merchant, rather than to work hand in hand with him that all may benefit—consumers, retailers, and the manufacturer himself.

An Estevan dealer has this to say about trade-mark goods: "We consider we cannot afford to be without them in stock, but in cases where the profit on the trade-mark

line is narrow, we have similar lines upon which there is better profit, and in which there is as good quality. It pays to handle the trade-mark line, however, because frequently they sell themselves." This merchant frankly goes on to say that the margin of profit on trade-mark lines is frequently not sufficient. "Expense of selling does not leave a satisfactory margin." This is added, however: "The fault may be partially with the expense of selling."

This Estevan merchant, speaking upon the advisability of selling the trade-mark line, or of selling the line bearing the name of the store, offers a suggestion. "If the manufacturer has an article that is nationally advertised," he says, "we would prefer his trade-mark, as it is undoubtedly an aid to selling. If not, we would prefer our own name. Why, though, could we not have both, as: "Manufactured by _____ for _____."

This, of course, is a scheme which is now being adopted by many of the cap manufacturers, who put in their own trade-mark and also print upon the lining of each hat the name of the firm which is to sell it.

There seems a widespread opinion on the part of retailers that too low a price is often advertised for a trade-mark line. Under usual conditions this is alright, but when the raw material market changes, and it is necessary for the manufacturer to advance his prices, the problem at once becomes a serious one for the retailer. If, for instance, he has been selling overalls at \$1.25 for a number of years, he finds a good deal of difficulty in advancing the price of these to make up for the advanced price he has to pay the manufacturer.

A number of retailers go so far as to say they do not like to see a price advertised for any garment. The more advertising for the mark that is done, the better they seem to like it, but in advertising a set price they see danger of difficulty.

A view in favor of trade-marked lines, even upon those which yield a narrow margin of profit, is expressed by Mr. R. J. Orr of the Regina Trading Co., Saskatchewan.

"Yes," he says, "it does pay to push trade-mark goods. The best goods have a name as trade-mark. Most every one knows this, and wants the best. This causes more sales and a larger turnover, which will figure out better in profit and prestige than larger profits and fewer sales on inferior articles. In most cases the margin of profit on trade-mark goods is satisfactory, and when it is not so, as in the case of _____ overalls, the other sales you make to those who come in asking for that particular line, and who want no other, should be credited to that particular agency."

Then continues Mr. Orr: "The public judges your store, to a certain extent, by the goods you carry, and we use display cards and literature of well-known makes to show that we handle those lines. We have never asked a maker

of a well-known line to put our own label on his goods. They have created a demand by constantly making improvements, and by advertising, and the moment we replace this well-known mark or name, this process of educating the public has to start all over again. It starts, moreover, at our expense and under much harder circumstances."

A well-known Belleville firm speaks in much less glowing terms of the lines which have been advertised strongly to the consumer. The margin on these is not altogether satisfactory, they say. This firm frankly states that it prefers its own name on the goods.

Somewhat similar is the opinion from St. Thomas. "I would say it does not pay to push trade-mark goods," says this dealer. "Push the lines you have the faith to buy, whether they are trade-mark or not." He goes on to add that in the majority of cases the margin of profit on trade-marked lines is satisfactory, and makes this criticism of the display card which many manufacturers issue as a means of assisting merchants to dispose of their branded lines:

"Some of these," says the St. Thomas dealer, "are very helpful, but most of them are too large for window display. They hide too much of the goods. I would have my name on every article I sell. Advertise you own name and not the other fellow's. We get our own labels on every line we sell when possible."

The Geldert Men's Furnishing Co. of Windsor, Ont., have found it profitable to push trade-marked goods, "because as a rule they give satisfaction." This criticism is offered, however: "Very few manufacturers protect the retailer from price-cutting. The margin on profit on trade-mark lines is not satisfactory."

Mr. Geldert has this further comment to make on trade-marked lines: "We think it better to handle trade-marked goods, but we like our own name to appear as well. In our experience very few people ask for trade-marked goods."

From the northern part of Alberta a general store merchant brings out a point relating to the giving of exclusive agencies. "It does not pay," says this man, "to push trade-mark goods. We may lose the agency any time in case our opposition would place a larger order." The point is also raised by some other merchants, but the majority seem to feel the restriction of a trade-mark line to one store is probably more in favor of the retailer than of the manufacturer.

Taking it on the whole, it is very evident the trade-mark line is an important one with the retailer. It is one, though, which he is considering from several standpoints. The manner of pushing for sales of such goods seems to require careful consideration by both retailer and manufacturer.

INTERESTING ORIGINS OF TRADE MARKS

Devices to Prevent Use by Rival Firms—Avoiding Simple Name in Most Cases—Some Obvious, Many Complicated in Origin—Favorite Use of Three Initials

HEREWITH are given explanations of the origin of some well-known trade-marks, brands and slogans. Others will appear in future issues.

* * *

THE ART CLOTHES, TRADE-MARK of Cook Bros. & Allen, is one of those designs which did not just grow like Topsy, but which was developed to emphasize an idea behind the goods—in this case the idea of artistic designs, and thorough workmanship. Mr. W. K. Cook conceived the general idea of the trade-mark, but had it developed by

an artist, whose efforts were rejected time and again until finally the design which since has been so well known, was prepared.

* * *

FASHION CRAFT: OF THIS well-known mark the company says: "In 1905 we offered a prize for the most suitable clothing trade-mark offered, and we had many suggestions, but few were appropriate. Out of the few, "Fashion Craft" was submitted by Mr. Max Beauvais, general manager of Max Beauvais, general manager of

Max Beauvais, Ltd., Montreal, and we need not say that he received the prize."

* * *

SOCIETY BRAND CLOTHES: By way of explanation how the Society Brand Clothes trade-mark had its inception, the advertising manager says: "The style in these clothes is generally recognized as the standard fashion for men of social rank and position—hence the name Society Brand. In most of our advertising we dwell upon the style of our merchandise as a particularly strong characteristic of them."

* * *

ART-KRAFT CLOTHES FOR MEN: This trade-mark was registered by Walter Blue & Co., Sherbrooke, Que., about ten years ago, and the line of clothing was put on the market under this brand as a means of giving the merchants to whom we were confining our line, a brand of clothing to advertise, and it is only used on suits which we manufacture for the trade ranging in price from \$12 to \$25.

* * *

The trade-mark "Wearbetter" for boys' suits was registered at Ottawa about seven years ago, and was one of the first trade-marks for boys' clothing registered in Canada. Very little attention at this time was paid to the childrens' clothing business in Canada, and we felt that a trade-mark "Wearbetter" would give to the mothers and boys throughout Canada the idea that this line would give just a little better wear than the ordinary boys' suits that were being manufactured at the time.

This brand of clothing is the only guaranteed line of boys' clothing in Canada, which makes it a very strong selling feature for the merchants handling it.

"Junior" suits for boys was registered three years ago, as we wanted our cheaper line of clothing advertised under a brand name.

"The Bachelor Suit" was registered and put on the market a year ago. The idea occurred to the writer that there was an opening for a guaranteed man's suit in Canada, something that could be retailed for \$15. The name "Bachelor" just happened to occur to the writer as being a good name, the word itself relating to a certain extent to men's clothing.

* * *

Sovereign Brand, of the W. E. Sanford Co., Hamilton, was a name decided upon only after considerable discussion, held years ago. It was thought to contain all the ideas of leadership and quality which it was desired to express.

Sanford Juvenile Clothing. This phrase was adopted by this Hamilton clothing house to differentiate between their men's and boys' clothing. As men's wear dealers know the lines are in some ways quite dissimilar. There are different problems of manufacture and it was decided to sell under a different brand.

* * *

Style-Craft, the well-known mark of the E. G. Hachborn Co., Toronto, was coined to designate the two features so requisite in high-grade clothing, fine design, and honest, skillful workmanship.

* * *

Broadway Clothing, the mark used upon some of Randall and Johnson's products, was bought in a good number of years ago from this firm's predecessors.

* * *

BOYS' LION BRAND CLOTHING. Of this, Mr. Jackson of the Jackson Manufacturing Co. says:

"When we commenced business some sixteen years ago, we were firmly impressed with the idea that a trade-mark was one of the essential things to start out on, and during this length of time we have advertised our Lion Brand Boys' Clothing from coast to coast.

"The lion stands for strength, which is necessary in boys' clothing, and we find this trade-mark to be one of our best assets. Of course we only put our trade-mark on our best goods, and goods which we know will give satisfaction. In 101 ways we keep the Lion before the public, and it has now become a household word all over Canada."

* * *

MUCH CURIOSITY HAS been expressed over the origin of the "Ceetee" brand of the C. Turnbull Co. of Galt. This, as explained to The Review by the senior partner, grew out of his initials, C. T. (Charles Turnbull). It was impossible to protect a single name like Turnbull, as any other maker of that name would have a right to adopt it. The device that is so closely connected with it is obvious.



* * *

"AVON" AS A BRAND NAME for a hosiery company of Stratford, is eminently fitting. At once it recalls the "Bard of Avon" and Stratford-on-Avon, the latter of which, the firm state, suggested this well-known brand.

* * *

TO MANY THE TERM "BENTRO" has been a puzzle. The Williams-Trow Knitting Co. explain this brand as follows: "Our trade-mark, "Bentro," is derived from the first and last names of the two principals in the business. Our Mr. B. M. Williams is known only as Ben.

"In looking out for a trade-mark, naturally we wanted one which was catchy and easily remembered and this combination appealed to us. The insert, "The Wear is There," was an after consideration, but of course we have the whole thing copyrighted.

"We find the trade-mark to be taking hold very well, although we have only been in business three years, and our company is generally spoken of as "Bentro Knit." We presume, however, that this is partially caused by the length of our official company name, "The Williams-Trow Knitting Co., Limited."

* * *

W. G. & R., the mark known from Coast to Coast, of course, stands for the Williams Greene & Rome Co., Limited, Berlin, Ontario:—the initials in Red, being used as the mark of recognition—the quality mark.

* * *

Kant-Krack, the well-known trade name used on products of the Parsons and Parsons Canadian Company, Hamilton, has a remarkable story.

One day a laborer in the employ of the company came to Mr. Baldwin, now in charge of the Canadian business, and asked him if he could not mend his coated fabric waterproof collar—it having cracked at one edge.

Mr. Baldwin looked the collar over, put on a reinforcement which effected the desired object. Soon it was seen that the mend was well nigh perfect, and talking the matter over the three Parsons and Mr. Baldwin discussed the good points of the new idea. "Why it can't crack," said one (and now no one knows which one). That name was then adopted to designate in part this different collar's strong features. First, the name was printed Kantcrack. Then the final K was capitalized. Then it was put in its present form KantKracK, placing up the three K's.

Continued on page 46

SPLENDID DISPLAY ARRANGEMENTS IN NEW STORE

Scovil Bros., of St. John, N.B., Have Adopted Many New Schemes for Showing Goods
—Speed in Serving Customers Another Point Which Has Been Kept in View
—A Store Which in Many Ways is a Model.

FROM the ancient city of Quebec, and from new cities of the Prairies, have recently come requests for suggestions as to the best means of re-arranging an old store interior, or the best layout which could be devised for a new store which is in contemplation.

Without knowing all the circumstances it is an exceedingly difficult thing to lay down any hard and fast rules. Fortunately, however, Men's Wear Review is in a position to give these merchants in the East and West some splendid ideas regarding the interior arrangement of their store—ideas which have been worked out by Scovil Bros. of St. John, N.B.

Before entering upon a description of this firm's splendid new business establishment,—illustrations of which appear with this article—a word regarding the tendency to make improvements in store exteriors and interiors would perhaps be interesting.

Undoubtedly there is much of this work in progress, and after making careful inquiries from retailer and from manufacturer, it seems that there are two causes for this. In the first place all uncertainty as to general conditions appears to have passed. Merchants, the country over feel that they have passed through stormy days, but that business is now in a healthy state, that in fact it never has been as bad as was feared. In this connection again comes to mind the words of some modern philosopher: "I've had a lot of trouble in my life—but most of it never came."

In addition to this general satisfactory state of business there is the fact that many leases of stores are now being renewed, on terms most advantageous to the renter or merchant. There may seem a little contradiction between a state of affairs which gives good business to the retailer and at the same time makes it necessary for the proprietor to accept a lower rental. The fact is, however, that not the usual large demand for stores exists, because many men, being in uniform, have given up all idea of establishing themselves in business, and because war time, which after all means a certain unsettlement, is not a time when new businesses are likely to be encouraged by those with capital to back the venture. Manufacturers, for instance, are not particularly anxious to give credit to new men, even though they know these new men to be perfectly good, for at the time they are having all they can possibly do to supply the wants of the merchants who for years past have been buying from them.



This front view of Scovil Bros. gives an idea of the splendid window display facilities—also of the size of the establishment.

So the merchants are getting fine leases, and as conditions of these leases are often demanding improvements; or are securing long term leases on such favorable terms that they feel ready to make improvements in the store, improvements which throw an immediate charge upon them, but which they feel sure will bring them in much greater revenue as the months of the lease pass.

With the firm of Scovil Bros., however, it was not any opportunity of the moment which made necessary the splendid new store. This is a firm which for 27 years has been associated with the business life of St. John.

At first its premises were on the market square, but early a move was made to the corner of King and Germain street, the premises formerly occupied by McCafferty & Daly, being taken over. The continued growth of the business made further expansion necessary, and first the entire building was occupied, then later another story was added. As these additions were made, came increases in demand; and still better facilities for carrying on business became imperative.

It is as a result that the splendid new building, an illustration of which is shown on this page, was planned and brought to completion.

As it stands the structure is four stories high, with basement, and occupies a lot 40 ft. wide, extending through from King street to Market street a distance of 100 feet. The construction is splendid in every way. Built on concrete foundation, only

concrete, steel, and bricks, were used in construction and not a wooden post or beam is to be found in the entire structure.

The store rests on massive steel beams, and these are built up with the very latest material in the way of fire-proofing. The basement is entirely of concrete. In short, the whole structure is fire-proof.

All in all there is a floor space of 20,000 square feet. The basement is 9 feet high, while on each of the other floors the ceiling is at a height of 16 feet, this giving a commodious appearance to each floor.

Not a detail has been overlooked to make this structure all that could be desired. The electric wires are brought in under ground and throughout the building are in conduits. Both passenger and freight elevators have been installed, the former having a speed of 250 feet per minute. Also there is a ventilation system which is so arranged as to work in unison with the steam heating system.

MEN'S WEAR REVIEW

As the accompanying illustration will show the entrance to Scovil Bros.' establishment has arranged on what is practically The Arcade system. The entrance proper is tiled, and all available space has been utilized so that very commodious show windows are available for displays. The main windows are recessed to a depth of 18 feet, their interior finish being of oak wainscoting, both for the walls and the ceiling.

Once inside the door of this establishment comes evidence that here the goods for sale are displayed in a way rendered possible only lately, through the manufacture of a new style of fixtures. The unit system of wall show cases has been installed, which enables not only a fine display of the various lines, but also the display of a large number of lines in comparatively small space. Thus, without giving too great floor space to any department, it may be absolutely complete.

To the right, on the main floor, is the department for collars, hosiery, ties, sox, gloves, etc., in short the furnishing department. Here first is the unity display plan in evidence—a plan which will be made clearer perhaps by the accompanying illustration than it can be made in any description. It will be noted, for instance, that each section of this wall display case has in it a small show window of its own, permitting the continual display of the article contained, inside, and also permitting the size and quality of the article to be, so clearly marked that it can be seen by a customer. The customer indeed is able to look over these display cases—indicate from these exactly what he wants, and these may be brought down to him for his closer inspection.

The same system applies to neckwear, gloves, etc., and fresh units required for any new line can, of course, be added from time to time.

In Scovil Bros. this tier of units is surmounted by a series of display cases, equipped with the very latest elec-

trical appliances. These enable attractive unit trims, which are visible day or night, and in which goods are protected entirely from dust.

It is surprising how much these unit display cases will hold. The glove case for instance contains 5 doz. pair. In the Scovil store there are 84 cases devoted to the Glove department which means 420 pairs of gloves are concentrated in a department of comparatively small size.

In the Hosiery department each drawer will hold 5 doz. pairs, so that here there is a total of 420 pairs within a hand's reach. In the collar department 608 doz. collars of all styles and sizes are available within a space with a frontage of 9 feet. In all these cases, it will be seen, the customer may be merely running his eye along the front of the case, immediately pick out what he wishes, or by mentioning the sizes he wishes he can have placed before him all the styles which are stocked in that size.

Silent salesmen, as will be seen in the illustration, are employed generously on the main floor. In all eleven of these are placed in various advantageous positions. One of these, in a recess in the main window shows an entirely new umbrella stand. In all these silent salesmen, electrical fixtures are installed, to make most brilliant displays on dark days or in the evenings.

A particularly attractive, and effective piece of equipment is the fixture wherein the hats are displayed. This is made entirely of glass, with the exception of the supporting steel bars. The front slides back into a recess, the whole rack swings on a pivot, and hats of all styles and creations are immediately paraded before a customer. Within a space of 14 feet there can be stocked by this arrangement a total of 616 hats. A somewhat similar fixture enables the expeditious display of all brands and sizes of shirts.

To the rear on the main floor is the parcel room and above this a mezzanine floor devoted to the custom tailor-



An exceedingly effective display of shirts, collars, neckwear, gloves, handkerchiefs can be made in the ground-floor furnishing department. The new wall cabinets are particularly worthy of note.



On the second floor the men's clothing department has the place of prominence. The new clothing cabinets, both on the wall and standing in the centre of the floor, enable the prominent display of a wide range of clothing. The dressing of clothing units along the top of the wall cabinets is noteworthy.

ing department. Here are displayed the materials which can be made up into suits. Like all other departments, this one is finished in oak and is lighted both with natural and electric light.

On the second floor, at the front, are the general offices of the firm. These are in the oak finish, which has been followed out throughout the building. In the private office an air of the greatest cosiness has been given by the construction of a broad, open fire-place.

That part of the second floor—the principal part—which has not been given over to the office, is devoted to men's clothing. Here again some splendid fixtures have been installed—great glass cabinets, which, by reason of their glass fronts, glass sides, glass back and glass top enable the customer to secure a view from many angles of the suits which are there for his inspection. The front of these cases swings open, out comes the rack, and right at hand are some eighty suits, for about this number hang in each cabinet.

In this clothing department there are also some attractive wall cabinets, and upon the top of these the available space is nicely used by a series of unit trims of clothing.

This store caters to women as well as men, and the third floor is given over entirely to women's, boys' and children's departments. Here the entire wall space is occupied with a series of cabinets into which are built dressing and fitting rooms with alcove mirrors. Each of the cabinets can hold 80 large coats or perhaps 160 suits. They have in all a 50-foot glass front and a total capacity of 560 large coats or 1,120 suits.

A splendid view of the cities principal streets, by the

way, is obtainable from the third story; since the huge windows which are arranged both at the front and the rear of the building, give a practically unobstructed view. This, it is felt, will do its part to make the women's and children's departments still more popular.

On the fourth floor is the stock-room and the tailoring department, this last occupying a space 40 x 60 feet at the front. Here, as in all the departments, the ventilation system keeps the air perfectly fresh, and here as in all the departments the windows, front and rear, give a splendid light.

Throughout the entire building the National X-Ray Eye Comfort Indirect System of Lighting is used, and the intercommunicating system of telephone has been installed.

There is, of course, a danger in describing such a store as this new one of Scovil Bros., St. John. N.B. It is a large store—one in which expense did not need to be spared if comfort could be gained for the store's customers, or if greater ease in serving these customers could be obtained.

Of course there are many such merchants in Canada—merchants who are well able to afford the very best and to buy the very best in large quantities.

Others, however, have not yet reached this stage, and for them such a store as that herein described would probably be out of the question. Nevertheless, in this store there are some splendid suggestions even for the merchant doing business in a small establishment. The schemes adopted by Scovil Bros. can be introduced by merchants of less means on a smaller scale perhaps. The suggestions are here. It remains for each particular dealer to apply these to his own particular needs.

IS EARLY CLOSING POSSIBLE?

Some See Difficulties — Others Have Discovered No Losses Result — In Some Places Dealers Quarrel—In Others They Work Together for the Good of the Community—A Variety of Opinions.

WHAT do you do with your evenings. Do you work constantly, or is the business so arranged that nights at home, or in the society of your friends are events of every week occurrence?

Many men's wear dealers are open practically every evening—open from morning until late at night. Some think this necessary. Others say they are going to get out of the men's wear business if it is necessary—for life is too short to give it all to business.

Some merchants say: "In a moderate sized place I think it would be possible to close evenings—but in the big cities no. Why if we closed in the evening it would mean the department stores get the business we are now securing. Only the few men's wear dealers who can afford to be in the heart of the down town section would get business."

These are the opinions often heard. On the other hand there may be noted a strong, contented note from many who have been going their own way, closing when they think best, irrespective of mail order house competition, and who have been successful.

The problem of closing is a big one; and in the hope of aiding some men's wear merchants to arrive at a satisfactory conclusion, Men's Wear Review has been in touch with a number of dealers, asking them what they think of this store closing problem—what has been their experience.

Note some of the opinions:

BROWNS' LIMITED, PORTAGE LA PRAIRIE, MAN.—"All stores in this city, except confectionery, drug and book stores close sharp at 6 o'clock every afternoon with

the exception of Saturday, when they remain open until 10 o'clock. This is regulated by a city by-law, and is not at the present time optional with the merchants.

J. G. MCINTOSH, SCHREIBER, ONT.—"We are practically the only men's wear dealer here. We open at 8 and close at 7 each day except Saturday. We close on Wednesdays at 1 during the months of June, July, August and September. These hours meet the need of the community."

THE NORTHWAY CO., ORILLIA, ONT.—"Here we close at 6 o'clock except on Saturday, when we keep open until 11.30. During the summer we close at 5 o'clock except Saturday evenings, when we are open until 11.30.

McCAY AND SON, OXBOW, SASK.—"We have closed our business for the last five years at 6 o'clock. Life is too short to keep open longer. This may drive a little business to the mail order houses—we don't know—but if we continue to keep up-to-date goods at the right prices, and sell for cash we are going to live anyway."

W. A. McCULLOUGH, QUEEN ST. WEST, TORONTO—"We close Wednesday afternoon during June, July and August, but would welcome shorter hours if the same ends could be accomplished. Whether this curtailment of hours would hurt our business we cannot tell. It could be given a trial. It is possible that the department stores might cut into the trade in the outlying districts, but would be willing to take a chance if all others did the same."

PERCY MORRIS & CO., EDMONTON, ALTA.—"We close 6 p.m., every day except Saturday. I think the small



Another view of the ground floor of Scovil Bros.' new store, illustrating the prominence given canes, umbrellas, and the special arrangement for the made-to-measure department in the mezzanine floor at the back.

stores benefit by keeping open Saturday nights, as in most large centres the department stores are closed, although here only one does. It might be possible to arrange a half holiday during the week for five months, or in the summer, but not the year round."

THE CRESSMAN CO., PETERBORO.—"All stores close here at 6 o'clock except Saturday night."

D. G. CRAIG, WOLSELEY, SASK.—"I think that we have short enough business hours now. Take myself for instance. I allow my clerks two weeks off each season with pay, also a half holiday each week through the summer months which I think is all that could be expected. I think that it is necessary to keep open in the country places on Saturday night."

R. A. HART, WEYBURN, SASK.—"We have not any early closing by-law, but all, except a few skinflints, close at 6 p.m., sharp. We have fast time the year round, which is preferred as the extra hour's daylight at night is enjoyed more than the weekly half holiday. The people are given to shopping in the last hour, no matter how long the merchant stays open to cater to their trade. All the best shops in the Prairie cities close at six, or at least as soon as they grow independent of local farm trade.

"We have quite a wealthy population of farmers in our locality and have had no difficulty in establishing the habit of early shopping, the result is now most of them are out of our city by five p.m., during the summer and not later than four p.m. in the winter.

"You will find the daylight-saving by-law will work wonders for economy and health.

"You will notice the major portion of shopping always is done in the afternoon, thus opening one hour earlier in the cool of the day, you will get better results from any staff, and then have one hour less heat to endure in the afternoon in office, shop or factory.

"The extra hour of daylight after six equalizes the former Wednesday half holiday.

"The half holiday each week has proved a loss out here, as shopping is done in the afternoon, and in a transient country many people are not aware of such holidays.

BENTLEY AND HEARD, STRATHROY, ONT.—"In our town all the stores but drug and confectionery close at 6 to 6.30 o'clock, so all the clerks get their evenings—except Saturday."

BELL'S, STAYNER, ONT.—"We close every evening but Saturday at 6 o'clock. But our competitors are open every evening, in a clandestine sort of way, so that in self-defence we may be obliged to depart from our custom by keeping open every alternate night."

G. H. LUERY, STIRLING, ONT.—"During January, February and March we all close at 6 o'clock every night except Saturday night. The rest of year we keep open Tuesday and Thursday nights. And we are thinking seriously of making it every night at 6 o'clock, during October, November, December, January, February, March and April, and don't think there is anything lost.

Ours is only a country village of 1,000 people and cannot venture an opinion as to larger places."

J. T. BALL & CO., ORILLIA—"We have for the past few seasons been closing our places of business on the street for three months, at 5 o'clock every night, except Saturday, and find it better than the half day given in some towns as it assures the public of being able to get service every day of the week. This arrangement, of course, only applies to June, July and August.

"I fear if the small merchant in large cities were to be kept closed at night he would gradually find his trade going to the large departmental stores, as they, with their larger organization, advertising, etc., would swamp the

smaller merchant. We also think the smaller merchant who fills a not unimportant part of our business and social life and who pays a large portion of taxes, as well as contributes generously to all charitable organizations, should receive more consideration from our legislature than they do at present, to prevent being swallowed up by big departmental stores. This is frequently the day of the Big Man and the Big Corporation."

HALLIDAY AND CARLISLE, INDIAN HEAD, SASK.—"We close at six o'clock except on Saturdays—then 10 o'clock. We believe six o'clock closing does not drive business away."

GEO. ROBERTS, PENETANG, ONT.—"We close every night at six o'clock except Monday and Saturday. We used to stay open every night, and find our present plan much more satisfactory. Business has not been hurt.

WILL J. SIMPSON, ALEXANDRIA, ONT.—"We close Monday, Wednesday and Friday evenings—during June, July and August—and thus far it has worked well and so far as known has not been hurtful to business."

W. T. PHIPPS, STROME, ALTA.—"Early closing is best. We have never found it drove away any trade."

SAMPLE BROS., KERROBERT, SASK.—"By mutual agreement all stores in our town close at six o'clock with the exception of Saturday night, and nights before holidays. A movement is now on foot to close all places of business on Thursday afternoons at one o'clock beginning May 15, continuing to August 15. This will, no doubt be also a mutual agreement among the merchants. We do not favor a by-law, as it sometimes is very inconvenient to a customer who, through circumstances, might be compelled to come to town on a holiday, and yet would want to make some purchases at the same time. If we had a by-law we could not accommodate them, but by our mutual agreement we are able to see that the customer has his wants supplied. This, in regard to six o'clock closing, worked out very satisfactorily, and nobody has become jealous of his competitor in the six years' practice. This, you see does away with any fear of business being sent to the mail order houses. This probably would not work out so satisfactorily in all towns, but the business men of Kerrobert have ever pulled together for their personal benefit, and the benefit of our town."

T. H. BROWN, ROSSLAND, B.C.—"Here we all close at 6 p.m., except Saturdays, when we stay open until 9 p.m. This closing early has not hurt business. I believe in leaving the department stores alone and pleasing myself. Life is too short to work night and day trying to grab it all, yet I have no debt on house or store, my drafts are paid to the minute and I don't owe the banks a cent."

COMPLAINS OF SCARCITY

Jonathan Dowler, of the firm of R. H. & J. Dowler, St. Thomas, has returned from a buying trip to Montreal. Mr. Dowler made extensive purchases of men's and boys' clothing, including 635 boys' suits.

"I found business very good in the East," he said, "but supplies are scarce in the clothing and dry goods trades. Overalls are almost off the market. I can place an order for two or three hundred dozen of these and then I'll get about twenty dozen. The matter is indeed a serious one."

W. J. Spence has removed from Milton to Waterdown, Ont., where he has opened a men's furnishing business.

GLOVES OF KNITTED TAPE

J. J. Cash offer the trade a decided novelty in bath towels and gloves, made of knitted linen tape about $\frac{1}{8}$ -inch wide which presents an ideally rough surface to the energetic bather.

An Attractive Summer Unit



TRIM BY A. MATTHEWS, STOLLERY'S, TORONTO.

An exceedingly summery display this—suitable either for store interior or for the store window. It suggests needs which for months have been unthought of—the need of a belt, of soft collars, of shirts; and for course of some of the newest ties. As it appeared this trim presented an appealing color scheme. As ground work was used velvet of salmon color, or something very near that shade. Against this the white socks, shirts and collars showed up strongly, and ties and silk gloves also stood out well.



REGISTERING A TRADE MARK AT OTTAWA

Cost is \$35 or \$40, Including Patent Attorney's Fees — "Special" Trade Marks for One Line, "General" Covering Everything—Injunctions Issued Where Priority is Proved.

Written for The Review by a Patent Attorney

THERE are two kinds of registrations or copyrights that apply to trade marks, the one for "special" lines, the other a "general" one. A special trade mark is the exclusive right given to a firm to use that special name or brand or device of any kind for one line of goods, such as hosiery, underwear, dress goods, boots and shoes, etc.

A general trade mark is the right given to a firm to use its name or trade mark or brand exclusively for any number of goods which it may turn out or handle, and at the same time prevents any other firm from using this name. No other firm could use this name even if it wished to apply it to goods that were not turned out by the firm to whom the privilege had been granted.

\$35 or \$40 for Registering

It is easy of course to understand that these general trade marks and registrations are more difficult to secure than the special ones.

The cost of registering these trade marks with the Dominion Government under the Patent Branch of the Department of Agriculture is quite moderate, \$35 for a separate, \$40 for a general. The government cost is \$25 and \$30 respectively and a patent attorney is usually paid about \$10 for his work. Of course when a drawing has to be made, as in the case of machinery or special devices, the cost is added to by this, but all the clerical work is covered by the \$10 charge of the attorney. The special trade mark is good for 25 years, when it has to be renewed for a similar period at the same cost, but the general trade mark is good for all time.

Priority in Use May Break Registration

The government department is very strict in connection with the registration of trade marks. As a rule priority decides which firm shall have the right to a certain trade mark. I mean by that that if a firm shows that they have been using a certain trade mark for some time, say, for a few years, and have built up a business on the basis of that, and that the public is familiar with that trade mark, that it helps to sell the goods, but unfortunately they have omitted to have it registered, no other firm even if it applied first, is allowed to retain a copyright on this name. Even if the second firm secure a registration and the first firm brings its case before a court it nearly always happens that if they can prove priority in use an injunction is issued against the use of their trade mark by the second firm. Thus, the court can rescind the action of the department.

Search Under Both Heads

When a search is made at Ottawa it is not difficult to find out whether a name has been used before, as all trade marks or brands are tabulated under two headings, one special and one general. All the names that have been registered for corsets for instance, are under the heading "Corsets," all those for a breakfast food are under that heading, so they are easily kept track of. On the other hand there is a list of names for which general registration has been issued.

Where Foreign Firm Can Get Injunction

In the case of United States and British firms many of them of course register their name in Canada, but

where this is not done and a Canadian firm appropriates the brand name, it is usually a simple matter for the outside firm to get an injunction by showing that their brand has become well known and they have gone to some expense in obtaining publicity for it and that they would suffer a hardship by the use of it by a Canadian firm. There would be no objection in regard to making use, however, of a trade mark or brand that has been used for one line of goods and adapting it to another line. For instance "Black Cat" has been used for cigarettes as well as hosiery.

As a rule it is well for firms to have an out-of-the-way name for trade marks, as this makes it easier for them to get registration and there is less likelihood of this name being confused when used for other lines of goods. The department usually refuses registration on an ordinary firm name such as "Thompson," when a single name only is used. The position they take of course is that any other Mr. Thompson might claim the right to give the brand "Thompson," to the same line of goods if he were manufacturing them, and the department would have little to say against his claim. On this account it would be usual in that case to use an initial or some other name with this, or better, not to use the name at all.

An Interesting Origin for Underwear Brand

A very interesting case illustrates this point. The Review was speaking to Mr. Charles Turnbull, of the Turnbull Co., of Galt, about the origin of the name "Ceetee," that this firm uses for underwear. As a matter of fact this is simply a spelling out of the initials C. T., standing for Charles Turnbull. Mr. Turnbull states he could not restrict anyone else with the name of Turnbull from using the term Turnbull Brand if he wished to go in for making underwear, because he would have as much right to it as he himself, and that is why he used this distinctive brand formed from the initials of his name.

BUSY WITH WAR ORDERS

(Daily Province, Vancouver)

I. Claman, president of Claman's Limited, the prominent Hastings Street clothiers, returned a few days ago from an extensive purchasing trip in the East. In an interview to-day, Mr. Claman said:

"I found business in a flourishing condition, both in Eastern Canada and in the United States, factories of every description are working to capacity on war orders for the Allies. In fact the manufacturers are so occupied with war orders that it is next to impossible to secure merchandise of any description.

"The clothing business is affected to a greater extent than any other lines. As a matter of fact I found it in a state of chaos. Very few clothing manufacturers will accept further orders. Those that will refuse to guarantee delivery. The shortage in dyes is very alarming, and unless speedy relief is given it will result in everybody having to wear plain grey.

"I was fortunate whilst in the East in obtaining delivery of a large quantity of merchandise that had been reserved for my firm."

CAP MANUFACTURING AND ITS PROBLEMS

Each Order Has to be Kept Distinct — Impossibility of Manufacturing Ahead, Largely Because so Many Merchants Want Their Name in the Cap—The Problem of Grouping Orders to Keep Down Expense of Production.

SUMMER outings by automobile or boat—golfing tournaments and canoeing trips—all these create a strong demand for caps in the Summer months. It is therefore appropriate at this time to discuss the steps by which these caps are made, in accordance with Men's Wear Review's general policy of telling each month the life story of one of the lines handled by Men's Wear Stores—a policy adopted upon request of many readers.

Of course the problem of getting the cloth necessary for the construction of caps is an exceedingly big one at the present time. That, however, need not be considered here, but it may simply be taken for granted that the cloth has been secured, and that there it stands in the factory, in big bales. Some is on the cutting table ready for the first process in the manufacture of a cap.

The Cloths Used

It is interesting to note the styles of clothes used in the making of caps. These run from cotton, which may be secured as low as 15c a yard, to silk worth \$1.50 per yard, and include woolens, which under present conditions are bought at various figures, ranging from 2/- per yard to 5/-. In ordinary times practically all this cloth—even the cotton—is brought from the old country. This year, however, everything has been upset and much of the cotton, at least, has been procured in the United States.

The cap manufacturing industry is one wherein there is a tremendous amount of detail work. There must be a continual check that everything may go out in proper shape and without unnecessary delay. To enable this checking and quick production a system something like this is followed.

An order comes in from Mr. Blank. By this order he asks delivery of half a dozen of one line of caps, a dozen of another line of caps, 2 dozen of still another line. In all perhaps he orders 10 different ranges. Now in the office there is made out a separate ticket for each item of the order. On this ticket is marked how the cap is to be made, the cloth to be used, the style to be followed and the general trim. This order is made in triplicate, and is given a number.

Cutter Groups the Orders

Now these tickets, which represent the entire requisition sent by Mr. Blank, are taken to the cutter. At the same time this cutter will get similar slips, treating in the same way the orders received from other merchants in all parts of the country. Taking these he sorts them over to secure a large number of requisitions for one style of cap. There may be, for instance, 10 tickets showing that 10 merchants, whose order they in part represent, want, taken together, fifteen dozen of a certain style of cap. The cutter, therefore, gets his cloth together and cuts out these 15 dozen. This work is done in part by hand and in part by electricity.

These cuttings are then tied up by the cutter—each dealer's order being kept as a unit—and the bundles are sent forward to the lining cutter.

Now the tickets for Mr. Blank's various requisitions, were, it will be remembered, made out in triplicate. One

copy of each requisition was sent forward to the cutter, another kept in the office, and the third went forward to the lining cutter. On the third slip—the one which goes to the lining cutter—there is as well as the factory number the name of the merchant who actually placed this order, and there is also some information as to the printing which is desired on the cap—that is whether the merchant merely wants the trade mark or name of the manufacturer, or whether he also wants his own name printed on the lining, and just how he does want it to appear.

Linings Cut in Advance

The lining cutter can depend on a certain demand, and can cut further ahead than can the cutter of the cotton, silks, or woolens used for the cap exterior. He will, therefore cut up 400 or 500 linings at a time, for he knows there will be a demand for these. The various styles of linings he stores away in what looks like large pigeon holes.

When the slip made out from Mr. Blank's original order gets to him he sees that half a dozen of a certain style of cap is ordered. Nothing is said about the lining, but there has been prepared in the office information which gives instructions as to the style of lining which goes with each style of cap. Thus all that is necessary for the lining cutter to do is to refer to this information and he can at once pick out the correct lining. Thus he goes through all the slips sent to him.

His work, however, cannot stop with this sorting. He has again to consult his instruction slip and see that the linings are made up in proper style and sent to the printer, where the particular wording which is desired by the merchant is put in. Then the slip is again referred to, and the parts as they came from the cloth cutter, and the lining for these are put together and passed forward to the foreman's room.

Responsibility on the Operator

In this foreman's room also a great deal of sorting is done. The assistant foreman makes sure that the various parts of the caps are kept together. He makes these up into a bundle and the foreman gives these out to the operator whom he knows from experience is best qualified to make up the work. But before the bundle goes out to this operator there is entered in a book kept for the purpose a note as to the number of this order, and to what operator it is going for completion. This is particularly necessary, for supposing you, Mr. Merchant, should send a wire inquiring why certain caps had not been rushed to you according to your request—it is this order number and this entry in the book in the foreman's room which enables the office to do the necessary tracing to find out if there really is any delay—where the delay is, and to see that this delay ceases and that you get your caps.

The operator takes the pieces received, puts them on his machine—which of course runs by electricity—and sews these together with incredible speed and remarkable skill. First he makes the body of the cap, then the peak. Having gone thus far the cap exterior is passed to another

Continued on page 35.

MEN'S WEAR REVIEW



VOL. 6.

JUNE, 1916

No. 6

A LESSON FROM KERROBERT

ELSEWHERE in this issue is an opinion from Sample Bros., Kerrobert, Sask., in which, speaking of early closing, they have this to say:

"The business men of Kerrobert have ever pulled together, for their personal benefit and the benefit of our town."

This is a wonderful tribute to the merchants of this Western town. It indicates that all are taking a broad viewpoint, that all are anxious to co-operate to the end that life may be made more pleasant both for themselves, and for the people of the community which they serve.

It is the lack of this "get together" spirit which is spoiling business in a number of towns. It is a lack of this spirit which is making men work sixteen hours a day to do the business which might well be accomplished in eight. It is the lack of this spirit which is bringing about unwarranted price cutting sales, sales only tending to upset conditions and result in the consuming public having shoddy goods forced upon them. It is lack of this spirit which causes so many to feel that their work is hardly worth while.

There is a lesson for many in the attitude of the merchants in this Western town of Kerrobert—"may its tribe increase."

FORGETTING FATHER

THE cry is all for the young men and for the old man's young clothes. We are in danger of forgetting that large class of staid citizens, varying in age from medium to advanced years who refuse to hearken to our Siren cry. Still they wear clothes, of the kind our fathers wore, and that perhaps we wore once—staples of the trade that now are never shown in shelves nor windows, but must at each call be shamefully disinterred from some obscure corner of the stock.

Seriously, there doesn't seem any good reason why stiff, white bosomed shirts, turn down collars and black string ties cannot be featured from time to time as well as the latest models of apparel. The demand exists, it always will, for it is constantly fed by the hand of Time, and so utterly has it been forgotten that to cater to this trade would be almost original.

THE WORD OF APPRECIATION

"WE WERE congratulated by our employer." This sentence appears in a letter sent Men's Wear Review by two window trimmers, who recently submitted photographs of their work in connection with Men's Wear Review monthly window trimming competition. The sentence is significant. It indicates that the approval of the employer was highly appreciated, and that this expressed approval stimulated the young men to better things.

There is a lesson here, perhaps, for dealers who are a little backward in expressing appreciation of the efforts of their clerks.

In going about from store to store we have been greatly impressed at the enthusiasm which clerks display. Time-servers are exceedingly few. Almost without exception the young men who are employed at so much per week take the keenest interest in their work—show more interest sometimes than the owner of the store.

Of course there is something of self-interest in their enthusiasm. They are unquestionably looking forward to the time when they themselves will be merchants, and are making every effort to learn, so that when the time comes their venture will be successful.

That, however, is neither here nor there, as far as the owner of the store in which such young men are employed is concerned. They are serving him enthusiastically while learning to build for themselves later on, and every word of commendation he justly gives means that he gets more from these men. It is a great thing to be able to say the word of congratulation, and there are many whose tongues are absolutely unaccustomed to framing such words.

SASKATCHEWAN RETAILERS MEET

ONE of the things emphasized at the convention of the Saskatchewan Retail Merchants' Association in Regina last week was the seriousness of mail order competition. To the merchants it seems like a fight for existence. Discussion took place there as to the best methods of meeting it.

One of the other important matters which came up was the proposal to establish a Western Board of the Dominion Retail Merchants' Association. The idea is to include Manitoba, Saskatchewan, Alberta and British Columbia. Resolutions were passed bearing on many important matters such as smuggling goods into Canada, lower freight rates, opposing the bulk sales act in its present form, approving the Retailers' Trust Company and endorsing the Bankers' and Canadian Credit Men's Trust Association.

Perusal of the complete report, which appears elsewhere in this issue, will be of value to Eastern retailers in order that they may know what the West is doing and thinking about.

TRADE-MARK REPETITION

A VERY significant statement is that made by a member of a hosiery firm quoted elsewhere in this issue, in which he says that they have done very little consumer advertising, but, devoting most of their energies to reaching the retail trade, they have brought a certain line to a position of first place in the matter of sale in Canada. This is not referred to in order to minimize the value of judicious advertising to reach the user of the goods, but to draw attention to the immense power wielded by the retailer. Convince him that your goods are of the quality he can guarantee to his customers, a quality that his customers will come back for a second time, and you have the consumer more than half sold. With all the confidence held by the public through a widening knowledge of goods and business conditions, the man behind the counter can sell this line or discourage the sale of that in a majority of cases,—where he has earned the confidence of the people who deal with him.

But in whichever direction publicity works, the value of steady repetition can hardly be overestimated. In a recent issue of *Printers' Ink*, dealing with "Stories of some successful British Slogans and headlines," the statement is made in reference to the "innate conservatism" of John Bull: "Once convince him by sheer repetition that a thing is good for him, and prove it to him in your product, then his national trait of holding on fast comes into play and the advertiser rakes off the fat profit that can only spring from the cream of the repeat order."

One case is mentioned where the slogan "Try it in your bath" was kept up until by sheer insistence the average Englishman began to use it. It was repeated year by year that "If she wants to make a

blouse she may just as well cut it out of Viyella," that "Johnnie Walker, born in 1820, is still going strong," and in every bus or tube the passenger is told to "Get it at Harrod's."

Or in the language of this continent, success is won for the trade-mark and the merchant alike by "Keeping everlastingly at it."

RE-NAMING MANUFACTURING CENTRE

A CITY which has been exceedingly closely connected with the men's wear trade, has, like Kipling's shop of which he speaks in his "Days Work" been finding itself.

When the war broke out, Berlin, Ont.—one of the best manufacturing centres in Canada, and one of the most progressive cities, possessed of remarkable educational facilities and many beauty spots, found itself bearing a name which had come into disfavor.

It was felt by many that a change of this name would be advisable. Others disagreed, probably hesitating at making any change and holding after all that the name had come to signify the qualities that are to be found in Berlin, Ont., and not in any other city of that name.

Finally the matter was put to the vote of the people and after a closed ballot, there was reached a decision to change the name.

Now it remains for the citizens to find a name which will be in all ways suitable.

Aside from this question, all Berlin seems to need at the present time is more labor. It has the factories, and the capital to build more factories. The people have the initiative to plan big things, but at the present time the brake on the wheel is the labor market which has been unduly upset by reason of the war. It is to be hoped this state of affairs can be changed as the name is to be changed.

CAP MANUFACTURING AND ITS PROBLEMS

(Continued from page 33)

operator, to put on the fastener which holds the front part of the cap to the peak, and the button at the top of the cap, if this button is to be used. Then the cap goes back to the operator again who puts in the lining. When the entire bundle which was given him by the foreman is completed in this way, the operator takes this back to the foreman's room, and an entry is made in the book to show that the goods have come back.

Finishing the Cap

After this cap goes to the blocker, who gives them their finished shape. Then to the examiner, who inspects them carefully to see that the workmanship is perfect, and that all is as it should be. Then he packs the caps and puts them in shape for shipment.

It will be noticed that where operators have been mentioned in this description they have been referred to in the masculine gender. As a matter of fact there are girl operators in a number of cap factories, and some of them are exceedingly skilful. But the very best factories seem partial to male help, regarding this cap work as work for

skilled mechanics. It is only certain operations, especially the making up of the linings, which is entrusted to girls. Nor do girls put the linings into the caps. As a matter of fact when the parts once leave the foreman they are in charge of the particular operator to whom they have been given, as he does all the work upon them with the exception of putting in the fastener on the peak and the button on the top of the cap.

Work Done After Order Received

It will be seen that this manufacturing of caps is a work of detail. Every man's order is a separate operation. The cap business has not come to the point where the manufacturers can go ahead and make a certain number of a certain size. For various reasons this is impossible—noticeably because many merchants want their own name on the lining. Manufacturers have to make up samples and take orders from these. Then, when they get the order and learn definitely what the merchant wants printed in the lining, they make up according to the order; and it is only by grouping a number of orders for similar styles, sizes and materials together that the overhead expenses can be kept down.

WESTERN MERCHANTS FIGHT MAIL ORDER

This Competition Thoroughly Discussed at Regina Convention of Saskatchewan Retailers—Co-operative Buying Talked Of—Meet in Moose Jaw Next Year

Reported by Geo. D. Davis, of Editorial Staff of MacLean Publishing Co.

ON this, the third anniversary of the meeting at which the retail merchants of Saskatchewan organized, the convention was again held in Regina; and, as in 1913, more than 400 retailers from the North and South of the Province gathered to discuss the many problems of importance to them.

Perhaps the chief amongst these problems is that of the invasion of the mail-order house, and during the convention a great deal of attention was devoted to this question.

An exceedingly good idea of what this Saskatchewan association has accomplished in the three years it has been in existence is given in the address of the President, Mr. George A. Mayee of Maybee-Kennedy, Ltd., Moose Jaw. Mr. Maybee was just completing his second term as president of the live association, and was in a position both to review the work done and to utter a warning against certain dangers which, he felt, threaten the highest usefulness of the Association.

In the course of his address, which he termed a heart-to-heart talk with his fellow members,—and Mr. Maybee is a wizard at such heart-to-heart talks—he said:

While I say we are laboring under a terrible gloom, we have in this country a great deal to be thankful for, for what kind Providence has given to us in the past twelve months. We have been blessed by the greatest harvest our country has ever known, and prosperity is fast becoming within the reach of every retail merchant in the Province of Saskatchewan. And times are very much different commercially than they were a year ago, due to bank reserves having accumulated, trade and commerce developed, and we are enjoying, at the present time a commercial condition far superior to the one in which we were in twelve months ago to-day. So at this convention this afternoon we have a great deal to be thankful for indeed.

We owe a great deal to the present Government of the Province of Saskatchewan for taking upon itself the responsibility of wiping from this province, and I believe for all time to come, the liquor traffic as it was being conducted by the bar room system of the Province of Saskatchewan. I don't know of any commercial institution that received as much direct benefit from the eliminating of this wholesale waste of money as the retail merchants of the Province of Saskatchewan. We are told, and quite rightly told, that this manner was brought about by the people. I heartily agree with every man, that there never was a piece of legislation worthy of the name of legislation in any Province but was placed there by the hands of the people themselves. I refer to majority rule, and I will be glad, Mr. Chairman, and the time is not far off, and resolutions of that kind are very acceptable to this convention, when the present dispensary system as operated by our Government to-day shall be wiped out absolutely. I want to be fair in my comments. I want to give honor to whom honor is due. I compliment the Government very highly indeed for wiping out the bar rooms in Saskatchewan, but upon my standing as a man, I hereby condemn and abhor the dispensary system as it is being conducted at the present time. It grieves me, it hurts me from both sides and within, to see our people, our retail merchants, taxed to the limit by levies for one kind and another, in order that our boys in khaki may be fully and properly equipped for the task that is before them, and to see an institution pouring that accursed liquid of fire into our boys in khaki freely and fully in wholesale quantities. I will ask this convention in the first place to consider if it is not within our rights that we should ask this Government of the Province of Saskatchewan if it is not an opportune time to wipe out this dispensary system absolutely and altogether. It certainly must be time when they shall cease to hand out in any shape or form to the soldiers of the King the free will offerings of the bootleggers.

This Dominion Board situation, I might say, is not all that it should be. I am going to talk plainly to you when I say it is not satisfactory to us at all, because we are called upon to pay into the treasury of this Association a per capita tax, while we



Victoria Square, Regina, Sask., city in which convention of Saskatchewan Retail Merchants' Association was held.

as an Association in Western Canada cannot figure anything that we are receiving of any importance to us in the world, and we promised you last year that we would not invest a dollar of your money in anything, without your consent, where we could not show you that we would receive some direct benefit in return.

The requirements of the East are not fitted to the requirements of the West. Business is conducted in the East very differently from the West. Their system of business is not applicable to ours, and ours is not applicable to theirs. So you will be asked at this convention to consider the advisability of organizing a Western Branch of the Dominion Board, taking in the four Western Provinces, owned, controlled, manned and managed by ourselves. This will not interfere in any way with our strength as a Dominion Board. It will add to our strength, because if it is necessary to go to the fathers at Ottawa to receive anything by way of legislation, the Eastern and Western Boards could unite on the same, but there are sometimes many things crop up that are required in some of the Provincial Parliaments of Western Canada, that we need the united support of every member of the whole Western Branch, to put them through. You can see the sense of that, I am sure. If a certain matter comes up in a certain Province, and it is necessary and fair and useful, it is our duty as a Western Board to assist that Province with all the power that is in us, to put that legislation through, because it has a doublefold effect, if it is defeated in the four provinces. If it is carried in the one province, it goes a long way to carry it in the other provinces, but the greatest duty we have to perform as retail merchants in this Province is not so much to seek legislation as it is to prevent legislation that is detrimental to our rights, so the idea of the Western Board is just as much to prevent legislation as it is to seek legislation.

We have had in this Province the last year one of the wickedest things I ever heard told in my lifetime by way of proposed legislation, and that was when the Credit Men's Association went to Regina and tried to have a measure passed by the Government that all assignees of every nature, by Act of Parliament, should be turned over to the Credit Men's Association of the Province of Saskatchewan. We went to Regina when that possibility came up and we blocked it, and we stopped it. Of course they heard that we had in mind the idea of forming our own retail trust company, and with this idea in view they tried to slip across this legislation. You will be glad to know, gentlemen, how this thing turned out. This proposition of theirs failed and the Retail Merchants' Trust Company is to-day on the Statutory Board of the Province of Saskatchewan.

We have not yet developed far enough to have foresight enough to prevent some of the merchants becoming bankrupt. I believe the idea of the Retail Trust Company will go a long way to eliminate that evil, but if bankrupt stocks are to be put on the market, we have been assured this much from the different trust companies, and that is, when a bankrupt stock is in your town, that we have the option of purchasing the stock in this manner:

After the assignees receive the highest bid they can get, they have agreed to give the merchants of that town the option of buying the stock at that price.

Your small debt court, we were successful, as you will re-

member, in having legislation passed, whereby all sums up to \$50.00 may be collected, before your police magistrate, and a judgment granted thereon without cost to you. This has been raised to \$100.00. With this additional that any amount over and above \$50 when judgment has been signed, if there is no other way of collecting it, it may be registered against the land.

How can we improve our buying powers?

Am I in favor of co-operative buying gentlemen? I hope you may never misunderstand me. I don't give one snap whether you agree with me or not, but I do hope the time will never come that I may be misunderstood. Co-operative buying certainly. How can we do it? Through the Merchants Consolidated, through the Canadian Supply Company. I do not know, but there is one thing that I want to make plain here, and I want it to be heard in all corners of this building, that the Retail Merchants' Association of the Province never has been, and personally I hope will never be, attached in any shape or form with any merchandising institution of any kind. If I understand the Retail Merchants' Association rightly, we are a protective institution, we have tried to harmonize merchants, we have tried to enact laws that will give equal rights to all and special privileges to none. We believe that legislation that is good for the merchant in Saskatoon is equally good for the merchant in Swift Current, and the legislation for the merchant in Grand Coulee is equally good for the merchant in Mortlach. And we are a united family, thank God, and as long as the special privilege part of it is struck out we always will be. There are three things that have broken up families, they have separated man from his wife, they have divided partnerships, they have eliminated friendships, they have brsted confidence, and these three things are religion, commercialization and politics. We have eliminated everything of a political nature. You helped me kill that last year so nobly, I will never forget it.

During the Convention, Mr. Henry Detchon, general manager of the Canadian Credit Men's Association delivered an address in which he made it clear that this association aims to work hand in hand with the retailer. As he said:

"The Canadian Credit Men's Association aims to help the retailer to place his business on a sounder basis. Our chief object is to eliminate the crook from business and thus help all classes of trade. During the course of the proceedings, however, Mr. Detchon had it very closely brought to his attention that the retailers present do not see eye to eye with the Credit Men's Association on every subject. The chief grievance has been the selling of bankrupt stocks by the Credit Men's Association, but legislation has been secured which practically prevents merchants of a town suffering by reason of a bankrupt stock sale.

In the Secretary's report Mr. F. E. Raymond had something to say about the mail-order competition question and also about the question of fire insurance. Sections from his address dealing with these subjects are herewith quoted:

Mail Order Competition.

During the past year the subject of mail order competition has received a great deal of our attention. It has many times been proposed that we endeavor to have a tax levied on mail order houses for the business done outside of the municipality in which they are located,



Group photograph of members in attendance at the annual convention of the Saskatchewan Retail Merchants' Association held in Regina from May 9 to 11, taken in front of the convention hall.

or on their catalogues. Your executive has never considered that the imposition of such a tax would meet the case, for reasons that have already been explained in the columns of our magazine, "The Retailer." It is considered that the only means by which this competition can be met is to fight mail order houses with their own weapons—that is, improve our buying facilities and service to the public.

A plan has been developed by which this can be done, and which will be explained to you during the course of this convention.

Fire Insurance

As is now generally known the charter for a Retail Merchants' Mutual Fire Insurance Company was secured in August last, and this company has been writing business since the 1st of September, 1915, with fairly satisfactory results, although there are still a great many members of the Association who have not yet placed a policy with us.

The aim of the company is to eventually give members of the Association insurance at cost, in the meanwhile accumulating a surplus in order that the lines written may be increased from time to time as the reserve fund warrants. The first annual meeting of the company is to be held at 10.20 to-morrow morning, when a complete report will be submitted. Mr. J. W. Black, a thoroughly experienced insurance man, is in charge of this department, and in addition to issuing policies he has done a great deal of good work in checking the policies of other companies to see that they are properly worded and that our members are getting the protection for which they are paying. Every member of this Association is urged to take advantage of this service, which is free for the asking.

Another section of his address—interesting as showing the assistance the Retail Merchants' Association of Saskatchewan is aiming to give its members—dealt with the question of advertising. On this subject Mr. Raymond had this to say:

A new departure in connection with our work is that of an advertising department in charge of Mr. W. R. Kell. This has been started as a result of enquiries made which go to show that a great deal of money is wasted annually in worthless advertising. Any member is entitled to free suggestion regarding his advertising campaigns, and at nominal cost.

What was perhaps the most warmly discussed question dealt with two companies which have just grown up in the West, having as their object the consolidation of buying so that the retail merchant may get prices which will enable him to successfully compete with the big mail-order houses. The Merchants Consolidated was shown to have a number of stockholders among the members of the Saskatchewan Association. The Canadian Supplies Co., which has practically grown up with the Association, and which has as its managing director Mr. J. L. S. Hutchinson, treasurer of the Saskatchewan Association, was also shown to have shareholders in the convention.

Representatives from both these companies addressed the members in session from which all but the regular members and representatives of the trade press were excluded. Then the tremendous business done by mail-order houses in the West was discussed. Mr. Hutchinson, as always, was ready with figures, and put forward these companies to enable co-operative buying as the remedy which would strengthen the hands of the retailer in fighting these big mail-order houses.

Finally it was determined that a committee composed of a representative from the Merchants' Consolidated, the

Canadian Supply Co. and from the Executive of the Saskatchewan Retail Merchants' Association should consider the whole question with the object of trying to form an amalgamation of the two companies, getting them on a basis which would make it easier for merchants to take advantage of the service they claim to offer. This committee will report at the convention next year, but before that time will discuss matters with the executive.

As usual, there was a good deal of competition on the part of various Saskatchewan cities which wanted to secure the convention for 1917. After Saskatoon, Moose Jaw, Weyburn and Swift Current had extended invitations, the delegates were given a good laugh when a member arose and solemnly proposed that they should next year convene at the Willow Bunch. As he put forward the advantages of this place, which is 35 miles from the nearest railway station, the delegates laughed uproariously. Finally, it was determined that the 1917 gathering should be held in Moose Jaw.

The election of officers was then held, but before this came to a vote G. A. Maybee and W. W. Cooper, last year's president and first vice-president, advised the Association that it would be absolutely impossible for them to accept office this year. The announcement was received with very evident regret, but members realized that others should be ready to take up the heavy burden of these positions. The election resulted as follows:

President—A. A. Evans, Outlook, Saskatchewan, General Merchant.

First Vice-President—H. B. MacPherson, Regina, Sask., Men's Wear Dealer.

Vice-President—S. W. Smith, General Merchant, Weyburn, Sask.

Secretary—F. E. Raymond, Saskatoon.

Treasurer, J. L. F. Hutchinson, Hardware Merchant, Saskatoon.

Organizers—J. F. Brayler and G. W. Anderson.

A. A. Evans, the new president, is a member of the firm of Evans & Lougheed, Outlook, Sask., and has always taken a deep interest in the work of the association. He has been a retailer for 28 years. He started in business with \$317 in cash and as he says himself, has held his own ever since. Mr. Evans thanked the members for the honor conferred upon him and assured them that his best efforts would be used to further the interests of the association. Mr. Evans eulogized the work of the retiring president, Mr. Maybee, and referred to the splendid progress which had been made during the latter's term as president.

Subsequently by a unanimous vote Mr. Maybee was elected honorary president of the association.

MEN'S WEAR REVIEW REGULAR MONTHLY WINDOW CONTEST

To encourage merchants and clerks having their good window trims photographed, so that the ideas of these trims may be clearly brought out to assist other dealers, Men's Wear Review started its Monthly Window Contest.

The results have been gratifying in every way, entries being received from east and west, and the trims being of high order.

Some which have not been awarded the prize were yet very good—they failed to win, perhaps because they lacked something of the selling punch.

That trim of yours sold, didn't it? Send it in, then. If it wins our June prize, you get \$1.50 for the photograph and \$5 prize. If it loses, but is so good we want to use it in Men's Wear Review, you'll get \$1.50 to cover cost of the photograph.

Let us have your trim early in the month.

Another Prize Winning Window



MAY PRIZE GOES TO ROSSLAND, B.C., MAN

Edwin Oehmig Prepares Clothing Trim with Remarkable Background— He Tells How.

SPEAKING of his trim, Mr. Oehmig says: "Am sorry to say that photo submitted of clothing window does not do same justice, as only about one-fourth of the window has been taken.

"The pillars used in the background were made out of ordinary boards such as you are liable to find about any store. These were covered with a mixture of Alabastine and coarse sawdust. The Alabastine and the sawdust, by the way, need to be thoroughly mixed before applying. Have same quite thick.

"A small shovel or piece of wood will do to scoop up the mixture, which, when placed on the article to be ornamented, should be spread in stucco fashion over the plain surface, a brush being used for this purpose. This treatment gives an exceedingly rich effect.

"In this trim the background was tinted a light shade of salmon pink, the darker parts noted being of a deeper shade. The flowers used were made by the decorator, colors yellow and white, with a generous supply of ferns.

"Needless to say, windows such as these always produce results. Time and time again we have people come in and say, 'Your place is so attractive that one can't help wanting to come in.' This, combined with intelligent handling of customers, spells Success in capital letters. Am sorry to state that some firms believe that a window decorator is a luxury, but if they would only wake up to the fact that the firm with the attractive windows is putting it all over them, so to speak, they would go and do likewise and profit thereby."





BOYS' DEPARTMENT



SELLING THE BOY'S MOTHER

An Interview With a Leading Retailer of Boys' Clothing, Explaining How He Developed This Department—Accurate Knowledge of the Goods and the Boys' Needs is Required.

THE successful selling of a line of boys' clothing demands a greater degree of specialized knowledge than is the case with men's lines; not only because of the greater variety of goods offered, but because it is women, who chiefly do the buying for boys, and women are notoriously hard shoppers. They combine their material feminine instinct for a bargain with a greater knowledge of cloth and design than the average man possesses. On the other hand, once they find what they seek, they are very easy to sell.

One merchant says:—"We tried at first to handle the boys' lines by letting all the clerks sell them, but eventually discovered that too often a sale was lost because of the clerk's ignorance of the goods. These losses of sales finally resulted in a decision to put one man in full charge of the line and to have him thoroughly study it even though at first it was not large enough to demand his full attention.

The idea was for him to attend to the stock and ordering, devoting what time he could to other departments in the store, but always to be free to jump back into the boys' department and wait on a customer even if he had to turn his other work over to another man.

How the Department Grew

"The idea developed with the department—or the department developed with the idea. You see two men are engaged all the time on boys' clothing now.

"The more this first man studied his line," continued the merchant, "the more he became convinced that it was primarily a woman's line. He had to convince me next, but when he did I allowed him to give the idea full scope in our small advertising space. I realize now that it was that which made the department.

Other things helped, of course. The war, for instance, withdraws many men from the clothing market that manufacturers were forced to devote themselves more thoroughly to boys' lines with the result that a great deal of national advertising has been done, and considerable improvements effected in the manufacture of the boys' clothing."

This particular clerk says of his experience in serving women: "I find that a woman has more pronounced ideas as to styles, colors, etc., than a man has, and is more easily impressed by the evidence of knowledge on the part of a clerk than a man would be. They like definite opinions, clearly stated. That, of course, requires definite

knowledge on the part of the clerk, for trying to sell a line one does not know is a barren task, when it is being sold to those who do know a good deal about it.

"Chiefly, I think it is necessary to study the requirements of boys of different years. A year which makes such a difference in a boys' growth, may entirely change his wants. This knowledge of the wants of every age is almost second nature to a mother. And it is such knowledge which is a necessity to the man clerk.

Study Catalogues For Ideas

"The best aid I have discovered in this respect is a study of manufacturers' catalogues and department store ads. They are both so complete and so replete with ideas that they offer a liberal education. They are leaders in the fashions, and form a style book for the ordinary retailer. Also one must study one's clientele. In this store we serve a high-class trade for which all flashy effects are taboo. Plain linens, galateas, navy blues, tweeds and cheviots form our stock in trade. On the other hand a working class trade incline more to gaudy colors and bizarre styles.

Keeps Birthday Book

"I have found a healthy interest in the children very conducive to the mothers' trade. They appreciate strangers' interest in their children as much as they appreciate their husband's interest in themselves. I keep what I call a birthday book and in it enter up the name and birthday of every boy customer. Before the birthday rolls round I mail a suggestion to the mother outlining a particular suit suited to that particular boy's age. They usually come down to see it anyhow, and that means a sale very frequently.

"This way of interesting the mothers was the direct cause of creating a heavy sale in boys' coats for girls. A woman came down one day in answer to my letter and although she did not buy anything for the boy her eye was caught by the sight of one of the raglan overcoats. She priced it and jokingly inquired how it would look on a girl. I didn't take her seriously, but the next day she brought her sixteen year old girl down, tried the coat on and bought it. And the week following she bought another for her younger daughter. The idea caught on at school and we sold twenty boys' coats to girls last fall as a result.

Continued on page 48

BOYS' CLOTHING OFFERS THAT ADDITIONAL PROFIT

“Ed.” Mack Adds This Department—Speaks of Fine Canadian Styles in Boys' Lines, and Plans Re-arrangement of Store to Suit This Department—Has Also Had Good Success With Another New Department—Hats.

THE war is teaching everyone a number of lessons. Even from our enemies it is possible to learn, and certainly the Germans are continually bringing out a valuable point by their substituting for what they cannot get something they have at hand, or can make up.

This is a course of action which has been very necessary in the men's wear trade, since war put this upon a new basis. It is little use to state that business has been harmed. As is learned, upon talking over the subject with many merchants, it is not so much harmed as it is disarranged. Some of the old sources of profit have been interfered with materially, but at the same time there have arisen new sources, or old sources have become still more profitable.

Unquestionably the men's clothing department has been put upon a somewhat new basis by reason of the war. Many who were buying from the men's wear dealers are now being supplied by the Government, and while there is a chance to get back a good part of the business thus lost, from the men who stay behind, and who, fortunately, are earning more than ever before; yet it is wise to seize upon any new lines which will ensure the continuance of profits, and this is just the step which Ed. Mack, the well-known clothing man of Yonge St., Toronto, has taken.

A Success From the First

Mr. Mack has added boys' clothing to his lines within the last three weeks. From the very first the step proved a wise one. In discussing the addition of boys' clothing with *Men's Wear Review*, Mr. Mack had this to say:—

“We have naturally been figuring out how we could add to our business, and knowing that conditions, as they exist to-day, are making the women exceedingly big buyers, we determined to establish a good boys' clothing department. If the women have the money they will spend it on their children, and there is no reason to doubt at all that they have the money. Our start has, of course, been comparatively quiet. We announced in the papers that we were going into this line, and two days after—our first Saturday, we sold eight boys' suits.”

At the present time Mr. Mack has the boys' clothing at the front of the store—on the left-hand as you enter. He uses for the display of this two fine show cases which have revolving hangers. All the suits which are stocked can be brought out readily, and the ones which best suit the boy, and the purse of the father and mother, can be secured.

Mothers the Big Buyers

Mr. Mack believes that the mothers are going to be the big buyers of this line. He says the suits he is selling are largely for boys of 8 to 14 years of age, and in almost every case the mother comes with them to make the purchase.



“ED” MACK

There does not seem, he says, the least feeling on the part of the mothers that a men's wear store is hardly the place for them. Nevertheless, to make the establishment still more attractive to the women, Mr. Mack has some alterations in view. At the present time, there is, at the back of the store, considerable space partitioned off as a work-room. This partition is going to be taken down, and that part of the store devoted exclusively to the boys' wear lines. Some additional fixtures will be brought in, and a sign will be put up announcing that the boys' clothing is all back there. A lady entering the store, therefore, will at once know where she wishes to go, and she will be able to pass quickly to the proper department.

Although Mr. Mack is handling some American lines of boys' clothing, he speaks enthusiastically of the styles now being made in this line by Canadian Manufacturers. And indeed some splendid examples are to be found in his store. For the most part, a comparatively expensive suit is sold, but Mr. Mack has suits ranging in price from \$7 to \$15. The Norfolk is, of course, the line which is being most shown, and which seems most in demand by the boys and their mothers. As Mr. Mack says, it seems particularly suitable for boys, many of whom do not want a vest.

Cloth Poorer, Styles Better

Speaking of prices, Mr. Mack expressed the opinion that the old days were better than these as far as boys' clothing is concerned. The suits that used to sell at \$5 or \$7, had remarkable stuff in them, were indeed better value than suits now bringing almost twice that amount. The style and finish of the suits now being offered, however, is considerably superior to anything which was formerly shown.

Since the war started, or rather since it became evident that it was to be a long struggle, another line has been added in this store—hats. Space was available at the right hand, and in that space a fine display case was installed. This line also proved a success from the commencement. Such is Mr. Mack's testimony.

Almost every man who buys a suit can, he says, be interested in these hats. Perhaps some such dialogue as this takes place:—

“Would you like a hat to match that suit?”

“Oh, you do not carry hats do you?” says the customer.

“Yes,” is the reply, “and we would like to show you some.” And the clerk will pull up the front of the hat display case, and bring out a style which he thinks would suit the man.

Many Hat Sales Result

There are, of course, many instances where the customer does not immediately buy the hat. In a surprisingly large number of cases, however, he does agree that it would be a good thing to get a hat suitable to his new clothes.

This method of selling, by the way, will tend to do a good deal towards actually increasing the number of hats being sold. It will create new business, more perhaps than



Windows of "Ed" Mack's Store. Boys' clothing now finds its place in these windows in addition to men's suits and overcoats, and the hats and caps.

just getting for this store a good part of the business which has been available.

At the present time there is a tendency for men to get hats and wear them straight along until they become shabby. With ties, collars, shirts, suits, a change for the sake of variety is desirable, but with hats this feeling of the need of a change has not yet been developed to any great extent.

By this means, however, of selling a hat to match the new suit purchased, men will steadily be led to see that it is a good plan to have a hat for each suit, and a real increase in the demand will thus be created.

How Window is Trimmed

Herewith is shown the store front of Mr. Mack's. The trim was not made recently, as will be evident, but it serves to show the splendid opportunities which this firm has for window trimming. This is being used to splendid advantage to feature the new lines of boys' clothing. The suits are shown near the front of the window, and running back into the vestibule, until one is shown right at the door.

The natural result is that a person being attracted, moves from one suit to the other, examining what is shown, and finds himself or herself right at the door, almost without knowing it. To enter the door thereafter is a natural thing.

This is one of Mr. Mack's little schemes to bring people into the store. It will be noticed that the placing of the hats near the door is a little scheme to hold people in the store when they are once there, until they have bought all that they need which can there be secured.

To make the customer's egress still slower, Mr. Mack is now planning to increase the attractiveness of his hat display. As has been said, one splendid case is situated on the right hand of the door, as one enters. There is some room, however, at the left-hand side, and there Mr. Mack plans to place a new display fixture. The man who has secured his suit, therefore, will not be able to escape seeing hats when he goes towards the door, no matter which way he looks; and it will be a very easy thing for a clerk to decide whether this man can be interested in the hat line or not.

AND MAN AND COAT ARE STILL QUITE YOUNG

THE only regret Jasper Curlett, of Boswell, Pa., suffered eight years ago when about to be married was that he had to purchase a frock coat, with trousers to match, because Curlett is known as a frugal man, and an ordinary \$10 business suit has served him for many years.

But, later developments have indicated that the frock suit was one of the longest ranged investments he ever made, and he hopes to get further value from it.

When his wife died, two years after their marriage, he was able to wear that frock suit at her funeral. Then when he married a second time the frock suit was marched merrily up to the altar for further service. Only a year elapsed when the valiant suit was dusted from the moth balls and marched to that wife's grave.

Curlett was thinking of selling the suit when, about three years ago, he reconsidered and decided to get further value from it by marrying a third time, and at that wedding the old suit looked just as good as new, but

smelled like a camphor factory. Then he laid it away again, and, sure enough, his third wife died three months ago and he had another chance to wear the frock suit.

So Curlett, despite the statements of his friends that he is too economical, directs attention to the fact that already he has enjoyed three weddings and three funerals in that frock suit and he is still a comparatively young man with a promising future before him and the suit.

A pleasant event took place at Crawford & Walsh's store, Kingston, yesterday, when Miss Martha Wattam was made the recipient of a traveling bag, the gift of her co-employees and employers. Miss Wattam is leaving shortly for her home at Haileybury, where she has accepted a position.

Percy Brown, of Henry Marks & Co.'s Peel St. store, Montreal, has been appointed manager of the St. James St. store of that firm.



NECKWEAR



A RETAILER SPEAKS ON TIE PRICES

Doesn't Like the 65c Price but Says 75c Can be Secured for Best Ranges of \$4.50 Neckwear
—Ideas on the New Styles and a Word on Mufflers.

A LETTER, very well worth quoting, has just come to the editor, from A. J. McLean, manager of the Furnishing Department of R. H. & J. Dowler, St. Thomas:

"I notice," says Mr. McLean, "that much is being said about advancing the price of neckwear to the consumer, and that the lines bought at \$4.50 sell at 55c to 65c. Permit me to offer a few suggestions along this line, which might be helpful to the retail trade.

"I consider 55c and 65c bad prices for neckwear. My first suggestion would be to buy all your neckwear in bulk." This will enable a saving of 10c on every dozen. All manufacturers allow this reduction if the merchant accepts the ties unboxed. Then I would buy some good tie racks to stand on the showcases. These sell a great many more ties than the boxes do. Ties will not sell when in boxes on your shelves.

"A second suggestion is to buy your neckwear in ranges right through. A great many buyers select a couple of colors out of every range. I consider this is bad buying, as it leaves so many odd lines around.

"Then have the ranges you buy confined to you for your town. You can pick out the best ranges that cost you \$4.40 bulk, and sell them very easily at 75c each, which price I think is very much better than 55c and 65c. Men will either pay 50c or 75c. The 55c or 65c prices won't appeal to them.

"These two suggestions are only offered as a help," adds Mr. McLean. "My experience has been that men will pay 75c very readily for ties. Only last Christmas we took 65 dozen ties at \$4.40 bulk, and sold them for 75c. They were the very first of our lines to go."

There is a lot to think about in what Mr. McLean says. He is, of course, speaking entirely from the retailer's standpoint, and Men's Wear Review was not at all certain as to the reception some of his suggestions would receive from the manufacturers. It is always worth finding the attitude of the manufacturers to such questions, and enquiries to this end have been made.

The result shows that Mr. McLean's suggestions are generally regarded by the makers of ties as being in the interest of all. There are two or three points of course, which should be borne in mind. For instance, they say it is not fair to ask any manufacturer to confine a certain range to one merchant of a town, if that merchant only buys perhaps a dozen or a dozen and a half ties of the line. The fairness of this is self-evident. If, however, the merchant orders a number of ties of the range that he finds best, the manufacturer may be entirely willing to

give him the exclusive right. There are so many patterns, they claim, that it is impossible to give this exclusive right without working harm to anyone.

Mr. McLean's letter raises also the whole question of price, and brings to mind the fact that the scarcity of silk is still very great. The situation is indeed more acute than ever.

One manufacturer brings out this point by citing a case where he re-orders some silk from a certain silk house. The quotations received showed that this had gone up exactly 16c per yard since a former quotation was given four months earlier. That meant in this case an advance of practically 30%.

Artificial silks for knitted ties are exceedingly scarce. The demand has grown, due likely to the scarcity of wools and cottons.

Spruce Hard to Get

But as well as the increased demand there is a decreased supply of material required for the production of the artificial silk. Spruce, from which artificial silks are largely made, are hard to secure from Norway—due to transportation difficulties. Then the spruce, once in England, labor difficulties stand in the way of its manufacture, and later upset its delivery as artificial silk to the manufacturers of knitted ties and sweaters.

The great trouble experienced in getting spruce from Norway brings to mind the talk which took place some years ago as to the advisability of establishing in Canada artificial silk factories. It was then pointed out that the raw material—the spruce,—was at hand in splendid quantities, and it was urged that factories for turning this spruce into the raw silk could be operated here successfully, although, of course, the chemicals necessary for reducing the wood to the liquid form which would enable its being squeezed into fibre, would have to be brought in from outside.

Nothing was done towards constructing this artificial silk factory at the time, and so, though there is a huge demand for this artificial silk at the present time, the Canadian spruce is not being utilized for this purpose at all.

In spite of the general scarcity of artificial silk, however, Canadian manufacturers are in a rather fortunate position, for the British manufacturers of raw silk have taken an exceedingly patriotic stand, announcing that they will make deliveries of raw silk to the colonial manufacturers in preference to the manufacturers of foreign countries.

So, when a local agent for some silk house receives

WINTER MUFFLERS AND SUMMER TIES



*On the left an exceedingly Summer tie, made of Palm Beach foulard with cashmere border. The color design is in black and red. Shown by A. T. Reid & Co.
 Next is one of the fringe edged mufflers expected to be in great demand this Fall. This is a Niagara Neckwear Co. model.
 In the centre is shown a sample by the Wm. Milne Co., which may be called two mufflers in one— one side black, the other of a color combination which would not take a back seat to Joseph's famous coat. The next muffler is an A. T. Reid reefer, hand made. This is of foulard, printed from blocks 100 years old or more. The old-fashioned design is set off by a multi-colored fringe of hand-tied silk.
 On the right a Summer tie of the Niagara Neckwear—doesn't seem that the ample tie is off the market, does it?*

word that his principal can supply say 50,000 pounds of raw silk, he at once writes the Canadian manufacturers whom he knows are customers of his firm, allotting to each a certain number of pounds. It will be noticed there is no question of soliciting orders. It is merely a question of making allotment of the silk which is available. No manufacturer would think of turning down one of these allotments, his only trouble is that they are so small, for they are quite below what is needed to relieve the situation.

Some Possible Advances

Pure silks are, of course, exceedingly scarce. It seems now that the \$8 knitted tie may go off the market entirely after the new year, and that the \$12 knitted line may be put at an advanced price, probably \$13.50. However, that advance is far from certain. The situation may change to a considerable extent before the year closes.

What is reported by a number of manufacturers regarding the tie market at the present time, is an increase in the demand for better-priced ranges—the high-priced ties. The tie which retails at \$1 is said to have increased materially in demand. On the other hand there has been a falling off in the call for lines which usually wholesale at \$12 and retail at \$1.50. But in spite of this it is reported that a number of expensive ties, ties which must sell at \$2.50 to \$3 are going to be put on the market for the coming Christmas trade.

Printed satins are very strong in the 50c line ties. Novelty checks, large floral patterns with sombre stripes and rainbow effects, are much in evidence. The tissue work tie has taken on very well with buyers. These are very similar to the embroidery tie, and are in solid patterns relieved by an embroidery effect that is woven in the

goods. Club and Roman stripes continue to be in favor. The tubular silk reefers promise to be a very big thing in the trade, especially in black and white. Temporarily, at least, these have largely displaced Bandanas.

Will the Big Bow Sell?

The big bow tie of unusual breadth is being extensively shown in this country, following an immense run in the States. But buying has not been heavy here. It always takes longer to introduce such a line in Canada than in the States and the demand may come. Undoubtedly though it is a fact that a large number of the class who would ordinarily be attracted by these ties are now in khaki and are not buying. The men who are left have perhaps a more conservative taste. Perhaps the demand will grow, but it seems that it will be a comparatively small part of the tie business for the coming Summer season.

It is a little early to estimate what will be the big thing in mufflers the coming Fall and Winter, but it does seem that these are to be made with fringed ends. These were shown in New York late last Winter, and immediately made a hit there. The full expectation is that they will be the big thing during the coming season, and the Canadian manufacturer is now making up exceedingly attractive lines for the Canadian trade. These will market at from \$9 to \$24 per dozen, or some such figure.

Some smart color combinations are coming out, indeed one manufacturer has samples ready to go to the trade. One attractive range has a black front and a black and white back. This really means that a man has a muffler with a pattern for ordinary wear and a black muffler for evening wear. Two mufflers in one.

SUITS & OVERCOATS

PINCH-BACK COAT GROWS IN FAVOR

But the Good Conservative Styles Will Undoubtedly Be in Greater Demand This Year

THE feature of men's clothing is perhaps the leap into popularity of the pinch back coat.

This is hardly a new model. It was shown by several firms last year, the designers of these concerns feeling confident that it would fill a demand for a reasonably close fitting coat, and yet for something like the Norfolk effect. Last year the line did not catch on with the trade, but now orders are flooding upon manufacturers. It seems dealers are already experiencing a good demand from their customers, and that this summer and fall pinch-back coats are going to be extremely popular.

An illustration of this model is here shown, but only the back view is given. The front view is much like that of a two-button suit. It is made with a narrow lapel without any soft roll, and in addition to the belt and pleats at the back, giving somewhat the effect of the Norfolk, the coat is made with patch pockets, and in skeleton style.

It does seem like a remarkably good Summer and Fall coat, being suitable both for vacation and sport wear, and for business during the hot months.

Not Likely to Be Big

A somewhat extreme style is being shown in the States, and is talked of by designers for Canadian trade, but has not as yet been commonly adopted. This is the new side body sack. From the side, as the name implies, this has something the cut of the morning coat, while from the front the effect is that of the regulation sack, only the slope of the body is more evident.

The military tunics now being shown in Canada are, of course, cut on these lines, and there are manufacturers who hold that this will create a demand for this side body sack. Others differ, and seem sceptical about this demand becoming in any way large.

Still the manufacturers are facing an unusual demand from the retailer, and unusual difficulties in getting goods. Contracts with the manufacturers of cloth are practically worthless. Only approximate prices are quoted in these, at best, and no one can tell when deliveries will come. But many of the big firms now have their buyers over in England. They are looking after this end as never before and more cloth is coming through as a result.

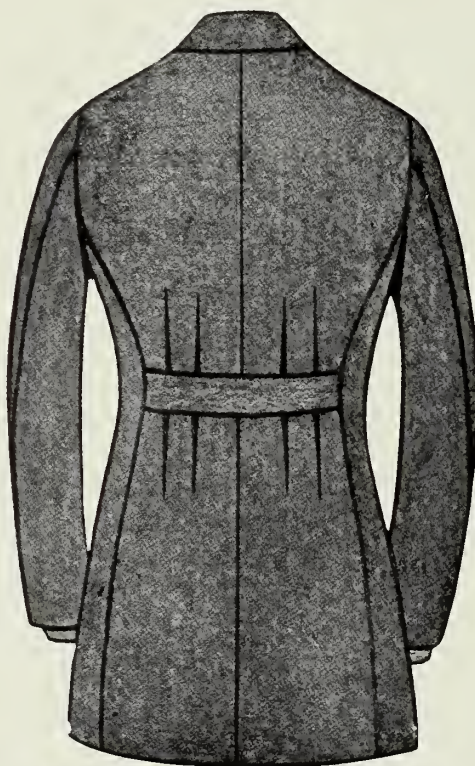
Abnormal Demand.

The demand from the merchants is unquestionably abnormal. There are a number of ways in which this can be accounted for. In the first place stocks were exceedingly low before this year, since dealers had been buying from hand to mouth. There is a certain desire, therefore, to get in more complete stocks, which naturally means heavier orders.

Those merchants who are very well off, and who can

buy largely of an important line such as clothing, without weakening their general buying power, do seem well advised to lay in stock. It appears quite certain that prices will go higher before they go lower.

Conditions are being upset, however, by some merchants—and there are many of them—who are ordering three times their normal requirements, and this in a year when their requirements for certain lines will be less, rather than



The pinch back model which seems sure to be a big Summer seller.

greater, than in an ordinary season. They are buying, it seems, not for stock, but with the idea that manufacturers will cut down what is to be sent, and that by ordering more than they want they will get what they want. If the manufacturers did not cut down these orders some retailers would find themselves in a nasty position.



The men's furnishing section of Fleetwood, Wilson & Co.'s new store, Ottawa, is under the direction of Wm. O'Brien.

INTERESTING ORIGINS OF TRADE MARKS

Continued from page 24

"Monarch-Knit" of this well-known line, the manufacturers have this to say:

"While we started in a very humble way, and knit goods was a new thing to Canadian manufacturers, our ambition was to make our line a leader in this class. We do not think that a more suitable name could have been chosen. We had to face very heavy German competition, and you are well acquainted with the knit goods condition to-day, and the position that "MONARCH-KNIT" holds. This is one feature in regard to our Brand name, any one who remembers the Brand "Monarch-Knit" can readily associate it with our firm name.

* * *

The first Mennen trade-mark was a baby, says the Gerhard Mennen Chemical Co., and the first crowd of imitators who entered this field, put various baby pictures on their packages, which caused considerable confusion.

The second trade-mark to be adopted by Mr. Mennen, the founder of this business, was a portrait of a very popular and beautiful actress, and this was in turn imitated by pictures of other actresses, so that confusions again resulted.

The question of imitation of trade-marks presented such a difficult problem, and the information relative to trade-marks was at that time so limited, that Mr. Mennen was compelled, in spite of his own personal preference, to place upon his package a mark which could not possibly be imitated, and for that reason used his own portrait. The limitations of our production in the can making process resulted in justifying to a considerable extent the remark recently made in the popular play—"It Pays to Advertise," to the effect that the Mennen can had on it the picture of the homeliest man in America.

In recent years we have had this portrait altered to the form of a poster rather than a portrait, making it more of a symbol than before which we feel improves it.

We still retain the so-called "Mennen Kid" which was finally adopted some eight years ago, and which is so distinctive that it has practically become standardized, especially in view of the more recent legal developments, which have enabled us to protect these trade-marks adequately.

* * *

J. & J. Cash trade-mark of THREE SPIRES is representative of the city of Coventry, where the English plant is located, which is noted for its three Church steeples. Tennyson in his famous poem "Godiva," writes, "I stood upon the bridge and watched the three tall spires, but lo! the ancient legend thus." The trade-mark has been the property of J. & J. Cash, Ltd., for over 50 years.

* * *

Mercury Mills Limited, founded their "Mercury" trade-mark from Roman mythology.

Mercury, (Mercurius) was the God of Merchandise and Merchants, later identified with the Greek "Hermes." In the native Italian States no trade existed until the influence of the Greek Colonies on the Coast introduced the Greek customs and terminology. Mercury became the God of buying and selling in general.

"We were influenced in adopting the trade-mark, as represented above on our letterhead, and the trade name "Mercury," and having it registered, as it seemed to us a name very easily impressed upon the mind of the public, and furthermore, the name and the trade-mark are entirely different from those used by any other knit goods concerns in the world, and it was our chief desire to adopt a trade-

mark that would lend distinction and individuality to our advertising, and suggest quality. We wished our trade-mark to be in keeping with the high quality of goods which we have aimed to manufacture.

* * *

The Wolthausen Hat Corporation Limited, says:

When we went to the retail trade, the matter of a name for our hats was discussed pro and con for a long time, but we finally came to the conclusion that in view of the fact that the name Wolthausen had been connected with hats for from twenty to twenty-five years in the United States and for five or six years in Canada, that no better name could be found for the hats than this.

* * *

William Scully's trade-mark of a helmeted soldier of the Roman Legions and the crossed swords of present day pattern underneath.

Of this Mr. Scully says: I selected this design as typifying all that was to be desired in strength, principle and honesty of purpose and materials in manufacturing.

* * *

The word "Zimmerknit" was adopted because it combined the word Zimmerman and Knitting Company in a readable and easily pronounced and remembered way or manner. It was copyrighted in 1907 and has been backed with a superior line of summer underwear which the Zimmerman Mfg. Co. are taking great pains to protect and make known as the quality line.

* * *

The trade-mark "President" applied to suspenders is owned by the Dominion Suspender Company, Limited, and is considered one of the most valuable trade names in the business. It is registered both in Canada and the United States, and was first taken out by a Mr. H. G. Macwilliam and sold to The Niagara Falls Company, many years ago. Mr. Macwilliam also sold out to the President Suspender Company in the United States. He has received on royalties from these two manufacturers over \$750,000. This particular suspender under this particular name "President" has become so popular that it is a very valuable asset. Several hundred thousand dollars have been expended in making it popular by advertising it.

"Our next best trade-mark," says Mr. Wm. L. Doran of the Dominion Suspender Company and Niagara Neckwear Company, "is the 'Paris' Garter, which trade-mark we work in conjunction with a firm in the United States, who manufactures this garter there. Our advertising in both countries helps one another. This is also a very valuable trade-mark, quite equal to the President.

"It might be interesting to your readers to know that we put more value on trade-mark names than we do on patents. Any manufacturer who will produce a good line of goods, and coin or make a good trade-mark, advertising it well, can make same very successful. One of our greatest difficulties has been in our thirty-two years of doing business unscrupulous manufacturers imitating our marks, or getting as near them as possible. It is a dishonorable thing, when they can just as well create a trade-mark of their own."

* * *

Of its trade-mark the Harry A. Wolfe Co. says: "The wolf at the top of the trade-mark represents the name of the President of the Company. Its firm appearance is indic-

ative of the character of challenging competition, carried on by this firm. The M.I.C. are initials of the popular slogan made in Canada, and the words "None better" are in themselves explanatory.

* * *

THE KING HAT.—Trade mark adopted by The Makers, Lyons, London, years ago. Intended to imply a hat fit for a king or any other self respecting man.

* * *

BORSALINO.—A family name used to designate the hat made by this Italian family since 1857. A family name, many think—and this Italian firm among the number—is the very best trade mark; the idea of this being that a man or family want their name connected only with what is good, the names Trade Mark, therefore, becomes an especial guarantee of quality and excellence.

* * *

Of their trade-mark the John Forsyth Company, Limited, say:

As to our trade-mark: you will see that it embodies the heart and substance of our business and policy. It indicates our personality back of our merchandise, which we describe in this trade-mark as being reliable and honest merchandise. This you can discern from the wording, "The Guaranteed Forsyth Shirt."

We guarantee everything that goes out of our place, and our name stands back of this guarantee. The origin of the Delpark trade-mark is from the name of the President of this Corporation, Mr. Bedell Parker, taking the last syllable of the surname and the first syllable of the Christian name.

* * *

Caron Bros., manufacturers of jewelry, Montreal, have two reasons for their well-known trade-mark of a capital C surrounding the numeral 3. The C. of course is for Caron, and the 3 for the three lines of jewelry handled, enameled souvenir, gold rings and gold filled jewelry—also for the three brothers R. E., A. I., and J. A., who are sole proprietors.

* * *

The letters B. V. D. originally stood as the initials of the firm of Bradley, Voorhees & Day, who for years used these letters as a trade-mark on goods made for them by Erlanger Brothers.

Erlanger Brothers secured this trade-mark by purchase and had it registered; The B. V. D. Company purchased it from Erlanger Brothers and they also had it registered.

* * *

The Cluett Peabody Company have several well-known marks.

CLUPECO is about twelve years old and was designed to designate the scientific accurate shrinking system used before cutting the goods to make the collars. This trade-mark is used for white shirts, as well as handkerchiefs. **ARROW** is a mark applied to collars and shirts only. It is twenty-five years or thirty years old on collars, and about seven or eight years old on shirts. The **CLUETT** is used on shirts only. **CLUPECO**, of course, is the abbreviation of Cluett, Peabody & Company.

* * *

Tooke Bros., Limited, have good reason for the well-known trade-mark "Tooke," written in script.

This is Mr. Tooke's own signature. He established this when he established his business some forty-five years ago, and this familiar name, written this way, is known from the Atlantic to the Pacific in connection with shirts and collars.

The J. B. Goodhue Co., Limited, have an interesting comment to make upon their line:

Our Trade-Mark of Star Brand has been in use for about twenty-five years, originating first in connection with the old Jondro and Goodhue, Rock Island Boots, which at that time had considerable reputation for excellence. On the discontinuance of the boot business, the trade-mark was still continued in the manufacture of Overalls and Shirts and which are now sold from Coast to Coast.

Trade-marking merchandise in our opinion is very similar to naming a horse, as it is essential that some distinction be made from other similar lines on the market. It would indeed be difficult to place an estimate on the value of our Star Brand trade-mark to us, in that where it is recognized, it acts as a silent advertiser, not only to the merchants handling them, but to the consumer.

* * *

THE CHOICE OF "CIRCLE BAR" as a brand for the knitting company recently established at Kincardine, Ont., by Mr. Wm. Mitchell, has roused much curiosity among the trade. The firm's explanation is as follows: Our trade mark, "Circle-Bar" is a matter of evolution of ideas built up as follows:—The "Circle" is got from the Circular Knitting machine.



The "Bar" was suggested from another machine we use in connection with the manufacture of hosiery. And the "Foot and Ankle" are the parts of the body on which the hose are worn. We spent considerable time figuring this trade-mark out, and registered same at Ottawa.

* * *

THE ALPHONSE RACINE "Shepherdess" brand represents a dainty shepherdess, in half hose with crook in hand on a pastoral background of lake and sheep and Scottish scenery, and back of that, black and white checks, the whole suggestive of the connection of the company's hosiery product with the primal source of supply—the sheep.

This trade-mark is registered but its distinctiveness is such that no competitor has ever sought to imitate it. The owners state that the origin of this trade-mark grew out of their desire to standardize their product and establish a guarantee that would protect the buyer from the time the order was taken until the last pair of hose was taken out of the box for sale.

The same idea is followed out in the use of the Bo-Peep brand for the children's botany cashmere as the management professes a strong belief in the use of illustrations for this purpose, believing as they do that the customer's sense of sight is the one most easily reached, and that the eye rather than the ear is usually the farthest advanced in a perception of values. Attractive window and newspaper illustrations are being provided.

* * *

THE DOMINION TEXTILE Company's brand of "Magog" grew out of the location of the company's print works in the town of that name, while the more well-known circular trade-mark that bears the company's name simply represents the logical and practical method of giving to its goods a certain definite and fixed individuality that is associated with the name of the company. Both trade-marks originated with the formation of the company and are used in all advertising and on all products



other than those that are sold under distributors' brands. This company has had no troubles to meet as a result of similar brands being offered by rival organizations.

* * *

Says the Van Zandt Jacobs & Co., Troy:

In selecting our trade-mark we discovered that an experiment had been made by scientists to find what particular design would catch the eye most quickly. The plan arranged was to have a number of designs printed on papers distributed to thirty men, each man standing in the dark before a desk to which was attached an electric light. The light was suddenly turned on and off, and a list made as of the designs seen by these thirty men. The Triangle was the design caught first by the largest number of the men. The second largest was the Diamond, which, of course is two Triangles together.

For that reason we have thought that the Triangle was a design quickly seen and easily remembered.

To make our trade-mark uniform, we use the Triangle and Circle on each side with the word "Triangle" and name "Van Zandt, Jacobs & Co."

* * *

THE CHIPMAN-HOLTON CO. give a very interesting account of the origin of 80-80-80 and other trade-marks:



"If we are putting a new style of goods on the market which we consider is of particular merit, we ask for suggestions for a name for this particular style, from the

different people connected with our business, and from the names which are submitted, we select the one which we think is the most appropriate, taking into consideration the style of garment and the class of people who are to be the wearers.

"There is, however, a matter in connection with the way we came to adopt our 80-80-80 trade-mark which might be of interest. When the stocking that is our present 80-80-80 Brand was originally put on the market back in 1902, when we commenced business in this country, this was not branded, the mill number of this style being 380 in the same way as every style we make whether sold under a trade name or otherwise; to simplify matters in coming through our different departments, each is designated by a number. After this stocking had been marked for two or three years

in this way and had commenced to become a very popular number with the trade, we decided to adopt a trade name and to brand this number so that while this was a low priced line, buyers could be assured of obtaining a standard article of uniform quality at all times. Also we found that other manufacturers in view of the popularity of this line were putting on the market similar lines under the number "380" which in some instances were not as well knit and finished or possibly not as carefully inspected for imperfections as our own. Also in view of the fact that this number 380 had become fairly well known to the trade and was associated in their minds with a popular priced stocking such as our 380 we disliked very much to do away with the number 380 in connection with this line. We therefore conceived the idea of making up a design of the three figures "80" and the words Three Eighties Brand, which we had registered and with which we have branded this style of hosiery since.

"While we have not done much by way of advertising this particular line to the consumer, we have, as you are aware, very thoroughly impressed this name on the minds of the retail trade throughout the country, until to-day we very much doubt if there is a retail merchant from coast to coast who is not familiar with the Three Eighties trade-mark, and in fact as we state in our advertisements this stocking has quite the largest sale of any one style of hose in the Dominion.

"As regards our having to contend with infringements of names, we are pleased to state we have had up to the present very little to contend with in this way. There are, of course, similar lines of goods which have been put on the market here from time to time with designs, brands or trade names somewhat similar to those which we have instituted. As an instance of this,—since we adopted the names of Little Darling and Little Daisy for our two infants' rib lines of cashmere hose, there have been a great many similar lines named with other names but prefaced with "Little." This, of course, does not constitute any infringement on our trade names.

"Trusting this letter will be of interest and assuring you that we are heartily in sympathy with anything you might publish which will tend to acquaint the retail merchant with the obligation to maintain quality and to turn out a superior article to the best of his ability put on the manufacturer who markets his output under advertised brands or trade names."

SELLING THE BOYS' MOTHER

(Continued from page 40)

Appeal Direct to Boys

"Ranking in importance with the mother is the school as a medium of arousing the youthful interest in our wares. We sometimes send a boy out with hand bills to the schools at recess time, and we get a number of good inquiries as a result. This method of going over the heads of the parents has the advantage of appealing direct to the boy's sense of importance, a sense which is usually even more highly developed in him than in his father.

"The telephone comes in too. When we get a likely line in we call up the mothers of the boys of the right age, who are on our lists; and they invariably appreciate the attention and suggestion so that we are still in line for the next suit in that family even though 'we don't click at the time.'

"In the case of less well-to-do families we endeavor to make a present of the first pair of pants to youngsters. The cost is trifling and by suggesting the gift while the

boy is still in skirts we bring him into the market that much earlier, and get ourselves in line for the complete outfit he must soon get. This gift also establishes a connection which is hard to break."



Felt in sand shade, or natural with convertable brim, to be trimmed in black, green or brown band, with bending to match, or with raw or welted edge—One of the Mayhew Hats Ltd. lines.

A SOLDIER SHOWS HOW TO SELL THE SOLDIER

An Authorized Interview With a Former Clerk, Now a Soldier, Who is Acting as a Commission Agent—Bringing the Men of His Regiment to His Former Employer's Store.

“**A**SIDE from the cap, tunic and trousers, there is no article of apparel that a fellow isn't in the market for, after he enlists, the same as before.”

The speaker was Private ———, one time clothing clerk, present soldier commission agent. The news instinct had led me to him as the one man who could throw a ray of light on a much discussed subject.

To return to our bacon, I looked my astonishment. “Fact” he said: “I've proved it. After I enlisted, I sized this bunch up, went back to the boss and made him a straight up-and-down proposition of a five per cent. commission for all business coming through me, whether I make the sale or not; and in my three months in this regiment I've averaged more than my pay in the store was. Don't use my name. It would kill the game, but I'll tell you what I mean.

“I gladly acquiesced and my friend unbosomed himself as follows:

Clothing is Too Rough

“A fellow on enlistment gets dished out with everything he needs from needles and shoestrings to razors and blankets, but its a cinch that a fellow who's been making anywhere from \$100 to \$200 a month and dressing accordingly is not going to be satisfied with ill-fitting, scratchy Government clothes except in the case of the uniform proper.”

Some men need a little urging, some come to it without, but there are practically none who are not still buyers of clothes. I've had my best success in shirts. This is because the Government article is a rough diamond, sometimes poor in material and always lacking in appearance. 'Nuf said. The boys won't look at them except the few men who haven't been accustomed to any better article, or are so saddled with family cares they can't afford to indulge.

Suspenders are less necessary, but often sold. The Government article is a good, sensible, heavy pair, good enough for campaigning in Flanders, but rather galling to wear in the heat of a Canadian Summer. Boots and puttees offer a better prospect than suspenders and are about equal to one another. The issue puttee does well enough, but is open to great improvement. It stretches, wrinkles and gets a bleary look about it. The shoes are practical, but not dressy—regular flat boots.

Privates Ready to Buy

Now a uniform makes a peculiar change in lots of men. Neatness and soldiering are synonymous terms. A sloppy civilian becomes the neat soldier. Consequently many privates will pay a couple of dollars for a pair of real puttees, or seven of them for a smart pair of shoes as easy as falling off a log.

Underwear and socks offer a market on a quality and comfort basis. Always there has been dissatisfaction because of the difficulty of securing one's proper size from a harried quartermaster-sergeant. You know the discomfort of that. Then think of having to wear a two-piece suit when accustomed to a union suit. These misfits and discomforts mean orders for underwear, and the men's wear dealer who goes after the soldier's business gets profit.

Soldiers, both officers and men, go to the other extreme

in watches—some mental quirk, I suppose. At any rate, they mostly run to cheap watches, perhaps because of the fact that a man doesn't like to chance an ordinary \$30 to \$50 watch either on the firing line or in a tent full of strange companions.

It's a funny thing, but I tried selling clothes to the troops before I enlisted, but I couldn't get it—not by man to man canvassing that is. Either I felt self-conscious and conspicuous amongst them in my civilian clothes or else they inwardly decided not to buy from a man who wasn't in khaki. At any rate, they turned me down cold. But now they fall all over me with orders. I take a bunch every night and the only ones I solicit are the new recruits who are dead eager for khaki shirts and fancy fixings at first, when the boots look like boats to them. They all want gloves and good ones, too.

The officers are heavier purchasers and buy whole uniforms, but are not quite so easy to get at as the rank and file. But the outfitting of just one of them is a little plum in itself. Outside of the uniform they don't buy a much better class of article than the privates, but they buy so much more of them. The shirt the private may want one of, the officer must order by the half dozen, and so on through the list. He is expected to look the part. His own men resent any lack of smartness in his appearance as a personal affront.'

Making the Soldiers Feel at Home

“While I am pushing the boss's military lines I have got him to hook up with our recruiting advertising and become a part of it. The recruiting efforts of this regiment are nearly first page news in the newspapers right along, for the authorities are advertising in the papers and having us dig trenches, breast works, etc., daily.’

By associating himself with these widely advertised facts in his own newspaper space and store window, my old employer has received all the benefit of it. The boys naturally flock to the man who names his khaki shirts after our regiment or a boot after our Colonel. He held a ———th day lately, when every man from the ———th regiment who went in the store received a photographic print of the regiment. He has made himself our official regimental haberdasher.



MR. KENDRY ABOVE REPROACH (The Toronto World)

Peterboro' rejoices over the fact that one of its oldest and most substantial business concerns, The Auburn Woolen Mills Company, has come through with flying colors from the investigations of the Davidson commission. The company has been making cloth for the Government for years and, of course, had plenty of war contracts. A discharged employee furnished some information that caused the investigation. As The Peterboro' Review says:

“The company has gained, rather than suffered, by the inquiry. Mr. James Kendry, the president, has established more firmly than ever the reputation for integrity of himself and associates. Mr. Kendry comes through the ordeal without a scratch. Sir Charles Davidson, at the session held here yesterday, paid him the highest compliment one man can offer another when he remarked, ‘Mr. Kendry, your word is sufficient in this court.’”



COLLARS & SHIRTS



No relief is coming for the shirt manufacturer, and retailers are still fearing that they are to experience difficulty in getting what is required—yet in spite of the scarcity of material, in spite of the higher cost of labor and the exceeding scarcity of labor, prices of shirts have not advanced to any extent.

At the present time there is being felt a big demand for military ducked shirts. Here too the question of cloth is a serious one for the duck market is almost bare. This is the result of the high price of cotton generally, and of the unusual demand for this material. There seems no immediate promise of any improvement in the dye situation, and according to

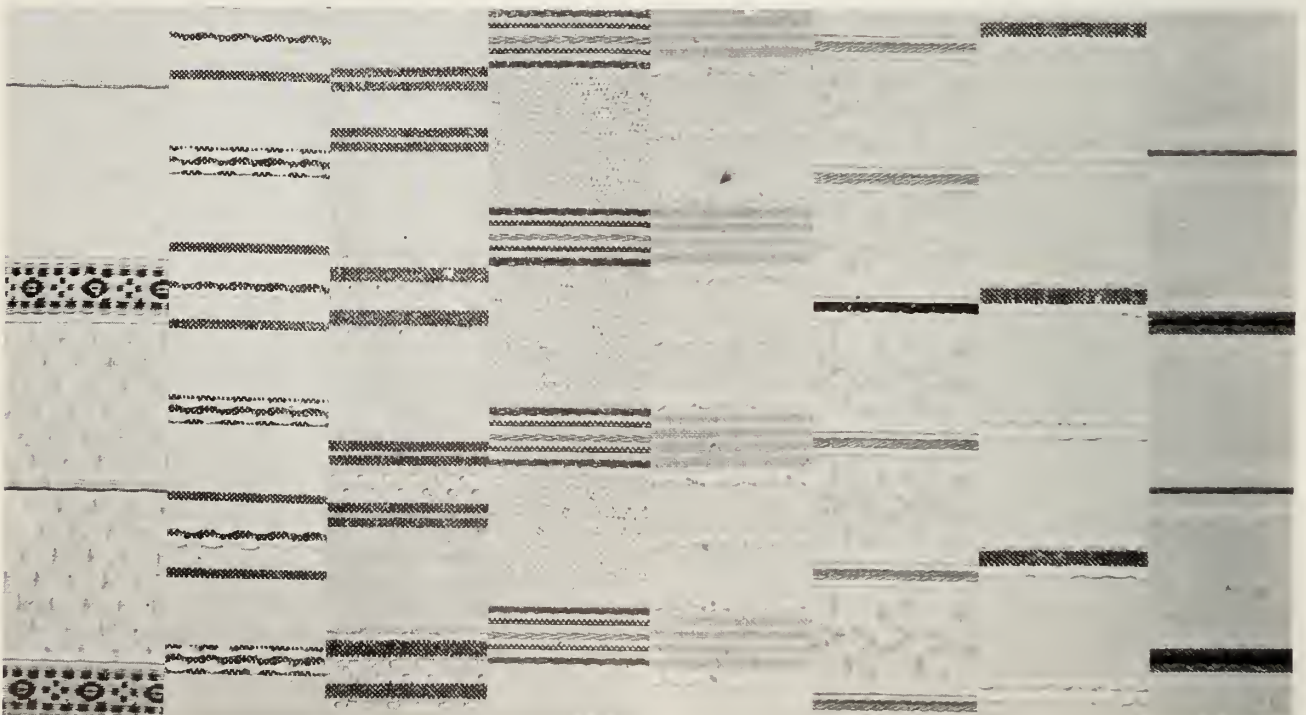


Some new shirtings for Spring, shown by John Forsyth Co.

several manufacturers it is exceedingly difficult to obtain fast color shirtings at any price. Manufacturers of non-fading fabrics have in some cases been compelled to withdraw guarantees which have stood for many years. While it is still possible to get such fabrics the supplies consist mostly of odd lots which manufacturers had made up before the supply of fast dyes was

exhausted. Prices for these materials are of course, exceedingly high, and as far as can be learned there is no prospect of restoration to the old levels until some time after the war concludes.

The number and size of the Spring sorting orders have



Line of shirtings shown by Tooke Bros., Montreal, for use in silk-front bosoms and cuffs.



The trade-mark that stands between you and the wearer of waterproof collars.

KANTKRACK

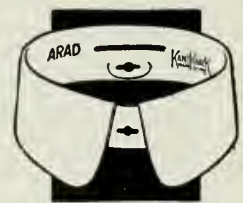
Trade-Mark Registered



—guarantee of satisfaction to both—sure profits, sure sales and full dollar for dollar value—a square deal for all.



KANTKRACK coated fabric collars are made in all the best selling styles to suit all classes of trade *but*, are made in "one grade only and that the best" and sold at one price to all—\$2.00 per dozen to the retailer—25c each to the wearer.



Made in Canada.

Sold direct to the trade.

Remember the 3 KKK in ordering your next waterproof collars.

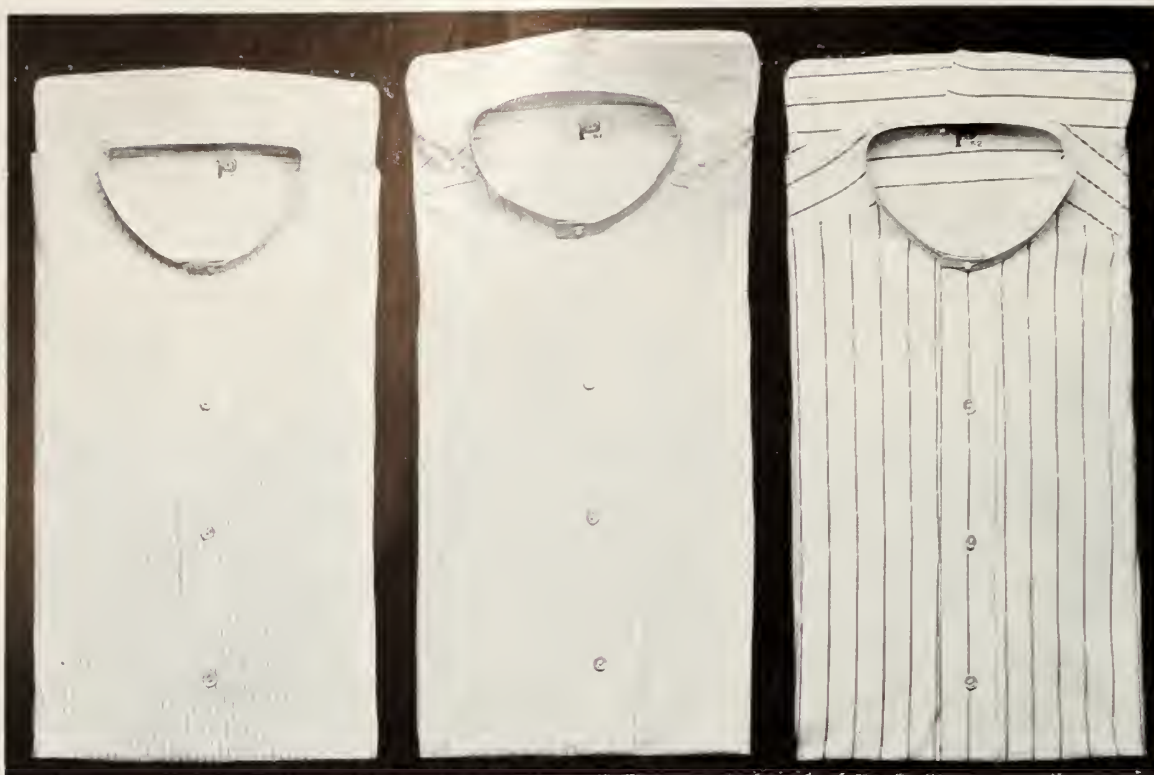
The Parsons *and* Parsons Canadian Co.

Makers of the famous KANTKRACK waterproof collar

HAMILTON, CANADA



If any advertisement interests you, tear it out now and place with letters to be answered.



Some new Fall models shown by John W. Peck & Co., Montreal. These are striped prints in fast colors made with stiff cuffs, starched bosoms and faced sleeves. They are made to retail at \$1.00.

been increasing during the month of May. In fact there is every indication that many retailers are buying more heavily than necessary for their immediate needs. They are taking this way of securing themselves against advances and of protecting themselves in case of still greater difficulty in obtaining delivery.

There is noted at the present time a much greater readiness to place orders for Fall than has been the case for past years. Merchants are evidently of opinion that they must let the manufacturer know what they will need in order to be sure of having it when they need it. From what Men's Wear Review learns on every hand this is a correct impression. Whether buying more largely than is required is a wise step or not depends to a great extent upon the financial position of the buyer. This point has been raised before by Men's Wear Review, but it is a point of great importance and will bear emphasizing. This is a time of retrenchment, or at least of wise investment. This is a time when Credit is the big thing, as it never was before. Anything which impairs a merchant's credit is a solar plexus blow at himself. If he cannot take his discount manufacturers will not want to sell him. They are disposing of their goods to those who have been customers for years, and to the merchant who they have reason to believe will be their customer for years to come. It is for the retailer to convince the manufacturer that whatever the orders coming from him may be, whether they be large or small, they are the kind of orders which he, as a manufacturer wants, the kind of orders which are promptly paid for and which keep coming in year after year. Shirt stocks on the shelves will undoubtedly be valuable, but they are not as valuable as money in the bank, and if both cannot be secured the money should be kept in the bank.

Speaking of style, mention must be made of a military khaki shirt now being put on the market, and which already is proving popular. This is an officer's shirt of mercerized poplin material, which is both strong and handsome. This shirt is supplied with two collars and a tie.

Due to the exceedingly high cost of silks some nice shirts with silk facings on bosom and cuffs are being shown.

Something new in the way of sports shirts is being put on the market now. These models have a wide turn down collar, as in earlier models, but a collar which may be starched in places, and which when starched, will retain its neat appearance and yet give the greatest comfort for the shirt is so fixed that the starch is only applied in parts of the collar which do not come near the neck. The freedom of motion is therefore not interfered with in the least. Awning stripes are being shown extensively in these models, and are evidently very popular with those who like this kind of shirt.

A word on colors likely to be strong for Spring, 1917.

Some Spring models are already being made up and will be shown to the trade.

Green and brown colors are to be shown quite extensively it seems. These will take the place of mauves, which under present conditions are exceedingly difficult to make. Some attractive Spring lines are in small checks, and fancy pongees with herring bone stripe are in evidence in the higher priced shirtings. These are exceedingly handsome and will evidently be strong.

The labor situation is still very difficult. Readers will have noted however, that the committee in charge of distributing the patriotic fund recently made the announcement that they would not discontinue payment of patriotic allowances for the reason that those receiving it were doing outside work. Rather, they said, they encouraged this outside work. This is a step in the right direction and it may do something to relieve an exceedingly difficult situation.

There seems no doubt that some soldiers' wives have been accustomed to work, have the time to work, would like to work, but being human don't intend to work when by remaining idle they get money from a fund—money which is denied them if they earn money.

A Midsummer Seller

Display these Sand Shade Hats with your Straws

A straw hat is not alone always adaptable to holiday purposes. For that reason, you very often find it possible to sell a customer two hats in order that he may be able to meet the requirements of style and general utility.



Style No. 1079

Color—Sand shade or natural. Convertible brims. Trimmed with black, green or brown band; binding to match, or raw or welted edge.

Values range from \$18 to \$24

Send for samples or inspect these hats which have been included in Fall samples and may be ordered for immediate requirements.

MAYHEW HATS, LIMITED

NIAGARA FALLS, ONTARIO

Selling Agent: S. S. MOORE, ROOM 2, FOY BUILDING, 32 FRONT ST. WEST, TORONTO

Correct Military Lines for Summer and Fall Selling

An examination of our present showing will convince you of the splendid values we are offering. Our stock is complete and the prices have been cut just as close as quality will permit.

See what you require from the following list. We guarantee prompt delivery and complete satisfaction.

- | | |
|--------------------------|------------------------|
| Fatigue Suits | New Trench Coats |
| Military Raincoats | (Interlined Oilskin) |
| Camelhair Blankets | Haversacks—Badges |
| Sam Brown Belts | Slickers—Fox's Puttees |
| Leather and Rubber Boots | Spring Leggings |
| Swagger Sticks and Crops | Soldiers' Friend and |
| Khaki Neckwear and | "Royal" Polish |
| Handkerchiefs | Military Books |
| Unshrinkable Shirts | |

Commence shipment Khaki Wool Socks in June.

Sole Agents for
 Young & Rochester Shirts,
 Aquatite Military Coats,
 Tress' Official Service & Trench Caps.

Send post card for prices and particulars.

Wreyford & Company

Wholesale Military Outfitters and Mfrs.' Agents
 85 King Street West Toronto, Canada

Summer Fashion Neckwear

- | | |
|--|-----------------------------|
| Lot A-1—Dollar Silk Cravat, slip-easy band and "Diamond" Safety protection in back | Pr. Dz. Net. Bulk \$3.50 |
| Lot G—75c Extra Large Shapes, best value | Bulk 3.25 |
| Lot O—50c and 50c Extra Large Shapes, four-in-hands | Bulk 2.50 |
| Lot D—Large Shapes, fur-in-hands | Bulk 1.90 |
| Lot H—Smart Bat Wings | Bulk \$1.50 and 1.75 |
| Lot EE—25c and 35c Fine Knitted Ties, assorted, boxed | 1.50 |
| Lot U—Silk Woven Washable Ties, boxed | \$1.00, \$1.25, and \$1.75. |

All the above goods come in assorted colors and patterns. Order to-day our sample line on approval and be on a sure road to PROFIT. If not rated, state New York references.

AETNA NECKWEAR CO.

215-19 Fourth Avenue, Clarendon Bldg., New York, N.Y.

PRICE TICKETS For Your Window

In any quantity and many designs.

Hand lettered, with your own prices.

Write for samples and prices.

BRUMBY-COLLINS

142 Victoria Street - Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Brotherhood

REGISTERED TRADE-MARK OF

H. S. PETERS, Limited, Welland, Ont.

The name "BROTHERHOOD" on Overalls, Smocks, Brownies, Service Coats, Carpenters' Aprons, Machinists' Aprons and Auto-Suits, stands for

QUALITY

Quality

Our aim is to make the best quality of overall on the market. We do this by using the best denim, thread and trimmings—money will buy, and by paying highest wages to insure perfect fit and workmanship.

SERVICE

Service

We guarantee the BROTHERHOOD garments to give the best service obtainable. Every garment is guaranteed in such a way that our agents will replace any BROTHERHOOD garment returned to them which shows the least defect, after being worn by the purchaser.

SATISFACTION

Satisfaction

We do not believe there is an overall wearer in Canada to-day who has tried a BROTHERHOOD garment, who is not a satisfied BROTHERHOOD booster.

Mr. Merchant, these three points make a BROTHERHOOD agency the best drawing card you can get. The consumer is being educated to buy trade-mark goods. Goods guaranteed as the BROTHERHOODS are, never fail to draw trade and hold it, and don't forget, the working man who calls to buy BROTHERHOOD OVERALLS is a live prospect for other purchases. The trade of the man who wears overalls is the trade every merchant wants to cultivate. It is usually steady and reliable.

We sell direct to you, Mr. Merchant. This saves us the big expense of travelling men. The saving is put in our garments in better material and workmanship, making the trade-mark "BROTHERHOOD" on overalls and all our other lines the symbol of quality.

Our selling proposition is straight-from-the-shoulder, and we rely upon the quality of our goods to sell them. We will send any reliable merchant in Canada a trial order of five dozen BROTHERHOOD OVERALLS freight paid, or if you prefer, we will send samples, express paid.

H. S. PETERS, Limited, Manufacturers, Welland, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

"—and please don't forget to mark all my linen with

CASH'S NAMES

Woven on Fine Cambric Tape in Fast Turkey Red.

THE IDEAL METHOD OF MARKING LINEN

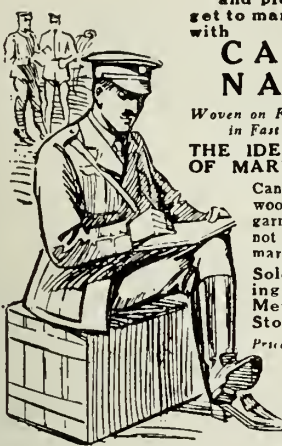
Can be used also on woolen and knitted garments which cannot be marked with marking ink.

Sold by all Leading Dry Goods and Men's Furnishing Stores.

Prices for any name not exceeding 22 letters, 24 doz., \$4.00; 12 doz., \$2.25; 6 doz., \$1.50; 3 doz., \$1.00. Style sheets can be obtained from

J. & J. CASH, LIMITED
301 St. James Street
MONTREAL

A Good Business Can Be Done In Cash's Woven Names



The above advertisement is now appearing in various Canadian magazines.

Cash's Poplin Khaki Ties

(The Favorite Among the Soldiers)

—because Cash's Neckwear keeps its shape, looks tidy when other ties are crumpled and creased.

Prices from \$4.25 to \$6.00 per doz.

Send for Samples

Head Office for Canada and United States,
South Norwalk, Conn.

"Craftana"

Registered No. 282,000.

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 AOME OF PERFECTION IN FOOTWEAR.

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

INDEX TO ADVERTISERS

A	
Aetna Neckwear Co.	53
Anderson-MacBeth, Limited	57
Arlington Co. of Canada, Ltd.	9
Arrow Garter Co.	8
American Neckwear Co.	56
B	
Brumby-Collins	53
Bye, H. V., & Co., Ltd.	10
C	
Canadian Consolidated Rubber Co.	Inside back cover
Cash, J. & J.	55
Cluett, Peabody & Co.	13
Colonial Shirt Co.	14
Cooke Bros. & Allen, Ltd.	22
Cristine & Co., Jas.	10
Craftana	55
D	
Davis Bros.	19
G	
Gaunt, J. R.	19
H	
Helleur, Garipey & Broderick, Ltd.	8
I	
Inglis, R. J., Ltd.	4
J	
Jackson Mfg. Co., Ltd.	19
Jones Mfg. Co.	16

K	
Kingston Hosiery Co.	6
M	
Mayhew Hat Co.	53
Miller Mfg. Co.	14
Monarch Knitting Co.	3
P	
Parsons & Parsons Can. Co.	51
Pearson Bros.	8
Peek, John W., & Co., Ltd.	12
Peters, H. S., Ltd.	51
R	
Racine, Alphonse, Ltd.	18
S	
Scully, Wm., Ltd.	18
Semi-Ready Tailoring Co.	17
Stifel & Sons	15
T	
Taylor Mfg. Co.	6
Tooke Bros., Ltd.	Outside back cover
W	
Walker Bin & Store Fixture Co.	2
Waiker Shirt & Pant Co.	5
Williams, Greene & Rome Co., Ltd.	20
Wolfe, A. Harry	11
Wreyford & Co.	53
Z	
Zimmerman Mfg. Co.	7

"Slip-Easy Cravats"

For
Immediate
Delivery



Our latest lot AA, made with a slip-easy band and a diamond tack protection in the back from the best quality materials, in assorted stripes and figures. Packed in bulk\$4.00 per doz. net
We also carry a large assortment of Men's Silk Neckwear, to retail from 25c up to 75c each. Prices ranging from \$1.75, \$1.90, \$2.40, \$2.75 up to \$3.25 per dozen net. Packed in bulk.

A big assortment of Bat Wings and Knitted Ties at \$1.75 per dozen net.

We also carry Men's Washable Tubulars from \$1.00, \$1.25, \$1.50 up to \$1.75 per dozen net.

We have a big assortment of Men's Shield Tecks, assorted colors, \$1.25; Plain Black Silk Baratheas, \$1.50; Shield Bows, assorted colors and plain black, 75c; Plain Black Silk Baratheas, 85c per dozen.

Our merchandise is ready to be shipped. Order at once.

AMERICAN NECKWEAR EXCHANGE

611-621 BROADWAY Dept. C. NEW YORK CITY

We'll Prove It

GIVE us a chance to prove to you that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

If your regular position isn't producing enough money to take care of a few added luxuries—our plan will fit in splendidly, giving you as *much* extra money as your spare time will allow for. The more time you devote to the plan the more money you can make. To learn all about it—drop us a *Post Card*,—back to you by return mail will come full particulars. This will not obligate you in any way. Simply say, "Send me full particulars of your money-making plan."

Name

Address

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

Held Down and Back by His Business

Many a retailer shrinks up as the years pass—becomes narrowed in vision and more petty in spirit. This, by sticking too closely to his own business, by refusing to give time to interests outside him, but related to his affairs. In the pursuit of dollars, his power to earn dollars grows less.

Does this describe you? We sincerely hope not, but if perchance it does, then we have a remedy to propose: it is that you should take a deeper interest in the Nation's Business—not by actual participation in politics, but by keeping yourself well informed concerning the big subject of Canada's development in matters pertaining to its finances and business administration. A little reading each week of *The Financial Post* will lift you out of the rut of your own groove, will liberate your mind from the narrowing influences of constant pre-occupation with the affairs of your own business, and will enable you to see Canada and its progress as your banker sees it—as the magnates see it.

Clearly, if you acquire the ability and habit of seeing this larger world of which your business is but a small fractional part, as the great money-makers see it, you will be able to conduct your own business better and make it yield you more. This is why we urge you to become a reader of *The Financial Post*—and the reason is sound. Then sign the form below and forward—thus showing that you have the **will** to shake off the fetters of narrowness which your own business may be forging about you each year.

More particularly: *The Financial Post* will help to give you that most necessary factor, a Business Education. Consider the value to your business and to yourself of a thorough and up-to-the-minute knowledge of the Business Outlook. It would certainly help you to know at almost any time whether to be preparing for good times and bigger business or whether a depression seems likely. And a close knowledge of money conditions should help you with your banker and save you money in discount on your cheques and drafts.

THE FINANCIAL POST OF CANADA

143 University Avenue :: TORONTO

.....1916

THE FINANCIAL POST OF CANADA,
143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. I will remit \$3 00 to pay for my subscription on receipt of bill.

Name

Address

.....

If any advertisement interests you, tear it out now and place with letters to be answered.



IN a medium-priced hat, selling from \$2.50 to \$3.00, you will find no better value anywhere than the KING HAT, British made. This hat is exceedingly well finished, having all the appearance and completeness of attention to detail of a higher priced line.

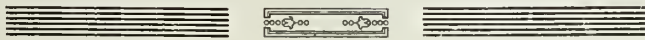
The "KING"

King Hats are well blocked, and being made of the best materials, and fashioned carefully, will retain their shape. All this means that your customer will be well satisfied and will ask for this same make again. KING HATS make for many repeat sales. KING HATS come in soft and stiff felt models, straws, and panamas. Note the trade mark—and the retail selling price.

BEST BRITISH MAKE



\$2.50--\$3.00—British Made



IN a more expensive hat, the "Borsalino" is the most popular hat in the world. It can always be depended upon for maximum of style, for perfection of materials, shaping, finishing and wear, and the colors are absolutely fast.



ESTABLISHED 1857

The "BORSALINO"

has been the recognized world's leader since **Made in ITALY** 1857. Being favorably known all over Europe and America, it sells to widely travelled men; and in Canada its favor is great and widespread. Your fine hat trade will grow if it is known locally that you sell Borsalinos. Note the trade mark to the right. Stamped on all leathers.

All genuine Borsalino Hats have above stamp on leathers

We carry complete stocks of both KING and BORSALINO hats in all desirable shapes and fashionable colors. Write us for our proposal.

Anderson-Macbeth, Limited
Sole Distributors BORSALINO and KING Hats
284-286 King West - Toronto

"The Right Mail-Order House"



Arthur Stringer

Most versatile of Canadian authors, has just finished, in "The Anatomy of Love," a novel of Canadian life which combines rare drollery and whimsical humor with wholesome and satisfying romance. Mr. Stringer's brilliancy has never been more strikingly displayed than in this story, the first instalment of which appears in the June MACLEAN'S. To have secured the first rights to so important a novel is a notable achievement.

Agnes C. Laut

contributes another of her prophetic war "Whole Truth." This is an examination of Germany's intrigues in the United States—a remarkable expose of Germany's aims and plottings in the Western hemisphere, written with an astounding knowledge of "inside" facts.

Arthur E. McFarlane

contributes a mystifying detective story, "Behind the Bolted Door?"—the best detective story since Sherlock Holmes.

articles—"Give America the

Robt. W. Service

provides two poems written at the front — "The Odyssey of 'Erbert 'Iggins" and "The Convalescent."

Alan Sullivan

supplies a timely sketch, "The Romance of Cobalt"—a sketch of the camp, past, present and future.

MACLEAN'S

MAGAZINE is getting the best Canadian writers to put their best work into articles and stories of particular Canadian interest. This is a deliberate policy on the part of MACLEAN'S publishers. Other Canadian writers of note whose work appears in MacLean's are:

Stephen Leacock
L. M. Montgomery
Nellie McClung

H. F. Gadsby
Arnot Craik
Robert E. Pinkerton

Not the least appreciated feature of MACLEAN'S is its popular Review of Reviews Department, which condenses for busy readers the cream of the world's best periodical literature.

MACLEAN'S MAGAZINE maintains a clean and wholesome tone. Its advertising pages are censored to exclude all objectionable advertising. MACLEAN'S can be taken into your home without any hesitancy, to be read by any member of your family.

MacLean's is \$1.50 a year. Remittance for yearly subscriptions need not accompany order.

JUNE NUMBER AT ALL NEWS STANDS 15c



Qualities Always Maintained

Under no circumstances do we sacrifice the high standard of quality and workmanship of our "DOMINION" Raincoats.

Market conditions have made it very difficult to secure materials, besides causing prices to soar all along the line. Despite these conditions, we are maintaining those high-grade qualities that make



"Dominion" Raincoats

MADE IN CANADA

The Best Within Your Reach

Don't accept our statement for that fact. Make comparisons. There is but one verdict—"DOMINION" Raincoats are the best for quality, style, fit and finish.

Write for Catalogue, Price List and Swatch Books.

Canadian Consolidated Rubber Co., Limited

MONTREAL, P.Q.

28 "Service" Branches Throughout Canada



The "Hawthorne"

*A new member of the
family of Lightweights.*

It's going to be the lightweight champion. So different from the others that it should prove a valuable addition to your line.

We are going to advertise it extensively and you will do well to place your orders now, to take care of the Summer trade.

Write your nearest branch house.



By the illustration you will see that a cravat knot fits the collar perfectly, and with the eyelets instead of buttonholes, the wearer can use a fancy pin instead of the more common link buttons.

TOOKE BROS., Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI

PUBLICATION OFFICE: TORONTO, JULY, 1916

No. 7



The Hatch One Button Sleeper

Manufactured by

The York Knitting Mills, Limited, Toronto



MILITARY INSIGNIA

We manufacture the most complete line of Military Insignia and Badges in the country.

We can supply you with the regular badges as used by different corps of every Battalion. We also manufacture special badges for new

Battalions forming on the shortest possible notice.

Our staff of designers can supply you with designs which generally secure the business. These are free to the legitimate trade.

P.S.—ALL PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE.

Your enquiries are solicited.

CARON BROS., Caron Building, Montreal

Style-Craft

TAILORED CLOTHES

A
Successful
Style
Expert



Now
With
Our
House


MR. J. W. CHRISTIE
Designer of Style-Craft Tailored Clothes

Ever on the alert to keep "Style-Craft" Clothes leading in styles for men and to overlook nothing that could assist in furthering *this ideal*, we have added to our staff Mr. J. W. Christie, for the past several years with Hart-Schaffner & Marx, Chicago, and previously with other important makers of men's clothes in the United States. Mr. Christie has taken complete charge of the designing and tailoring of Style-Craft Clothes.

STYLE-CRAFT MADE-TO-MEASURE SERVICE will prove a valuable addition to your clothing department. Our Service will help to win to your store the patronage of a very desirable clientele.

For your Military needs we have a special department fully equipped to give you immediate service.

E. G. HACHBORN & COMPANY
50-54 YORK STREET TORONTO, CANADA



STIFEL'S
INDIGO CLOTH
*Standard for
over 75 years*

**OVERALLS
JUMPERS
& UNIFORMS**

YOUR customers can "lean on" STIFEL'S Indigo Cloth. It bears alike the weight of rough wear and grimy, greasy soil; and the brunt of Sun, water and washboard can't take out its loyal blue color. As indestructible as a fabric can be made in weave and color.

Our advertising is impressing upon customers--your customers, too--that it's the cloth in the garment that gives the wear, and that this little label is put on the back of the cloth so they will recognize the genuine STIFEL'S Indigo immediately.



Insist upon garments of STIFEL'S Indigo--it's the biggest money's worth garment fabric in the trade, and it guarantees uniform satisfaction and profits.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

NEW YORK.....260-262 Church St.
PHILADELPHIA.....324 Market St.
BOSTON.....31 Bedford St.
CHICAGO.....223 W. Jackson Blvd.
SAN FRANCISCO.....Postal Tel. Bldg.
ST. JOSEPH, MO.
Saxton Bank Bldg.

BALTIMORE.....Coca-Cola Bldg.
ST. LOUIS.....928 Victoria Bldg.
ST. PAUL.....238 Endicott Bldg.
TORONTO.....14 Manchester Bldg.
WINNIPEG.....400 Hammond Bldg.
MONTREAL
Room 500, 489 St. Paul St.



The
“Railroad Signal”
Shirt for Trainmen

UNION MADE

Guaranteed Indigo Blue.

Each shirt supplied without two separate soft or starched collars.

No. 25 (two starched collars.)

No. 25L (two soft collars.)

Sizes 14—17½

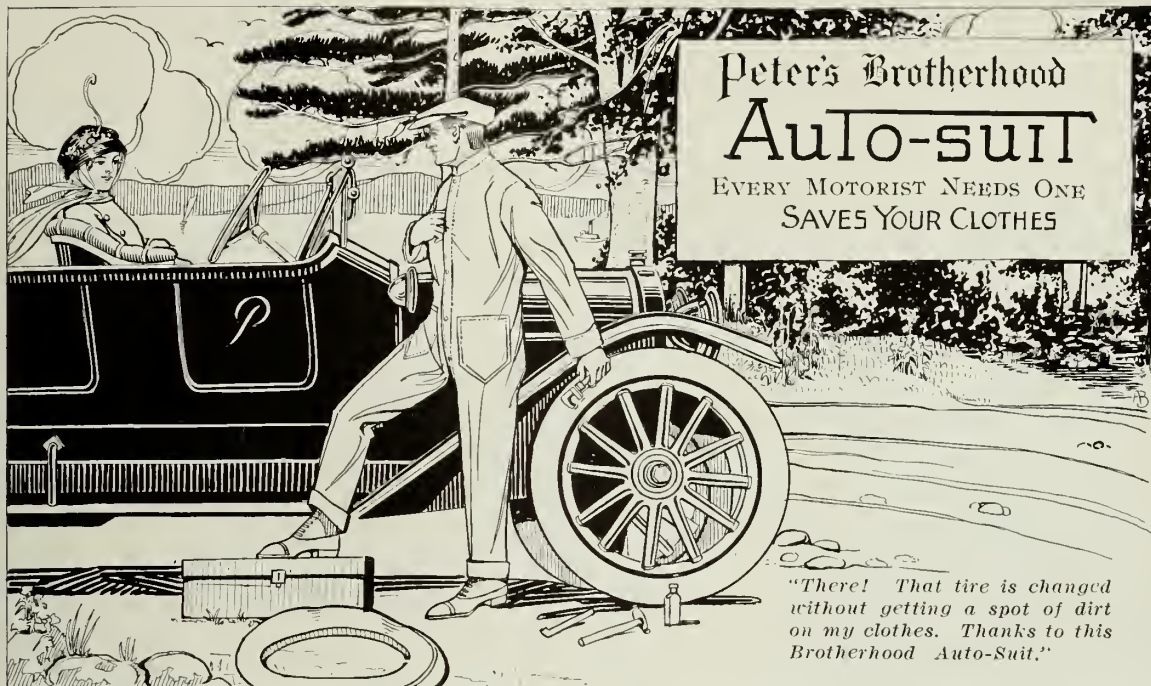
Price (guaranteed for 30 days only) \$12.00 per dozen. F.O.B. Brantford, Ont.

**The Kitchen Overall and
Shirt Company, Limited**

Brantford, Ontario

Manufacturers of the famous “Railroad
Signal” Overall

If any advertisement interests you, tear it out now and place with letters to be answered.



Peter's Brotherhood Auto-suit

Brotherhood Auto Suit is our answer to the repeated requests for a suit that can be easily slipped on and off and carried in the car or kept in the garage.

We are going to place an agency with one reliable merchant in each town and city in Canada. This agency will be a drawing card for the best trade of your community. Do you want it? Write us at once and we will send samples prepaid by return mail.

Brotherhood

of workmanship and perfect fit.

BROTHERHOOD OVERALLS bring a merchant the trade of the steady, reliable workman. The merchant who sells *Brotherhood* overalls usually holds his customer and makes additional friends and sales in other lines.

Our selling proposition is straight-from-the-shoulder. We sell direct to you, Mr. Merchant, and put the big saving of travellers' expenses into a quality of material and workmanship that has made the name "BROTHERHOOD" a recognized symbol of quality. You make the first sale; the quality of our goods does the rest. We will send any reliable merchant in Canada a trial order of five dozen "*Brotherhood*" Overalls, freight paid, or if you prefer we will send samples, express paid. Write us your preference.

H. S. PETERS, Limited
Manufacturers WELLAND, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Camps Now Open!

There are exceptional selling possibilities for the merchant who carries

MILLER MILITARY BREECHES

WALKING

The one and only make all the Soldiers want.

They are the only breeches made of Regulation Khaki Serge.

Every pair sold will bring other sales. Their smart appearance and comfortable fit make a strong bid for the Soldiers' business.

Miller Breeches will make your store popular with the soldiers, and give the "boys" value for their money. Order a trial dozen.

When a soldier asks for breeches he expects to get *Miller Breeches*.

Don't turn him away from your store by offering a substitute—because every soldier knows there is no substitute for *Miller Breeches* in material, snap, fit or comfort.

We are makers of the celebrated "Rite-Fit Non-Fray" Puttees—No. 1, \$21.00 per dozen, No. 2, \$16.50 per dozen. Straight Puttees—\$10.00 to \$15.00 per dozen. ALL NON-FRAY.



MILLER MFG. CO., LIMITED, 44 York Street, Toronto
Uniform Contractors to the Dominion and Imperial Governments



Extra Good Quality Here!

"Imperial" Underwear is out of the usual run of underwear. It is a step forward in those features that are truly serviceable. Your customers will readily see the benefits of the following features:

Lap Seam Shoulders
Comfort-Fitting Collarett
Snug-Fitting Flap
Closed Crotch
Improved Knit Cuffs and Anklets

Made in Combination or Two-piece suits for men.
Put this brand forward.

Write for samples.

Kingston Hosiery Co.
KINGSTON, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

A User of Waterproof Collars

and why he prefers

Challenge Brand



Then it is handy!

The outing man has little use for a collar, he feels "Harnessed up," but when coming back to town he must conform to custom and appear respectable on the streets—so he invariably keeps a collar handy—a waterproof collar because it is easily carried around without being soiled or crumpled. Whenever occasion demands a collar—then it is handy, easily cleaned and ready to wear.

Preference is usually given to

CHALLENGE BRAND "Arlington" Collars, because of their convenience and linen-like appearance. Being made of stouter material than the ordinary waterproof collar they are especially desirable for the outing man.

CHALLENGE BRAND "Arlington" Collars are also popularly used by campers and lovers of the out-of-doors, because they do not wilt or chafe, are safely carried around, are easily and quickly cleaned with soap, water and a sponge, and are ready for any occasion where a collar is required.

FOR THE MERCHANT THE CHALLENGE BRAND Collars are a good selling proposition. Give wide selling scope because there is a different grade and style to suit the requirements of each customer at prices to suit the individual's purse. With the Challenge Brand no customer need be turned away disappointed, or obliged to take something he did not really want. In the Challenge Brand you have **SIX GRADES** in popular styles, ranging in price from 75c to \$2.00 a dozen — a collar to satisfy each customer.

Stock this brand and win your customer's good-will.

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., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Deacon
SHIRT

For Working Men and Fighting Men

The Deacon Working Shirt is made in a great variety of styles to meet the needs of the man or boy at work or play. The "Deacon" is an easy-fitting shirt, made of oxfords, drills, sateens and flannels, to sell at popular prices.

The Officers' Military Shirt here shown is strictly regulation style. We know the needs of soldiers and officers and make several lines of Khaki Flannel Shirts strictly according to regulations.

The Officers' Shirt illustrated is made in coat style, with neckband and two separate collars (either round or square corners), shoulder straps, military bellows pockets with tunic flaps.

Send trial order.

Stock the Deacon Line for right fit and satisfaction.



Officers' Military Shirt

DEACON SHIRT CO., - - BELLEVILLE, ONT.

Isn't
this a
dandy?

It takes little space—
gives full bust effect
and will make many
a bare corner attract-
ive. It will prove an
effective aid to shirt
selling. It is a

DALE

—that means effect-
iveness in display fix-
tures.



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

**This Dale Half-Bust
Form Shirt Displayer**

is mounted on a handsome square base, with adjust-
able tube standard, allowing many different heights
and angles. Let us send you full particulars. Write.

Dale Wax Figure Co., Limited

106 Front St. East, - Toronto, Ont.

Canada's Leading Display Fixture House

ARMY and NAVY EQUIPMENTS

The oldest and largest manufacturers
of Military and Naval Equipments
in the world, for

Badges
Medals
Caps
Belts
Etc.

Buttons
Swords
Helmets
Gold Laces
Etc.

Catalog and prices free on application.

J. R. GAUNT & SON
(CANADA CO.) LIMITED

63-65 Beaver Hall Hill MONTREAL

Also at London, Birmingham, New York, Melbourne,
Bombay, etc.

If any advertisement interests you, tear it out now and place with letters to be answered.

Attention!



Attention!

Quick Action

Is necessary when handling Military orders—let us handle yours. *Our tailoring organization* is adequately equipped to execute all orders for military clothing, *quickly, economically, satisfactorily*—on the shortest notice.

We are a reliable “Base of Supplies”—with forty years’ successful career as military outfitters we are able to give you an unexcelled service. *Let us know of your requirements—Liberal wholesale discounts.*

Sole Agents for WILKINSON SWORD CO., Limited, London, England, and CONSIDYNE, CURTIS & CO.’S FAMOUS SOLDIER’S FRIEND BUTTON POLISH, Bristol, England. A paste polish of unusual merit for polishing buttons and all metallic parts of a soldier’s uniform.



SAM BROWNE BELT

Cloths, Trimmings, Accoutrements, Badges, Buttons, Button Sticks, Fox’s Puttees, Whistles, Whistle Cords, Spurs, Belts, Service Caps, Trench Caps, Cap Covers, Gloves, Haversacks, Waterbottles, etc.

R. J. INGLIS, LIMITED

Importers and Manufacturers of Military Clothing and Equipment

138 Peel Street
MONTREAL

WESTERN BRANCH
291 Garry Street
WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.



The Brand that Mothers Want

Lion Brand Boys' Clothes have the "wear and tear" withstanding quality that mothers desire for their boys and the price appeals to the thrifty. Big Sellers. Good Profits.



Lion Brand includes Boys' Military Suits which are in big demand. We also have a line of *BOYS' ODD KHAKI BLOOMERS*. In the regular "Lion" Brand Boys' Clothing will be found reinforced seat, knees and elbows; this insures resistance where the wear is the greatest.

LION BRAND CLOTHES are smart, stylish and appeal to the boy's taste as well as a mother's good judgment.

Handle this line and build permanent patronage. Write us for samples.

The Jackson Mfg. Co.
Limited
CLINTON, ONTARIO



The Lace Goods Co., Ltd.

Importers and Manufacturers' Agents

MEN'S HANDKERCHIEFS

We Sell Them—the Right Kind

KHAKI HANDKERCHIEFS

All Qualities Now in Stock
75c., 95c., \$1.10, \$1.45, \$1.85

Mail Orders Receive Special Attention

The Lace Goods Co., Ltd.
Empire Building . . . Toronto, Canada

Do not neglect the Haversack and Khaki Shirt end of your business.

It's a winner.



Spring is here—route marches commence. Every officer as well as private will require a Haversack. We quote as follows:

Officers' large size 14x11-inch, heavy 8-oz. duck, 5 pockets, \$13.50 doz.

Officers' Khaki Shirts (*Viyella Flannel*), with 2 collars, \$33.00 doz.

Send for samples of other Khaki Shirts and Haversacks.

The Jones Mfg. Co.
533 College St. . . . TORONTO

Now is the Time

To capture and hold the best clothing customers.

When dealers are forced by advancing markets to reduce quality and raise prices—the firm giving the public reliable goods at reasonable prices must secure the trade, and hold it permanently.

"Progress Brand" Garments

are offered to the trade to-day—with the same dependable materials, the same high-class tailoring—at the same values.

We have the raw materials in stock—we have the plant and organization—all of which are at your disposal in exchange for your patronage.

Now is Your Time

to secure and hold the trade that inferior merchandise—at high prices—are bound to chase away.

OUR MADE-TO-MEASURE DEPARTMENT

carries a large stock of high-class woollens, which is sold—as bought—at last year's prices.

A Mark
of
Reliability



Inspection invited. Correspondence solicited.

H. Vineberg & Co., Limited

Makers of Progress Brand Clothing

Cor. St. Lawrence Blvd. and Duluth Ave., Montreal



What about Khaki
Drill Boys' Uniforms
for the summer?
Are you supplied?
We stock both wool
and duck.

HELLEUR, GARIEPY & BRODERICK, LIMITED

Manufacturers of Men's, Boys' and Juvenile Clothes

16 Craig Street West

MONTREAL, Quebec

If any advertisement interests you, tear it out now and place with letters to be answered.



The Alert
CLOTHING Co.
Montreal.

Makers of popular-priced clothing for *Men and Boys*. Can fill your orders *from stock*.

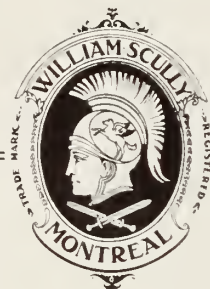
Prices only a *little* higher than *before*, but *very* much *lower* than *present* values — if we had to buy our supplies to-day.

Keen buyers will do well to get in touch with what we have to offer.

THE ALERT CLOTHING CO.

1202 ST. LAWRENCE BOULEVARD

MONTREAL, QUE.



LEGGINGS

PIG SKIN AND
HIDE

SOLID ENGLISH
LEATHER

PATTERNS

SPIRAL STRAP and SPRING FRONT

TRENCH CAPS

IMPROVED PATTERN

Serge, Gabardine, Whipcord and
Waterproof Materials

EVERYTHING IN

MILITARY EQUIPMENT

(EXCEPT UNIFORMS)

FULL LINES

HELMETS

OFFICERS' "WOLSELEY PATTERN"

Only Makers of High-grade Helmets in Canada

MILITARY and CIVILIAN
POLICE and FIREMEN

Quotations Submitted on Quantities



WILLIAM SCULLY

Office

320 UNIVERSITY STREET, MONTREAL, QUEBEC

Factory

If any advertisement interests you, tear it out now and place with letters to be answered.

We offer you unusual selling values in our new showing of military goods

- English Drill Fatigue Suits.
- Olive Slickers—Infantry, Cavalry and for Sentry.
- Camp Blankets, all qualities.
- "Sam Brown" and Money Belts.
- Summer Shirts and Underwear.
- Khaki Handkerchiefs and Ties.
- Haversacks. English Leggings.
- "Soldier's Friend" and "Royal" Polish.
- Redio Cloths. Button Stricks.
- Military Books and Badges.
- Fox's Lightweight Puttees.

Sole Agents for
 Young & Rochester's Shirts,
 Aquatite Trench Coats,
 The Tress' Official Service Cap.

Wreyford & Co.

Wholesale Military Outfitters and Mfrs.' Agents
 85 King Street West Toronto, Canada



For the Millionaire or the Million

"Everyman's" Outing Pants

Our Seasonable Offering to the Trade

- White (in heavy duck)..... @ \$1.00
- Khaki (in various shades)..... @ 1.25
- Grey (striped tweeds and worsteds)..... @ 2.25 and upward
- White (striped serges)..... @ \$3.50

Made up in side, 2 hip and watch pockets, with cuffs and belt loops.

Sample pants or swatches will be sent on request.

Terms: 2% 10 days or nett 30 days.

DAVIS BROS., Hamilton, Ont.

A full range of all other cloths on hand in fancy tweeds, striped worsteds and serges, corduroy and Bedfords. Correspondence invited.

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.



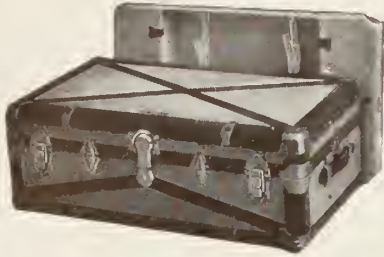
Popular NECKWEAR (TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

Samples and Prices Sent on Request.

J. & J. CASH, LIMITED
 301 ST. JAMES STREET, MONTREAL

Officer's Special Steamer Trunk



An Eveleigh production specially made for Military Overseas use.

Box is of three-ply rotary cut veneer lumber with inlaid reinforced round edges. Covered with vulcanized hard fibre and a fibre interlining thus making five-ply construction. Trimmings riveted on, special automatic bolts, excellent lock, cotton lined; size, 40 x 20 x 13. Price \$12.00 (to trade only).

J. Eveleigh & Co LIMITED.

MONTREAL

"The Big Baggage Makers"

Branches:

Winnipeg Saskatoon Calgary Vancouver

THE NEWEST MAN MODEL

Enables Unusual Display

Almost Human

Write for Our Catalogue of Humanlike Figures and Display Forms




A. S. RICHARDSON & CO. 99-101 Ontario St. Toronto, Can.

THE LATEST CONVENIENCE

WHEN THE COLLAR RUBS AGAINST THE NECK IT CHAFES THE NECK, CAUSES PIMPLES AND YOU FEEL UNCOMFORTABLE.

THE FRICTION CAUSED BY COLLAR ENDS RUBBING AGAINST SHIRT FLAPS YOUR SHIRTS.



VELVET-EDGE

TRADE MARK REG. U.S. PATENT OFFICE

STOPS CHAFING OF THE NECK
AVOIDS PIMPLES AND BOILS
IS SANITARY

TRY
VELVET-EDGE
ON YOUR
COLLARS & CUFFS


ONE PIECE
FOR
10 cents
LASTS MONTHS

GET THE HABIT

JUST TRY IT ONCE

BUY SOME "VELVET-EDGE" ON YOUR COLLAR

LIKE THIS




VELVET-EDGE SAVES

THE NECK THE SHIRT THE COLLAR THE CUFFS THE TEMPER

BUY SOME "VELVET-EDGE" ON YOUR COLLAR

LIKE THIS



H. V. BYE, Sole Selling Agent for Canada
128 BLEURY STREET MONTREAL, QUE.

If any advertisement interests you, tear it out now and place with letters to be answered.

We Help the Young Man to Go Into Business



A Semi-ready Store will pay in your town—and pay big.

We help the man who wants to start in Business.

Backed by the pulling power of the best known Trade-mark in Canada—by our continuous energy and advertising—and the making of high-class tailored clothing—there can be no such word as Failure in living up to the Semi-ready ideals.

The General Public believe in Semi-ready Tailoring, in its fair price and its good quality—and we present you with the franchise free and without stipulations.

You do not have to contract for the exclusive sale of Semi-ready—it is given to you in the fairest spirit of mutual co-operation.

You own the Trade-mark for your town—absolutely. You alone have the right to sell Semi-ready.

We have the Plan and the Opportunity. Our Business Plan enables you to start a Men's Wear Store with a very small capital.

Our Plan calls only for Character, Capability and Capital—and the first two are the more important. You must own your own Store, be your own Boss.

Twenty years of Prestige and Experience will stand behind you—coupled with financial help.

There are many towns where the Door is Open. These towns and cities will be taken up some day—for our Purpose is to have a Semi-ready Store in every good town in Canada.

There is a good choice of Towns and Cities where the Opening is apparent.

Here are a few:

Berlin and Waterloo—with a population of 23,625—towns two miles apart, with electric railway between, manufacturing shirts, buttons, furniture, boots, pianos, organs, automobile tires, tanneries, foundries, sugar refinery, rubber boots, brewery, distillery, brooms, brushes, threshing machines, with wholesale houses and many surrounding villages from which trade is drawn; daily papers, and

Smith's Falls—population 7,000, with chief industries: agricultural implements, plow works, stove foundries, woollen mills, saw, flour and shingle mills, malleable iron works, carding and planing mills; and an important divisional point with large railway population.

Owen Sound—population of 12,750; railway and lake shipping point, many factories, machine shops, foundries, cement works, furniture, biscuit and confectionery factory, malleable iron, bolt and screw works, stone quarry, brewery, cannery, cigar factory and iron and steel shipbuilding; good harbour, with grain elevators; splendid fruit country; many towns and villages nearby, from where shopping is done in town.

Sarnia and Galt, previously advertised, are both promised for the Fall.

Hull—population of 22,000, just across the river from Ottawa, with many industries.

Portage la Prairie, in Manitoba, population 6,000, offers a good opportunity for a specialized men's wear store.

Regina—Our Customer there will sell out to anyone who can handle a \$15,000 stock, as he has another business; population 40,000, the capital of Saskatchewan.

We have one or two other good towns and cities in the West, where a splendid opportunity awaits the right man.

Address all enquiries to H. A. Nelson, President

Semi-ready, Limited

Montreal, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.



EVERY shirt buyer in Canada knows the difficulties now being encountered in the trade—the shortage of fast dyes,—the difficulty of obtaining guaranteed deliveries—the constant advance in prices.

We do not pretend to have escaped the effects of this difficult situation. We, too, find it hard to get fast-color shirtings in sufficient quantities—we are continually "hurrying-up" delayed shipments from the mills—and even the fact that we buy in large quantities for cash enables us to avoid price increases only temporarily.

The size of this organization, however, its world-wide buying connections, and large purchasing power, all serve to *reduce* the effect of these difficulties to a minimum, and enable us to protect our customers in many ways not possible for manufacturers less fortunately situated.

This protection consists in giving our customers the widest selection of styles and patterns that the market affords, the best possible prices, and the greatest assurance of reliable deliveries, both on placing and sorting orders.

When a merchant sends his placing order to us, he automatically assures himself of the best possible service in fulfilment of his later requirements throughout the season.

See our travelers, or write for samples and prices.

John W. Peck & Co., Limited

Montreal

Winnipeg

Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6

TORONTO, JULY, 1916

No. 7

EDITORIAL CONTENTS

What of the New Collar Prices?	<i>Special</i>
Summer Home and Tourist Trade	<i>Some Opinions</i>
East and West Unite to Make Straw Hats	<i>Special</i>
A Real Summer Sporting Trim	<i>Illustration</i>
Weekly Half Holidays in Ontario	<i>A Useful List</i>
Nothing in Box—Everything Under Glass..	<i>Description of E. R. Fisher's Store</i>
Handkerchiefs Scarce, But Retailers Well Supplied	<i>Special</i>
A Word of Warning Re Early Closing	<i>A Retailer Speaks</i>
A New Appeal to Auto Owners	<i>Describing Riley Hern's Plan</i>
A Splendid Opportunity in France.....	<i>By C. A. Chouillou, Paris, France</i>
The 25-Cent Tie Practically Off Market	<i>With the Manufacturers</i>
Altered Styles in Military Lines	<i>Special</i>

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President*
T. B. COSTAIN, *Managing Editor*

H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF MEN'S WEAR REVIEW

Gordon Rutledge, *Manager*
A. B. Caswell, *Montreal Representative.* George E. Pearson, *Associate Editor*
C. W. Byers, *Western Representative.* J. J. Butler, *Western Ontario Representative.*
Fred McLaughlin, *Eastern Ontario Representative.*

CHIEF OFFICES

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12900. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024. Cleveland, Ohio, R. G. Langrill, 3112 Euclid Ave., Telephone, Prospect 1026 R.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, \$1 a year; United States, \$1.50 a year. Other Countries, \$2 a year; Single Copies, 10 cents. Invariably in advance.



OFFICERS' TRENCH, No. T15



OFFICERS' TRENCH, No. T16

A Few Original Patterns in Officers' Khaki Summer and Fall Headwear



OFFICERS' BALMORAL



OFFICERS' GLENGARRY



OFFICERS' WOLSELEY HELMET



OFFICERS' TRENCH, No. T11



OFFICERS' TRENCH, No. T18

Designed and Manufactured by

A. HARRY WOLFE

CANADIAN GOVERNMENT CONTRACTOR

46 St. Alexander Street . . . MONTREAL

PRICES AND SAMPLES ON APPLICATION

If any advertisement interests you, tear it out now and place with letters to be answered.



Men's Wear Review

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

VOL. VI.

TORONTO, JULY, 1916

NO. 7

WHAT OF THE NEW COLLAR PRICES ?

Retailers, Seemingly, Are Having but Little Trouble With Their Customers as a Result of This Advance—The Retailer, of Course, Now Gets Better Profit From This Line—Will the Old Price Come Back ?

SINCE the last issue of MEN'S WEAR REVIEW went out to its readers on May 27, a price change has come upon a universally stocked line of apparel—collars.

For some time the fact has been known by well-informed retailers—and the point has been mentioned in MEN'S WEAR REVIEW—that the price of collars should go up were only the cost of raw material, and of production generally, considered. It was felt, however, that other considerations were keeping the price down, and the advance which has been struck was probably unlooked for by the great majority of retailers.

The notification of this change caused a certain amount of wonderment, but time has now been given for the retailers to know the impression which the change has made upon their trade, and it appears there is nothing to fear from this advance and much for the retailers to be thankful for.

Profit to the Retailer

An advance was necessary from the manufacturer's standpoint, to prevent their sustaining too great losses as a result of raw material increases, extra charges for laundrying, etc. But the advance, as made, is such that the big benefit seems to come to the retailers. In the past he has been handling collars with a narrow margin of profit—a profit which he could not afford to take on all his lines, and remain in business. Now, it is true, he pays more for the collars, but by getting more for them, on prices which are being emphasized to the consumer, his margin of profit per collar is considerably greater than in the past.

This increased profit is secured both on the old two-for-25c collar, which now sells at 15c each, and on the old 3-for-50c collar which sells for 20c each, or \$2.25 per dozen.

A Manufacturer's Statement

Referring to these increased prices, one prominent manufacturer of collars has this to say:

"It is needless for me to say that these advances are moderate, considering the advances in cost of materials, supplies and labor, and they really should welcome the change, as it gives him a very much better profit. There has been a saying that collars are like sugar in a grocery store; people have to have them. They do not require a

lot of selling and consequently a merchant was satisfied to handle them at a small profit. We think, however, that the retailer is entitled to a better profit than he has been getting, and for that reason, as we said before, he should welcome the change. One thing the retailer should do, is try to sell more goods by the dozen. There are really very few intelligent buyers who regularly buy one or two collars at a time, unless just simply to try out a style."

This contention, regarding selling more collars by the dozen, is an exceedingly good one. A number of retailers are now doing something to this end. Instead of saying collars are two-for-30c, they say 6-for-90c, or \$1.75 per dozen.

Now Everything Has Advanced

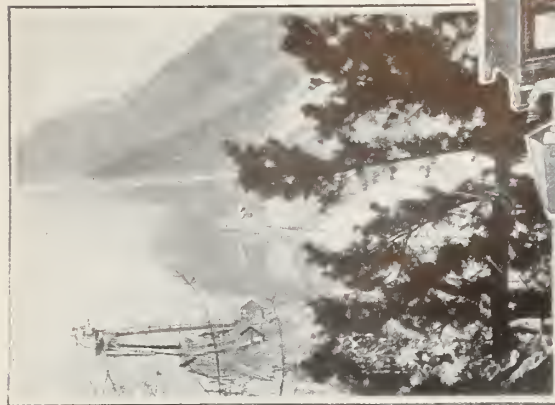
Many men, it will be remembered, are wedded to a certain style of collar. They can easily be persuaded to buy a stock of that style, thus assuring themselves of having some ready for use, and of saving annoyance from finding a merchant out of that particular style, when they go for a repeat. It is an interesting fact, by the way, to note that with the advance in the price of collars, there has now come an advance in practically every line handled in a men's wear store, since the commencement of the war. Collars were the last to move, and doubtless it has only been because the manufacturers found it absolutely impossible to make ends meet, at the old figures, that the change was affected. When this change was determined upon, however, it seems the retailers' side was borne especially in mind, and the prices were so arranged that while he paid 10c a dozen more for the collars, he gets 30c a dozen more for them, provided he sells them in less than dozen lots, or 25c a dozen more, if he sells at the dozen rate of \$1.75 for the old two-for-25c collar. The merchant now gets 33 1-3% profit on his collar sales. Under the old price regulations, he had to sell \$1.50 worth of collars to make 40c, that is he was making at the rate of 26 2-3%.

As has been pointed out before, when the possibility of a collar advance was considered, practically all the units which go into the production of a collar have advanced within the last 18 months. Not only is the cotton and other material in the actual collar very expensive, but even the wrappers on the boxes are up.

Continued on page 40.

SUMMER HOME AND

Window Trims of Lines
of the Man — How
Makes His Windows Draw
On the



TOURIST TRADE

Needed at Camp Get Atten-
Brockville Merchant
Tourist Trade — Stores
Small Boats

Some Schemes Outlined.

Perhaps an instance or two of how merchants have turned the visits of tourists to advantage will be of value.

Robert Craig of Brockville, a merchant who does business in a city which is itself practically a

Summer resort for six months in the year—situated, as it is, just at the head of the Thousand Islands—every year gets considerable business from tourists. Some of these tourists are regular residents of some island. Others are motorists, many of whom go through Brockville and more of whom will likely go through this year, since reciprocity in automobile licenses is being put into effect.

The chief method used by Mr. Craig to draw this tourist trade is the window trim. He has in the past, he says, advertised in some of the papers published in the nearby resorts, such as Alexandria Bay. The results he did not find anything like as satisfactory as had been expected. So the window has been utilized more than ever. One of the features of particular value has proved to be displays of furs. The Robert Craig Co. deals in furs, and by having these displayed in the window the attention of the touring Americans is quickly attracted. Many come into the store to make inspection. Frequently the ladies of the party make purchases, and while they are so employed the men are sure to see something which they want, so that a profit from their smaller purchase is added to the larger profit from the purchase of the furs.

Sweater Coats Big Line

In this store sweater coats also are played up strongly. Every Summer evening almost there are required. Motorists who have not brought their coats will realize the need when this need is brought to their mind by a window trim of sweater coats. So more sales result.

The Playfair Preston Co. of Midland, Ont.—another business centre situated in a beautiful Summer district—has adopted the method of going to the Summer tourist. This tourist, the manager of the store says, is away for a holiday. Shopping does not appeal to him or to her, and only by going to them can much business be secured.

Of course the question arises as to how this going after the business of the tourist may best be accomplished. Well the Playfair Preston Co. for some little time has adopted the method of establishing stores on the "Sans Souci" and the "Moon Falls" two of the boats which ply between Midland and the nearby resorts. Of course what is sold for the most part is light refreshments, fruit soft drinks, etc., but while these are being taken, and when the boats stop at the various landing places, orders are taken for men's furnishings and dry goods. These will be brought around and left for the purchaser when the boat makes its next trip.

Circularize Old Campers

At the commencement of every season, this firm goes over its list and sends letter to all the regular Summer

AT HAND is the season for the Summer vacation, when with schools closed, the tired business man of the theatre forgets that he is tired and packs up a bundle or two, preliminary to the family flitting for country or watering place.

Perhaps the destination is an old haunt, and if so, the men of the family will have a pretty clear idea of what is required. There will be bathing suits to buy, towels for use after the bath; white duck trousers will be necessary, outing shirts, sweater coats—more than one of many of these articles if care has not been taken of last year's supply.

But mere man, as is generally admitted now, is a careless shopper. A few start off in the morning with a list, denoting what they must buy in order to be properly equipped for the holiday, but very few. The list idea is a woman's method—and a good one, but it has not been generally adopted by the other side of the house, and it is doubtful if it ever will be.

Importance of Window Trims

As a result, the men's wear dealers who are going to get the most of Summer's business, have to make their windows alluring, have to make these attract the passing man's attention, and make him realize that it is but a day or two till he leaves for his vacation.

To the dealer who does make his window speak of the Summer outing, a good deal of this business comes. And it is business well worth while, for the man once inside the store is reminded of one thing after another which he will need, and his purchases usually assume considerable proportions.

But while the man's preparations for his Summer outing offer a real opportunity to the men's wear dealers in the cities and towns from which this man goes, it perhaps offers a bigger opportunity to the men's wear dealer in the town bordering on the Summer resort to which he goes.

This is the man who benefits from the campers forgetfulness. If one has overlooked a belt for his white ducks—he can get that in the nearby town. Does he find that his bathing suit, which he remembered as being in perfect shape, serve as food for the moths during the past winter? Well this can be remedied in the nearby town.

But the merchant in the nearby town requires to make his presence known, and just how this might best be done is worthy of study, and immediate study.



visitors, asking them to come to the store when in Midland, and assuring them of most careful attention.

For the most part, however, the holidayers go direct from the train to the boat, and as has been said, the only successful method of getting a large share of their business is to go after it.

This Midland firm is thinking of sending travelers with samples on the various passenger boats. The idea would be to have these travelers show their samples, probably in connection with the stores which this firm now operates on board. The campers could then pick out anything which struck their fancy. Immediate delivery would not be made, but the purchase could be sent forward within one or two days. As well as doing business on the boat in this way, the traveler might stop at the various Summer hotels and by showing his samples there get more orders.

This plan has not yet been adopted, but is likely to be put in operation this year.

Big Holiday Crowds Sure

Despite the war, or because of it, the coming Summer will see an even larger number of tourists from the other side visiting Canada. The fact that such tourists will be made very welcome has been made fairly generally known, and all the border points and the well known resorts will unquestionably be full.

This, moreover, has been a profitable year on the whole for Canadians, and these in large numbers will be at resorts. The business of these people is well worth going after. For those merchants who have the opportunity, plans for taking advantage of this should be adopted at once.

EAST AND WEST UNITE TO MAKE STRAW HATS

John Chinaman, His Wife and Children—Or the Mikado's Subjects Weave the Straw—
Then the White Man Makes This Up Into the Various Styles—The
Steps Explained.

Continuing the series showing how men's wear lines are made.

IN spite of cold and rain which materially injured the early sale, straw hats are now everywhere to be seen in the land. During the months of July many more will be bought at prices which yield the retailer a fair profit, and then, with August, will probably come the slaughter sale, when stock is cleaned up. It is a short life that the straw hat has at best, yet this is a line which yields good profits if the evil of too early price-cutting sales are overcome, and the story of the manufacture of a straw hat should be of real interest and value.

Several of Canada's daily papers have recently given a brief outline of the early steps in straw hat making. These outlines have been interesting, but not absolutely correct—perhaps too much credit being given John Chinaman for doing the preliminary work of weaving the straw into braid.

Japs Work Too, Also the Swiss

As a matter of fact, John Chinaman and Jennie Chinaman and all the little China boys and girls take a big part in braiding the straw which eventually finds its way into straw hats. They are not alone in this, however. In Japan, too, a great deal of this work is done, and in Switzerland the business has been quite highly developed of late years. In this latter country indeed, machinery has been used to a considerable extent in making the braid—this in face of the statement made on several hands of late that a machine has never yet been invented for this braiding work.

It is true that machinery has not been used as largely as might have been expected. Probably it never will be used exclusively, for in China and Japan this weaving of the straw into braid is almost a national pastime. When-

ever anyone has nothing else to do he braids straw. It is as though a continual war were on, and knitting sox for soldiers were carried on throughout the years as it has been carried on in Canada during the past twenty months.

Such widespread industry, of course, makes the need of machine work little felt. For the most part wheat straw is used by the weavers, but rye also appears in the braid from time to time. It is just ordinary straw, grown not only for use in the manufacture of hats, but grown primarily to bear wheat or rye, the straw braid being merely a by-product.

Braided as Whole Straw or in Parts

The straw is braided in a number of ways. It may be braided without being split at all, the skeins thus made being used for Sennit hats. Or it may be split into two or more parts and these parts braided. Skeins made from such work are used in the more expensive split hats. The finer the braid the greater the value, and the higher the price of the hat into which they go.

Now there are, in China and Japan, and in Switzerland too, brokers whose business it is to buy up the braid. These have to deal with other native buyers who go around in their own community buying in what braid has been made. These native buyers—especially the Chinese native buyer—cause the brokers considerable difficulty.

Whatever may be thought of the Chinaman in the coast cities, those who deal with him in China find he is a mighty independent, and a mighty honest man. The broker comes down country with his coolies bearing the braid he has collected. He asks a certain price. The European buyer perhaps tries to beat him down. John orders his coolies to pick up the braid again, and off he

marches back to his home town. He will sell at his own figure or not at all.

Skill is Needed in Buying

The European buyers, however, get skilful in handling these men, and buy up large quantities of the braid, and at once ship it to the centres where this is bleached. A great deal goes to England, Luton in Bedfordshire and St. Alban's in Hertfordshire, being noted for this work.

It is not correct, however, to suppose that all the straw braid is bleached in England. As a matter of fact a good deal comes to the United States and is treated there.

This brings to mind a serious situation which has arisen in relation to straw hats within the last year. Peroxide, is, of course, principally used in bleaching straw hats. Peroxide is also used in some explosives, and at Niagara Falls, U.S.A., there has been made a lot of this peroxide for sale to the Allies. Early in March the Niagara Electro Chemical Co. was blown up, presumably the work of Germans or German sympathizers, and the great output of peroxide which was counted upon from this concern was thus shut off. Already this interference with the supply has been having its effect and even the 1916 straw hats will be poorer in bleach than in former years, while the 1917 quality will be still more reduced by reason of peroxide scarcity.

Now it is said that on this continent are made the finest split straws in the world. England, on the other hand, specializes more in the Sennit braids or notch braid. In these the full straw is sewn into the shape of the hat, and then pressed under hydraulic presses.

Finer the Braid Costlier the Hat

The split straw hats are of course made from straw which has been split before being braided, and in these cases the finer the braid the better the hat, but this is getting ahead of the story.

Getting back to the English or United States plants, where the straw braid is brought in from China, Japan or Switzerland, there will be found to be great preparations made for the bleaching. The bleaching once done the straw is handled by New York brokers who sell this to the various manufacturers of straw hats.

What a men's wear dealer would see therefore, in visiting a Canadian factory manufacturing straw hats, would be great rolls of bleached straw braid, and many men and girls at work sewing this, developing it into the hat which in course of time will find its way into the men's wear dealer's window.

In Factories and Homes

In Canada straw hat work is done entirely in factories. In England this is not the case. Such centres as Luton and St. Albans have for instance, many hat factories, but also they have many homes in which work upon hats is done. Girls there get their training in the hat factories. Then, in the course of time, they marry, and to increase the earnings of the family, continue to work upon hats, in many cases, doing this work in their own home.

In the making of the split straws—this is the finer work—the operator makes a circular mat-like object from the braid, sewing each braid in the exact centre on to the braid which has gone before.

The top of the hat is made in this way, then with great skill the operator starts down the crown—then starts to widen out for the brim.

Sometimes the stitching is made invisible—this in the higher priced hats. Sometimes there will be many more rows of braid to the inch than others. Generally speaking, in split straws the greater the number of rows to the inch, the finer and more expensive the hat.

Similar is the work in the Sennit hats made from the whole straw braid. The braid is much coarser, and there being less rows to the inch, its manufacture is much speeded up. This accounts in part for the lower price, as a general rule, asked for these hats.

It will be seen that the great part of straw hat manufacturing in Canada is the work of sewing machines. The operators attain great skill and this is necessary, for on them devolves to quite an extent the work of regulating the size.

Blocked to the Size

The actual size, however, is not perfect when the sewing machine operator gets through. What comes from the last machine is simply a hood in the shape of a hat. This is steamed and is then pressed over a block. The ironing process takes place which gives the hat the proper shape, and when the drying-out process is finished the hat has its proper shape practically in permanent enough form to enable it being handled. It is then passed on to the drying room and after being thoroughly dried is shellacked, an exceedingly high quality of glue being used. This shellac process gives rigidity to the hats and ensures them keeping their shape and also gives them a certain waterproof quality.

After all these steps have been gone through the work of trimming takes place—also done by operators on machines, usually girls. That ribbons and leather bands are up materially and labor of course, is very difficult to secure and more costly. These things indicate higher prices for straw hats a year hence.



GLOVE ADVANCES COMING

ADVANCES are in the air in the glove trade. Orders have been booked by manufacturers at prices which are now obsolete: they are evenly divided as to whether to make delivery at the booked price or to attempt to establish a new range of prices.

At best advances will come with the exhaustion of the small stocks that are available for this unprofitable business; since manufacturers will then have to pay greatly advanced prices for their material. One of the largest manufacturers states that this advance will amount to 50 per cent., and is caused by a multiplicity of causes. The cost of cutting the most important operation in glove making, has been increased by a shortage of skilled hands; the cost of tanning and raw hide has gone up.

It is felt that the climax of the situation has been reached. Manufacturers will be able to withstand the pressure much longer, and when the present stocks they are drawing on are used up, with the making new contracts they must advance their prices to the trade. Already importers are paying 20 per cent. more for their goods.

One of the largest skin firms is buying everything in sight, and holding stocks in anticipation of the rising market in this line.

Silk has advanced up to \$6.00 a lb. from the old price of \$3.25 and silk gloves indeed, are being shipped to-day at prices that are less than the cost of production. New orders are being turned down daily, since the three factories in Canada are quite unable to supply more than perhaps 50 per cent. of the demand.



Robert W. Allen, head of the Chicago Kenosha Hosiery Company, Kenosha, Wis., has donated 56,000 pairs of stockings, reported to have cost \$5,000 to the poor people of France.

A Real Summer Sporting Trim



TRIM BY A. MATTHEWS, STOLLERY'S, TORONTO.

This unit speaks for itself. It calls to the tennis enthusiast, and the golfer. It beckons the bowler who turns night into day whether daylight saving has come or not. The automobilist, the camper, the mid-city worker—all are attracted. And the clearly marked prices help to clinch sales after the attention is secured. A fine Summer trim this, indeed.



WEEKLY HALF HOLIDAY IN ONTARIO

Towns and Cities Where it is Being Observed—The List Grows From Year to Year —
Merchants Closing Practically Wherever Possible—Early Closing in Many Centres
Where No Half Holiday Exists—Information for the Traveler.

FOLLOWING is a list of Ontario towns where there is a weekly half holiday, or immediate prospect of one being observed this year. These replies show that as a whole Ontario merchants are as keen for the welfare of their clerks and selves, from a health point of view, as from that of business. The half holiday a week certainly enables employer and employee alike to perform allotted duties during working days all the more easily and to better advantage. Men's Wear Review would be glad to hear from merchants in any town not herein represented and where a half holiday is observed.

ALMONTE—No half holiday, but 6 p.m. daily closing from May till September.

AURORA—Wednesday p.m., June, July and August.

AMHERSTBURG—No half holiday, but six p.m. closing daily except Saturday.

BRANTFORD—Wednesday p.m., June, July and Aug.

BALLANTYNE and JACKSON—No half holiday; 6 p.m. closing, 3 days a week.

BALA—No half holiday. 7 p.m. closing four nights a week.

BELLEVILLE—Wednesday afternoon, June, July and August.

BOTHWELL—Wednesday p.m., June, July and Aug.

BONFIELD—No half holiday, Close 6 p.m. Monday, Wednesday and Friday, year round.

BRACEBRIDGE—Half day a week, June, July, August and September. Day not stated.

BROCKVILLE—Wednesday p.m., June, July and Aug.

BOWMANVILLE—Wednesday afternoon, June, July and August.

BLIND RIVER—Thursday afternoon, May, June, July and August.

CARLETON PLACE—No half holiday. Some dry-goods firms close at 5 p.m. in July and August, except Saturdays.

CHAPLEAU—Wednesday afternoon June and July up to September 15.

CHATHAM—Thursday afternoon, June, July and August.

CHELMSFORD—No half holiday, 6 p.m. closing Tuesday and Thursday.

COPPER CLIFF—No half holiday, stores close 6 p.m. with usual exceptions.

CORNWALL—No half holiday, 6 p.m. closing daily, except Saturday, June, July and August.

DESERONTO—Expect to close Wednesday afternoon during July and August, early closing by by-law at 7 p.m. daily except Mondays and Saturdays.

DRYDEN—Thursday afternoon.

DUNNVILLE—Wednesday afternoon, June, July and August.

ELORA—Wednesday afternoon, June, July and August. Early closing at 6 p.m. year round, with usual exceptions.

ENGLEHART—No half holiday, 7 p.m. closing Mondays, Wednesdays and Fridays.

ESSEX—Thursday afternoon, June, July, August and September.

FOREST—Thursday afternoon, June, July and August.

FORT FRANCES—No half holiday. Early closing at 7 o'clock; Saturdays 10 p.m.

FORT WILLIAM—Wednesday afternoon, July and August.

GANANOQUE—Wednesday afternoon, June, July and August.

GALT—Thursday afternoon, June, July and August.

GRAVENHURST—No half holiday. Early closing not uniform.

GRAFTON—Wednesday afternoon, June, July and August.

GUELPH—Thursday afternoon, July and August. Grocery and some other stores during June as well.

HAILEYBURY—No half holiday.

HAMILTON—Grocers and jewelers, Wednesday afternoon and one dry goods store.

HANOVER—None.

HARRISTON—None.

HESPELER—Wednesday afternoon, June, July, August and September.

INGERSOLL—Wednesday afternoon, July and August.

KEARNEY—None.

KEEWATIN—Wednesday, June to September, inclusive.

KENORA—Wednesday afternoon, June, July and August.

KINCARDINE—None, except banks, barbers and printing offices which close on Friday afternoon.

KINGSTON—Stores close at 5 p.m. during July and August.

KINGSVILLE—Thursday afternoon, June 1 to Sept. 1.

LEAMINGTON—Friday 12.30, May, June, July, August and September.

LINDSAY—Thursday afternoon, July and August.

LONDON—Wednesday afternoon May, June, July, August. Grocers and butchers also have half holiday in May.

MASSEY—None.

MATHESON—None.

MEAFORD—Thursday 12.30, May 15 to Sept. 15.

MITCHELL—None.

MT. FOREST—None.

NAPANEE—No decision yet. May be Wednesday afternoon during July and August.

NEWMARKET—Wednesday afternoon June, July and August.

NIAGARA FALLS, ONT—None.

NIAGARA-ON-THE-LAKE—None.

NORTH BAY—Wednesday afternoon June, July and August.

ORANGEVILLE—Wednesday afternoon July and August.

OSHAWA—Wednesday during June, July, August and half of September.

OTTAWA—Some on Saturday afternoon.
 OWEN SOUND—Wednesday afternoon July and August.
 PALMERSTON—None.
 PARIS—Wednesday, July and August. Hardware merchants, tailors, men's wear, grocers, furniture, barbers also during May.
 PARKHILL—None.
 PARRY SOUND—None.
 PERTH—None.
 PRESTON—Dry goods, fancy stores, shoe stores, jewelry stores, Thursday afternoon during June, July, August and September. Hardware dealers do not observe.
 PICTON—All business places close at 12 o'clock from June 1 to August 31 on Thursday afternoons.
 POWASSAN—No half holiday observed. Five nights a week stores close at 6 p.m. Saturday night at 8 p.m.
 PRESCOTT—Half holiday on Wednesday general except fruit and cigar stores for past two years. Nothing done as yet for this year. Stores close at 6 p.m. year round, except on Saturday.
 PORT ARTHUR—Only dry goods stores close on half holiday during July to September. Day not stated.
 PORT HOPE—Dry goods and grocers every Wednesday afternoon during June, July and August. Hardware stores do not close. Clerks will divide the holiday, taking different days.
 SIMCOE—All stores close Thursday afternoon during June, July and August.
 STIRLING—Wednesday afternoon, July and August.
 ST. MARYS—Wednesday afternoon, June, July and August.
 SIOUX-LOOKOUT—All stores close Thursday afternoon, May, June, July and August.
 ST. THOMAS.—All stores close Wednesday 1 p.m. during July and August. Grocers close same day during May, June, July and August.
 ST. CATHARINES—All stores. Wednesdays 12 p.m. during June, July, August. Hardware stores include September also. Butchers observe Wednesday afternoon throughout year.
 STAYNER—No half holiday. All stores close at 6 p.m.

STRATHROY—All merchants. Wednesday afternoon. July, August and September.
 SEAFORTH.—Dry goods stores only. Wednesday afternoon July and August.
 SUDBURY—Not observed. The council is to be asked to pass a by-law for a weekly half-holiday—presumably Wednesday.
 TILLSONBURG—Wednesday afternoon, June, July and August. Close 6.15 p.m. every night, except Saturday.
 TILBURY—All stores, except implement men. June 15 to September 14. Day not stated. Close every evening at 6 p.m. with exception of Wednesdays and Saturdays.
 THESSALON—Half holiday not observed. Stores close at 6 p.m. year round, except Saturday and evenings before public holidays.
 TRENTON—All stores, Wednesday afternoon, June, July, August.
 TROUT CREEK—Half holiday not observed. Close every evening at 6 p.m. except Saturday, 10 p.m.
 TORONTO—Many grocers close Wednesday afternoon year round.
 WALKERVILLE—Grocers and butchers, Thursday, June, July and August. Hardware stores do not observe.
 WHITBY—Petition in circulation for Thursday afternoons during June, July and August. Expected to go into force June 8.
 WIARTON—Not observed. Close 6 p.m. every evening except Saturday.
 WINGHAM—All stores. Wednesday afternoon. July and August.
 WEBBWOOD—Not observed.
 WINDSOR—Grocers and butchers observe May to September. Some Wednesday afternoon and some Thursday. Hardware stores close at 6 p.m.
 WATERLOO—All stores. Wednesday afternoon. June, July and August.
 WOODSTOCK—Jewelers, dentists, butchers and barbers observe Thursday afternoon. Hardware stores do not observe. Latter close 6 p.m. every evening. Months not stated.
 WEST TORONTO—Stores, generally, close Wednesday afternoon year round.

SELLING SCHEMES WORTH IMITATING

Methods by Which Dealers Are Winning Attention of Customers, Thus Building For Larger Prestige and Larger Future Sales.

A CERTAIN STORE THAT is large enough to sport a cashier, features in every ad. the announcement in a panel border and attractive style, some little fact in regard to the sale of postage stamps that is carried on by the store for the convenience of the public. It is stated that any number of men come in for a two cent stamp and once in the store are caught by the sight of some small article they discover the want of and presto! a sale is made. The innovation is based on the fact that in a city where no postal machines are in use it is a long walk to a post office.

A RECENT AD. OF R. J. TOOKE'S consists chiefly of an unusually good cut of a pair of capable looking hands engaged in the task of slipping the tie through the folds of a new collar—a service hint, nothing more—intimating to the reader customer that there is a correct way in which to introduce the tie to the collar. Each ad. is made dis-

tinctive in the same way by portraying some act of service in connection with a customer's trade.

BESIDE A SMART DISPLAY of military clothes an Eastern retailer has placed on a dummy a soiled and weather beaten khaki coat that has seen ten months' service in the land of war. It draws the passerby's attention and holds him in mute speculation, with the result that he cannot help but see the other articles in the window.

THE H. J. DE VILLERS SALES CO., OF MONTREAL, practises a "Serve Yourself" principle in the display of working men's gloves which are laid out in a long trough like attachment to the counter and which is sub-divided into compartments each one of which contains a different variety of glove each class having the price plainly marked from 15c to \$2.00. This enables the customer to do what he usually is anxious to do in the case of a strictly utilitarian line, give a close inspection to the assortment.

While customers wait for other things they unconsciously drift over to handle an exposed line. This firm is about to try the experiment of a Serve Yourself sale that is to last a week and embrace every line in the store.

JESS APPLGATH MAKES A SPECIALTY of pointing out to customers the ruinous effect of using whisk brooms or anything but cloth or felt swatches as hat brushes. In the case of Panamas, customers are further advised not to allow unreliable people to clean them as the use of a very small amount of acid means ruin for the hat. Soap and water at home is advised and all Greek hat cleaners adjured.

W. J. NORWICH OF 270 YONGE STREET, Toronto, has a method of boosting sales in collars which should commend itself to others in the trade. It has long been a difficulty with men's wear men to find a way by which they may sell collars in larger lots than two for a quarter, or 3 for 50 as the case may be. A great many men come in and ask for a collar and at the most buy 2 if they are two for a quarter or 3 if they are 3 for 50c.

Mr. Norwich, however, has found a way by which he can handle this problem and in the main make good. His method is very simple. When a customer comes in and asks for a collar he shows him a collar. The customer naturally asks the price and to this Mr. Norwich replies "8 for a dollar" or if in the case of a higher priced collar "5 for a dollar."

(Mr. Norwich, to get over the difficulty of the increased duty on higher priced collars coming from the States, sells the 3 for 50c collar now at 20c.)

The thing to note about this is that he does not say "2 for a quarter, or 20c each."

He does not, when he is asked the price of a collar, quote for one collar or two collars or three collars. He endeavors to sell collars in numbers and does not bother at all to mention even the price of one or two collars. He quotes the price in large lots.

"I have found this very effective," said Mr. Norwich, "a great many people pay the price that is asked them and they would just as soon buy 5 collars for a dollar as one collar at 20c. Of course there is a certain class, a customer who comes in for one collar, who will only buy one. On the other hand there is another class which is vacillating, which would just as soon buy a box of collars as buy one at a time. My business is to see that they buy a bunch. To this class, the uncertain class as to the number of collars they want, that I appeal by the quotation of price on several collars, and not on one or two.

"This has worked out splendidly," said Mr. Norwich, "and I have certainly increased the sale of my collars considerably during the last year, simply by adopting this process. I don't know how other men's wear men feel on this question but I have found this a paying resource. I believe it pays to assume that your customers have money to spend for large lots of articles rather than small. One may assume this at any rate, until told to the contrary."

ROD SANGSTER hooks up with the craze for colors by making fancy patterns of black and white socks placed alternately on the design.

RILEY HERN has inaugurated an unique idea in selling motorists clothes by displaying many articles of auto accessories in the window with the clothes, thus attracting added attention to them. This store has also developed a good system of obtaining selected mailing lists by going over the court house records of automobile license holders, and selecting the names of owners of high priced cars, especially for the chauffeurs' trade, and owners of all cars for general trade in motorists' clothes.

F. J. JACKMAN obtains selected lists of possible customers for boys' clothes by getting in touch with the register of various colleges and selecting the names of wealthy parents who have boys at school.

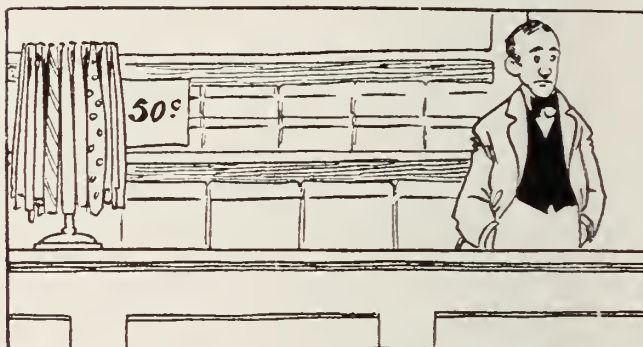
ALMY'S OF MONTREAL have one universal slogan throughout their store, "The customer is always right." This applies to all lines from boys' clothes to women's hats. No exception or argument is tolerated. It is merely a case of "Do you want the money refunded?" or "Do you wish to exchange the goods?"

RILEY HERN OF MONTREAL features on his newspaper and personal talks the slogan, "If a garment doesn't hold its shape, bring it back." He states that although some are brought back this liberal policy pays as it retains old customers who would otherwise be lost through dissatisfaction with the goods.

G. WALLACE of Guelph has found a cartoon service secured from New York of great value in drawing people to his windows. Once there, he counts upon showing them something which will create the desire to buy.



RIGHTLY DONE, SAY WE ALL



Have you sometimes been indifferent to your customer? No. Well you have seen those who are. You know they need beware the hook, though more often it is applied from within than from without.